## THE FACTORS THAT INFLUENCE LEARNING ORGANIZATION AMONG MANAGERS IN CITY HALL OF KUALA LUMPUR

# FARAH HIDA BINTI SHARIN

Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MELAKA

2008



#### BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MELAKA

### "DECLARATION OF ORIGINAL WORK"

I, Farah Hida Binti Sharin, (I/C Number: 861125-56-6206)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 9 MEI 2008

### TABLE OF CONTENTS

CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF ABBREVIATIONS	viii
ABSTRACT	ix
CHAPTER 1 : INTRODUCTION	
1.1 Background of Study	2
1.2 Background of the Organization	4
1.3 Problem Statement	6
1.4 Research Objectives	8
1.5 Research Questions	8
1.6 Hypothesis	10
1.7 Research Framework	10
1.8 Significance of the Study	13
1.9 Scope of the Study	14
1.10 Limitations of the Study	14
1.11 Definitions of Term	15
CHAPTER 2 : LITERATURE REVIEW	
2.1 Definition	19
2.2 The Importance of Learning Organization	21
2.3 The Elements of Learning Organization	23
2.4 The Predictors of Learning Organization	29
CHAPTER 3 : RESEARCH METHODOLOGY	
3.1 Research Design	34
3.2 Population	35
3.3 Sampling	35
3.4 Data Collection Method	37
3.5 Questionnaire Design	38
	40

#### ABSTRACT

The knowledge revolution, global competition and growing expectations for performance drive every organization to enhance more efficient and effective learning in management and development of its human capital. Therefore, it is important for the organization to practice learning the theory of the organization in order to create continuous improvement in various scopes of work. This research is about the factors that influence learning organization among managers in City Hall of Kuala Lumpur. Factors of learning organization such as training and education, reward and recognition, information flow and vision and strategy have been identified in order to investigate whether or not these factors have a significant relationship with the dimension of learning organization. The survey was conducted in 24 departments in City Hall of Kuala Lumpur such as the Administration Department; Civil Engineering Department; Culture, Arts, Tourism and Sports Department; Human Resource Management Department; Information Technology and Communication Department and others. The sample size for this study was 100 officers who had a bachelor's degree in different courses study and involved decision making in City Hall of Kuala Lumpur. Data was obtained using two methods which were primary and secondary data. Respondents were required to answer the questionnaires that include the statements regarding the factors that influence learning about organization among managers in City Hall of Kuala Lumpur. Once the necessary data was collected, the data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 12.0 was used to summarize the data. The results are in the form of reliability testing, descriptive statistics, ANOVA, t-test and correlation. Based on this research, the result indicates that all factors have a significant relationship between all the elements of learning organization which include continuous learning, inquiry and dialogue, team learning, empowerment, embedded system, system connection and

ix

strategic leadership. The conclusion of the study is the outcome of the survey analysis and findings. Based on findings, some recommendations have been suggested in order to help increase learning organization and for future research.