



UNIVERSITI TEKNOLOGI MARA

**ORGANIZATION CULTURE AFFECTING EMPLOYEE WORK SATISFACTION:
AN EXPLORATORY STUDY IN DEWAN BANDARAYA KUCHING UTARA**

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Research Proposal for Human Resource Management

Topic: **ORGANIZATION CULTURE AFFECTING EMPLOYEE WORK
SATISFACTION: AN EXPLORATORY STUDY IN DEWAN BANDARAYA
KUCHING UTARA**

1.1 Research Background:

Organization Culture is one of major compartment which shapes the organization in many ways such as its vision, policy, employment practice and many more. This compartment is only discovered in 1900s which before, there no awareness on organization culture is a major part in order to shapes and overall impacting the Human Resource practice within organization especially in my research is based in Dewan Bandaraya Kuching Utara or as known DBKU.

The organization culture is mainly the traits, practice, behavior, mentality and many more that available within organization which each different organization has different type of organization culture as the organization culture is unique to a particular organization as for example the Apple Inc. is practicing a customer oriented which they promotes or practicing the employee engagement on their product and their after sale services meanwhile for Google Inc. their organization culture is mainly based on creativity on how to solve problem and in introducing new product to market which the office of Google is more leisure and provide all the employee need for office space to outdoor creativity as well the office environment in stimulation of critical thinking which making the culture of Google Inc. towards to creativity and problem solving.

2.1 Literature Review

This research is mainly about on how the organization culture in influencing the problem which usually arise within organization such as performance degradation among employee as well employee turnover within organization. The literature review about this research is mainly functioned as a guideline for performing this research as part from past research finding. This is important to identify the variable as well the weakness of the previous research which can be recovered in this research as well. This will make the research is more appropriate as well more relevant to be done as it addressing the main point of performing research.

As for my research, the literature review can be divided into several subtopic which being covered in previous research which is:-

a. Employee working condition (ID)

The working condition or in other words which is working environment plays an important role in determining the employee satisfaction as well their working performance (Jonathan H. Westover, Andrew R. Westover, L. Alan Westove) which states the working condition is playing a big role in determining how the employee in particular organization to perform as well how their willingness to work within organization for certain period of time. This issue is highly debated as this may influence or not to influence the employee within organization as it has different effect to each employee. In order to improve the employee work satisfaction, the rule of 'Maslow Hierarchy of Need' needs to be fulfilled such as their physiological need, safety needs, social needs, their self-esteem and their self-actualization needs. This play important role in order to determining their work satisfaction which the first of Maslow hierarchy of need is their physiological need which in other means, their workplace and work condition to performing their duty.