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**FACTORS INFLUENCING SERVICE COMMITMENT OF
SCHOOL TEACHERS**



**MASTER OF SCIENCE MANAGEMENT
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**FACTORS INFLUENCING SERVICE COMMITMENT OF
SCHOOL TEACHERS**

By

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UUM
Universiti Utara Malaysia

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
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In Partial Fulfillment of the Requirement for the Degree of
Master of Science Management**



**Pusat Pengajian Pengurusan
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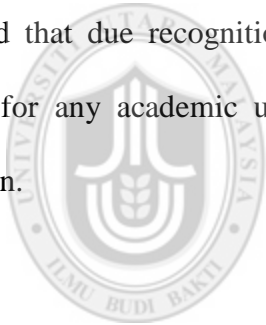
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ABSTRACT

Service commitment among teachers has been an important issue due to the modernization of education. Predicting employees satisfaction, commitment and turnover is crucial because employees are the only source of sustainable competitive advantage to organisations. Teachers nowadays should be multi-tasking as well as being able to teach students in different ways. They must create a creative environment in order to attract students to participate in the class through various audio visual aids in the teaching process. This study therefore aims to determine the factors influencing service commitment among school teachers. Factors such as Job Satisfaction, Leadership, Reward, Working Environment, and Motivation are being investigated. Teachers from various high schools in Kubang Pasu District, Kedah were chosen as respondents of this study. A total number of 350 questionnaires were distributed to respondents using simple random sampling method. Only 315 questionnaires were returned and used for analysis. The result of correlation analysis showed that there is a significant relationship between all the independent variables (Job Satisfaction, Leadership, Reward, Working Environment, and Motivation) towards Service Commitment. On the other hand, the result of regression analysis indicates that there are only two independent variables that significantly influenced Service Commitment, which is Job Satisfaction and Reward. In conclusion, the finding of this study shows that teachers' commitment and engagement is one of the most critical factors in students success.

Keywords: Service Commitment, Job Satisfaction, Leadership, Reward, Working Environment, and Motivation

ABSTRAK

Komitmen dalam perkhidmatan dikalangan guru telah menjadi satu isu penting disebabkan pemodenan didalam bidang pendidikan. Meramal kepuasan pekerja, komitmen dan pulangan merupakan isu penting kerana pekerja merupakan satu-satunya sumber kepada organisasi untuk bersaing. Guru pada masa sekarang perlu mempunyai banyak kemahiran bagi membolehkan mereka mengajar didalam pelbagai aspek kepada pelajar. Mereka mesti mewujudkan satu persekitaran kreatif supaya dapat menarik pelajar menyertai kelas melalui tayangan audio visual didalam proses pembelajaran. Kajian ini bertujuan untuk menentukan faktor-faktor yang mempengaruhi komitmen dalam perkhidmatan di kalangan guru sekolah. Faktor-faktor seperti Komitmen Perkhidmatan, Kepuasan Kerja, Kepimpinan, Ganjaran, Persekitaran Kerja, dan Motivasi telah dikaji. Guru-guru dari pelbagai sekolah menengah di Daerah Kubang Pasu, Kedah telah dipilih sebagai responden bagi kajian ini. Sebanyak 350 borang soal selidik telah diagihkan kepada responden dengan menggunakan kaedah pensampelan rawak ringkas. Namun, hanya 315 borang soal selidik sahaja yang telah dipulangkan dan digunakan untuk tujuan analisis. Keputusan analisis korelasi telah menunjukkan bahawa terdapat satu hubungan yang signifikan di antara kesemua pembolehubah tidak bersandar (Kepuasan Kerja, Kepimpinan, Ganjaran, Persekitaran Kerja, dan Motivasi) dengan Komitmen Perkhidmatan. Manakala, keputusan analisis regresi pula telah menunjukkan bahawa terdapat dua pemboleh pembolehubah tidak bersandar yang berpengaruh terhadap Komitmen Perkhidmatan, iaitu Kepuasan Kerja dan Ganjaran. Sebagai kesimpulan, penemuan pada kajian ini telah menunjukkan bahawa komitmen perkhidmatan dikalangan guru-guru merupakan faktor yang penting didalam menjamin kejayaan pelajar.

Kata Kunci: Komitmen Perkhidmatan, Kepuasan Kerja, Kepimpinan, Ganjaran, Persekitaran Kerja, dan Motivasi

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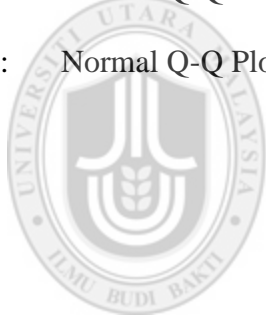
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CHAPTER 1

INTRODUCTION

1.0 CHAPTER INTRODUCTION

This study presents an overview of factors influencing service commitment among school teachers. These factors are leadership, working environment, reward, job specification, job satisfaction and motivation. This chapter contains nine parts which are classified as follows: (1) Background of the Study, (2) Problem Statement, (3) Research Objectives, (4) Research Questions, (5) The Variable of the Study, (6) Theoretical Framework, (7) Hypotheses, (8) Significance of the Study, and (9) Chapter Conclusion.

1.1 BACKGROUND OF THE STUDY

The recent globalization and liberalization of the education sector has inevitably helped to propel the transnational educational developments in Malaysia. Schools are constantly faced with multiple issues, such as challenges of how to improve student achievement and how to improve teacher's service commitment. Service commitment among teachers has been an important issue to study because of the modernization of education nowadays. In this sense, Cooper-Hakim and Viswesvaran, (2005) has pointed out that it is important for managers to predict employee satisfaction, commitment and turnover in order for an organization to succeed since employees are the main source of competitive advantage to organizations.

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