

DETERMINANTS IN CREATING A COACHING CULTURE FOR INDIVIDUAL PERFORMANCE

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DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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ABSTRACT

The purpose of this study is to identify the determinants in creating a coaching culture for increasing individual performance. It also explores the relationship between coaching culture determinants and individual performance. In addition, this research seeks the strongest coaching culture determinant influencing individual performance among employees in United Meteoric Group Sdn. Bhd. As many as 60 employees were involved in this research through a quantitative survey approach. Data was analyzed using Statistical Package for Social Science Version 17.0. Descriptive and inferential statistics have been used to analyze the data. Five coaching culture determinants which consist of manager commitment, link between business strategy and developmental focus, recognize and rewards coaching culture behaviors, training for coaches, and learning and development opportunities was analyzed to test the relationship between these determinants and individual performance. Further analysis indicated that coaching within the team and organisation progress towards culture change objectives have a relationship with individual performance, however, through the multivariate model, only coach within the team was found to significantly influence individual performance at $p < 0.05$. In addition, results indicated all determinants have positive relationship with individual performance. Pearson correlation was used and found out of five coaching culture determinants, all four determinants positively correlated with individual performance at significance level of $p < 0.01$. Only learning and development opportunities was found to positively correlate with individual performance at significant level of $p < 0.05$. Finally, through the regression model, only learning and development opportunities determinant strongly influence in increasing individual performance at significant level of 0.34.

ABSTRAK

Tujuan kajian ini adalah untuk mengenalpastikan faktor-faktor dalam mewujudkan budaya “coaching” yang menyumbang dalam peningkatan prestasi individu. Kajian ini juga melihat hubungan antara faktor-faktor dalam mewujudkan budaya “coaching” dengan peningkatan prestasi individu. Selain itu, pengkaji ini melihat faktor mana yang memberi pengaruh yang paling kuat dan memberi kesan kepada kenaikan prestasi individu antara pekerja di United Meteoric Group Sdn. Bhd. Terdapat seramai 60 orang pekerja United Meteoric Group Sdn Bhd yang juga merupakan responden dalam menghasilkan kajian ini. Borang kaji selidik merupakan instrumen utama bagi menjawab setiap soalan yang ditanyakan. Kesemua data yang telah dijawab akan di analisis dengan menggunakan perisian Pakej statistik sains sosial (SPSS). Terdapat lima faktor yang ditengahkan oleh pengkaji di dalam mewujudkan budaya coaching dan seterusnya dapat meningkatkan prestasi individu. Faktor-faktor tersebut adalah, komitmen daripada pengurus, strategi di dalam perniagaan selari dengan fokus di dalam pembangunan individu, ganjaran dan penghargaan, latihan kepada pelatih, dan peluang di dalam pembelajaran dan pembangunan individu. Hasil kajian menunjukkan bahawa empat faktor mempunyai hubungan positif iaitu pada tahap signifikan $p < 0.01$ dan hanya faktor peluang di dalam pembelajaran dan pembangunan individu mempunyai hubungan yang positif iaitu pada tahap signifikan $p < 0.05$. Keputusan kajian juga menunjukkan bahawa terdapat hubungan yang positif iaitu pada tahap signifikan $p < 0.05$ pada budaya “coaching” di dalam kumpulan dan budaya “coaching” kemajuan organisasi terhadap tujuan perubahan objektif. Selain itu, budaya “coaching” di dalam kumpulan sahaja yang memberi pengaruh yang kuat terhadap prestasi individu iaitu pada tahap signifikan < 0.05 .