

THE RELATIONSHIP BETWEEN INDIVIDUAL BEHAVIOR AND JOB
PERFORMANACE AMONG EMPLOYEES IN INTERNATIONAL
COLLEGE OF ADVANCE TECHNOLOGY SARAWAK (*i*-CATS)

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ABSTRACT

This study was to discover the relationship between individual behavior and job performance among employees in International College of Advance Technology Sarawak (*i-CATS*). The factors that are studied in this study are Motivation, Ability and Role Perception. The study conceptual framework was adapted from McShane 2010. For this study 97 employees of *i-CATS* are involved as the sample size of this survey. The survey instrument for this study was adapted from previous researcher Liew May Thin. Total of 100 questionnaires were distributed and 100 questionnaires are return. Results show that among respondents, average employees of *i-CATS* answer the questionnaire are female (58.8%). The average number for the employees age was age 18-29 (64.9%), average of employees marital status was married (60.8%), followed by the educational background with the average of 39.3% from the Diploma/STPM level. Last but not least result also showed that the average length of services of the *i-CATS* employees was 1-5 years with 48.5%. The data for this study was analyzed with SPSS version 23. From this study it can be conclude that individual behavior (Motivation, Ability and Role Perception) factors have an impact on the employee's job performance.

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CHAPTER 1

INTRODUCTION

This chapter is described the background of the study, statement of the problem, research objective, research question, hypothesis, significance of the study, limitations of the study, and definition of the terms.

Background of the Study

Why people have to work? The reasons of them are totally wanting to get paid and its full their satisfaction. Every of employee have different goals and need that drive them to go work. The achievement of the organizations is depended on the performance employee itself. Individual performance can be considered as one of the important factors in maintaining the effectiveness and efficiency of organization as well as the efforts to make sure the organization can compete with another organization in the market level. Organization cannot be formed with the existing of the employees who is the individual in the workplace. For that some particular reasons, managers or management have determined the successfulness that can lead to the good impact of the job performance by the employee. Individual performance can be affected by many factors. The factors that can be identified are external and internal forces. The external

forces that can influence individual performance technological changes, working environment and so on.

Besides that, the internal forces are motivation level, ability, skill and knowledge. Therefore, it is very easy to understand external forces as well as internal forces which can bring to the performances of employee. The model of Maslow's individual behavior is divided into four categories or as known as factors which are motivation, ability and role perceptions. So, in that case, managers or the leader must to make sure each of the individual or employee at the workplace must be motivated so that they feel satisfied and increase their working performance in delivering a good service of work.

Motivation can be divided into two factors which are intrinsic and extrinsic motivation. Intrinsic motivation is the feeling of satisfaction when self-actualization, self-accomplishment arises when something that is desired for is achieved and intrinsic motivation is free from financial rewards, Chandan (2008). For instance, employee will feel satisfied and being motivated in psychological way when they are praised by the managers or when they are given recognition and power to some position in the workplace. Other than that, extrinsic motivation is induced by external factors which mainly consists of financial rewards such as higher pay, fringe benefits, stock options sharing scheme, health and medical insurance and others, Chandan (2008). In order to set up the employees to perform good in the organization, the financial rewards should be set as powerful as possible so that employees can be motivated and persistence of their reports in the performing the job in the workplace.