

**HUMAN RESOURCE PLANNING AT FERRY DEPARTMENT
OF PENANG PORT SENDIRIAN BERHAD:
TOWARDS PRODUCTIVITY IMPROVEMENT OF OPERATIONAL STAFF**

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TABLE OF CONTENTS

Table of Contents	i
Acknowledgements	vi
List of Abbreviations	vii
List of Tables	viii
List of Graphs	xi
Abstract	xix

CHAPTER 1 : INTRODUCTION

1.0	Introduction	1
1.1	Purpose of Study	3
1.2	Objective of Study	4
1.3	Problem Statement	5
1.4	Literature Review	6
1.5	Hypotheses	13
1.6	Scope And Limitation	15
1.7	Methodology	16
1.8	Sampling	19
1.9	Data Analysis And Organization	23

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ABSTRACT

Productivity is a wide subject and differs in application, refers to the purpose of study. Generally, the study of productivity consist of four elements; Work Force, Raw Material, Machinery, and Capital.

In this study, a detail looked over productivity of work force is performed. The center of this study focused on the factors that contribute to low productivity work force. Then improvement plan will be set up, based on these factors.

The improvement plans is based on four issues, currently contribute to work force productivity problem at Ferry Department. The four issues are ; Age of work force, Working condition, Incentive, and Practice of union.

This study concentrated on productivity of operational staff working at Ferry Department. Six working categories of operational staff appointed as the population of this study.

Furthermore, this study suggests several ways to improve productivity of these operational staffs. The improvement plans based on the four existing issues.

Finally, it is hoping that this thesis is applicable to improve the work force productivity, especially when it comes to real environment.