

THE IMPACTS OF ORGANIZATIONAL CULTURE TOWARD
KNOWLEDGE MANAGEMENT AT TENAGA NASIONAL BERHAD
(TNB) KOTA BHARU, KELANTAN DARUL NAIM.

Prepared for:
PUAN MIMI ZAZIRA BINTI HAJI HASHIM

Prepared by:
MOHD AZIZOL BIN ABDUL AZIZ
BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)

JAN 2015

TABLE OF CONTENTS

	<i>PAGE</i>
ABSTRACT	i
ACKNOWLEDGEMENT	ii
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	2
Research Objectives	3
Research Questions	3
Research Hypotheses	4
Significance of the Study	4
Limitation of the Study	5
Definition of Terms	6
CHAPTER 2	
LITERATURE REVIEW	
Introduction	8
Organizational Culture	8
Group Culture	9
Developmental Culture	9
Hierarchical Culture	10
Market Culture	10
Knowledge Management	11
Create Knowledge	14
Capture Knowledge	14
Organize Knowledge	14
Disseminating Knowledge	14
Knowledge Application	16
The Impacts of Organizational Culture toward Knowledge Management	17
Conceptual Framework	18
CHAPTER 3	
METHODOLOGY	
Introduction	19
Research Design	20
Sampling Frame	20
Population	20
Sampling Size	21
Unit of Analysis	24
Sampling Technique	24
Data Collection Procedures and Instrument	25

LIST OF TABLES

<i>TABLE</i>	<i>CONTENTS</i>	<i>PAGE</i>
CHAPTER 3		
Table 3.4.1	Number of Staff and Department at TNB Kota Bharu, Kelantan	21
Table 3.5.1	Krejcie and Morgan Model, 1970	22
Table 3.5.2	Sample Size	24
Table 3.8.1	The Type of Instruments and the Detail of the Questionnaire	28
Table 3.10.1	Plan for Data Analysis	31
CHAPTER 4		
Table 4.1.1	Survey Return Rate	32
Table 4.2.1	Reliability of Pilot Test	33
Table 4.2.2	Crobach's Alpha Score for Organizational Culture Types and Knowledge Management Dimensions	34
Table 4.3.1	Normality Description	36
Table 4.4.1	Gender of the Respondents	38
Table 4.4.2	Age of Respondents	39
Table 4.4.3	Department	40
Table 4.4.4	Job Rank	41
Table 4.4.5	Length of Time in Service	42
Table 4.4.6	Educational Level	43
Table 4.4.7	Knowledge Management Practice	43
Table 4.4.8	Missing Questionnaire by Departments	44
Table 4.5.1	Mean score of the organizational culture assessment of employees in Tenaga Nasional Berhad, Kota Bharu	45
Table 4.5.2	Mean score of the knowledge management assessment of employees in Tenaga Nasional Berhad, Kota Bharu	46
Table 4.7.1	The Correlation Coefficient Interpretation	48
Table 4.7.2	Correlation between the Mean Group Culture Assessment Score and the Mean Total Knowledge Management Assessment Score	49
Table 4.7.3	Correlation between the Mean Development Culture Assessment Score and the Mean Total Knowledge Management Assessment Score	49
Table 4.7.4	Correlation between the Mean Hierarchy Culture Assessment Score and the Mean Total Knowledge Management Assessment Score	50
Table 4.7.5	Correlation between the Mean Market Culture Assessment Score and the Mean Total Knowledge Management Assessment Score	51

ABSTRACT

The purpose of this study is to identify the impacts of organizational culture toward knowledge management practices in an organization. The selected organization is Tenaga Nasional Berhad (TNB) Kota Bharu, Kelantan Darul Naim. This correlation research was to determine that there is an existence of correlation between these variables. The sampling frame is the staffs of Tenaga Nasional Berhad (TNB) with the population of 299 employees. However, in this study, only 200 employees are been used as a target population and by using simple random sampling technique, 132 respondents were made as sample size and 111 respondents has given feedback. In addition, the internal consistency using Cronbach's Alpha are also use to verify the measurement used later. The unit of analysis is individual with the instrument of Likert Scale question. Therefore, questionnaire is used to collect the data and Statistical Package for Social Science (SPSS) version 20.0 is used to compute the correlation of the variables. This research should make a contribution to the understanding of the relationship between organizational culture toward knowledge management for most government organizations in any industries, private company, body statutory and employee themselves. The result of the research shows that the variables are positive correlated with one other thus the hypothesis were accepted.

ACKNOWLEDGEMENT

Alhamdulillah, this study has been accomplished on time. This research study was made possible through the cooperation and contributions of many people. Firstly, I would like to pay my gratitude to Allah S.W.T for giving the strength to complete this study. I have been grateful to my thesis advisor Puan Mimi Zazira binti Haji Hashim. Without her guidance, lesson or comments during consultation period, this research cannot be done successfully

My continuing thanks to my supervisor, Encik Sukri bin Yaacob for his support, guidance, and concern. He has given some idea or suggestion to help me do this research project. I also would like to say thanks to Puan Fatmawati binti Ibrahim, Encik Muhammad Tarmizi bin Ariffin and Encik Wan Muhamad Azemi bin Wan Ismail the staff in Contract Management Unit for all ideas and knowledge that been shared. Without their opinion and encouragement, this study cannot be completed on time. Special thanks to my beloved sister and brother, Azlinda binti Abdul Aziz and Mohd Azizi Abdillah bin Abdul Aziz, for their never ending supports, prayers and encouragement during my study. I am also very grateful to all the respondents in TNB Kota Bharu, Kelantan that have given me an amazing cooperation by answering the questionnaires.

Last but not least I would like to thank anybody that I have not mentioned here, wherever they are, who in any way has contributed to the accomplishment of this study.