

**A STUDY ON AWARENESS OF  
ORGANIZATIONAL CITIZENSHIP  
BEHAVIOUR (OCB) AMONG ACADEMICIANS  
IN KOLEJ POLY-TECH MARA (KPTM),  
KUANTAN**

**NURUL AIN BINTI MOHAMED © ABD AZIZ**

**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)  
UNIVERSITI TEKNOLOGI MARA**

**JULY 2013**

## ABSTRACT

Organizational Citizenship Behaviour (OCB) is the actions taken by employees that are beyond their work scope and what are expected by the organization. In Malaysia, OCB concept is still lack of exposure in the organization especially in the private college sector. It is a reason why they do not know and understand about OCB and at the same time not aware about it. Actually, if the organization aware about OCB concept, it can help them to increase their performance and profit. So, a study was conducted to investigate the level of OCB awareness among academicians in Kolej Poly-Tech Mara (KPTM), Kuantan, Pahang. Questionnaire was prepared and a research had been conducted with the academicians of KPTM. The result shows that most of the respondents are aware of OCB. The contributing elements to the level of awareness on OCB among academicians in the workplace are job satisfaction, organizational commitment and job stress. The most contributing elements are job satisfaction and organizational commitment. It is because when academicians are satisfied with their job and organizational commitment so they will become more aware of OCB even when facing job stress. However, it was found that OCB concept is still less embedded in the organization in Malaysia is the main reason why academicians do not know and understand about OCB. Besides that, they never had been exposed with the importance and benefits of OCB itself.

## ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank Allah as finally I was able to finally finish my research which is "A Study on the Awareness of Organizational Citizenship Behavior (OCB) Among Academicians in Kolej Poly-Tech Mara (KPTM), Kuantan" to fulfill my study requirement for Academic Project (OSM 662). I would like to thank and acknowledge my research advisor, Madam Hamidah Binti Mohd Shah, for her vital encouragement, support and assistant during the course of this research.

In addition, big thank for the person responsible in Kolej Poly-Tech Mara (KPTM) Kuantan, Madam Nor Azah Binti Mohamed and also to all the employees involved in answering the research questionnaire.

Finally, an honorable mention goes to my beloved family and friends for their understanding and without their help, there will many difficulties encountered while doing this assignment.

Nurul Ain Binti Mohamed @ Abd Aziz

June 26, 2013  
Faculty of Business Management  
Universiti Teknologi Mara

## TABLE OF CONTENTS

	PAGE
<b>ACKNOWLEDGEMENT.....</b>	<b>i</b>
<b>ABSTRACT.....</b>	<b>ii</b>
<b>TABLE OF CONTENTS.....</b>	<b>iii</b>
<b>LIST OF TABLES.....</b>	<b>v</b>
<b>LIST OF FIGURES.....</b>	<b>vi</b>
<b>CHAPTER</b>	
<b>1. INTRODUCTION</b>	
Background of the study.....	1
Problem Statement.....	4
Research Objective.....	5
Research Question.....	5
Significance of the Study.....	5
Limitation of the Study.....	6
<b>2. LITERATURE REVIEW</b>	
Organizational Citizenship Behaviour (OCB).....	8
Job Satisfaction.....	9
Organizational Commitment.....	10
Job Stress.....	12
Conceptual Framework.....	13
<b>3. RESEARCH METHODOLOGY</b>	
Research Design.....	14
Sampling Frame.....	15
Population.....	15
Sampling Techniques.....	16
Sample Size.....	16
Unit of Analysis.....	17
Data Collection Procedure.....	17
Survey Instrument.....	18
Validity of Instrument.....	19
Data Analysis.....	20

<b>4. FINDINGS</b>	
Survey Data Return.....	21
Analysis of Data.....	22
Demographic.....	22
Section A: Job Satisfaction.....	29
Section B: Organizational Commitment.....	30
Section C: Job Stress.....	31
Section D: Awareness of OCB.....	33
Reason of Not Understanding OCB.....	37
<b>5. CONCLUSION.....</b>	<b>38</b>
<b>6. RECOMMENDATION.....</b>	<b>42</b>
<b>7. REFERENCES.....</b>	<b>45</b>
<b>8. APPENDICES.....</b>	<b>47</b>