

**UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS INFLUENCING  
INNOVATIVE PERFORMANCE  
AMONG UNIVERSITI TEKNOLOGI  
MARA CAWANGAN TERENGGANU  
STAFF**

**RAMIZATUNNISAH JAIS**

Dissertation submitted in partial fulfillment of the  
requirements for the degree of  
**Master in Office Systems Management**

**Faculty of Business Management**

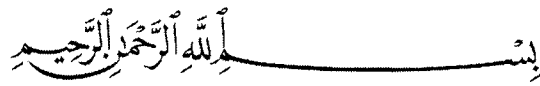
**January 2020**

## ABSTRACT

The purpose of this paper is to identify internal factors in an organization that influence the innovative performance of staff in Universiti Teknologi MARA Cawangan Terengganu (UiTMCT). The factors that were analyzed are self-leadership, work group support, supervisor support, organizational support and natural reward meanwhile the outcome that is being measured is innovative performance. A questionnaire was distributed to 250 of the staff and the data obtained was analyzed by using IBM (SPSS). The results were then analyzed by using reliability analysis, frequency analysis, descriptive analysis, correlation analysis and multiple regression analysis. Those analyses showed that all five factors have a significant relationship with the staff's innovative performance. Thus, the hypothesis rejected two other predictors; those are supervisor support and organization support. In addition, the outcome of this study also showed the level of innovation performance among the staff of UiTM Cawangan Terengganu. It is hoped that through this finding, the management can design a new approach to cultivate the culture of producing innovation among all levels of its staff in enabling UiTM Cawangan Terengganu to generate new creation for every department to improve its efficiency and at the same time to reduce any unnecessary cost being spent by utilizing existing resources.

**Keyword:** *innovative performance, self-leadership, work group support, supervisor support, organization support, reward*

## ACKNOWLEDGEMENT



First and foremost, I would like to thank God Almighty for giving me the strength, knowledge, ability and opportunity to undertake this research study and to persevere and complete it satisfactorily. Without the blessing, this achievement would not have been possible.

I extend my sincere gratitude to Dr Md Noh Ab Majid for offering me a wonderful opportunity under his guidance to complete my Master's thesis, it's really a pleasure. Thank you in directing me through this project for all the guidance, thoughts, moral, support and courage. Your wealth of knowledge is particularly inspiring in the area of data analysis and your ability to fix things. Thank you for allowing me to expand in this research field.

Further, I would like to give a special thanks to Sir Mohd Ariff Nafizi Ibrahim, English Language Lecturer, for proofreading this thesis. Madam Noor Hafiza Mohammed, Office Management and Technology Lecturer, for her statistical assistance, Madam Azlinda Mohamad, Accounting Lecturer and Sir Amiruddin Mohd Zani, Office Management and Technology Lecturer for their technical support in producing the dissertation. Thank you for continued support and help in ensuring to keep me focused throughout the writing and editing the thesis. Thank you for creating different opportunities for me, trusting in me and offering me pep-talk whenever I started doubting myself. I assume that in the time to come, there will be a lot of partnerships between us.

I owe a special thanks to Dr. Zuriyati Ahmad, Koordinator Pusat Pasca Siswazah, Dr Ahmad Sufian Mohd Zahari and Madam Roziana Mohammad, in spite of the fact that there are so many mines to go through, all of you managed to make me look at this thesis something easy. Thank you for your hospitality for volunteering to help in getting all the information I needed.

My acknowledgement would be incomplete without thanking the biggest sources of my strength, my family including to my two lovely daughters, I appreciate all their patience and support during my Master's journey.

Alhamdulillah, Thank you!

# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENT</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>LIST OF FIGURES</b>	<b>xii</b>
<b>LIST OF SYMBOLS</b>	<b>xiii</b>
<b>CHAPTER ONE: INTRODUCTION</b>	<b>1</b>
1.1 Overview	1
1.2 Background of Study	1
1.3 The Problem Statement	3
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Scope of the Study	6
1.7 Significant of the Study	6
1.8 Definition Terms	6
1.8.1 Innovative Performance	6
1.8.2 Self-leadership	6
1.8.3 Work Group Support	7
1.8.4 Supervisor Support	7
1.8.5 Organization Support	7
1.8.6 Reward	7

<b>CHAPTER TWO: LITERATURE REVIEW</b>	<b>9</b>
2.1 Overview	9
2.2 Theory of Innovation: Diffusion of Innovation by Everett Roger (1983)	9
2.3 Innovative Performance	10
2.4 Self-leadership	11
2.5 Work Group Support	14
2.6 Supervisor Support	16
2.7 Organization Support	17
2.8 Reward	18
2.9 Conceptual Framework	20
2.10 Hypotheses	21
<b>CHAPTER THREE: RESEARCH AND METHODOLOGY</b>	<b>23</b>
3.1 Overview	23
3.2 Research Design	23
3.3 Population	23
3.4 Sampling Technique	24
3.5 Sample Size	25
3.6 Unit Analysis	25
3.7 Instrument	25
3.8 Validity of Instrument	30
3.9 Data Collection Procedure	31
3.10 Data Analysis	32
<b>CHAPTER FOUR: FINDING AND ANALYSIS</b>	<b>34</b>
4.1 Overview	34
4.2 Pre-testing Results	34
4.3 Survey Response Rate	35
4.4 Frequency Analysis	36
4.4.1 Distribution of Respondents by Age	37
4.4.2 Distribution of Respondents by Gender	38