

EMPLOYEES LOYALTY, INTEGRITY AND ENGAGEMENT IN ORGANISATIONS

SYAHEDDRUL RAHMAN JODDARI



UMS
PERPOSTAKAAN
UNIVERSITI MALAYSIA SABAH
UNIVERSITI MALAYSIA SABAH

**FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTANCY**

**UNIVERSITI MALAYSIA SABAH
2016**

**EMPLOYEES LOYALTY, INTEGRITY AND
ENGAGEMENT IN ORGANISATIONS**

SYAHEDDRUL RAHMAN JODDARI



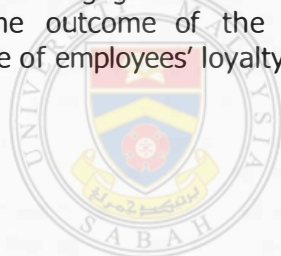
**THIS IS SUBMITTED IN PARTIAL
FULFILLMENT FOR THE DEGREE OF
MASTER IN BUSINESS ADMINISTRATION**

PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

**FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTANCY
UNIVERSITI MALAYSIA SABAH
2016**

ABSTRACT

Successful and sustainable organizations consist of significant factors such as people, purpose of the organization, processes involved, physical resources and customers. This research paper concentrating on the people factor in a form of employee loyalty, integrity and engagement. Thus, the purpose of this paper is to investigate the relationship between employee loyalty, employee integrity and employee engagement. As for the design/methodology/approach, online survey forms questionnaire was used for collecting the study data from 135 employees who represent three managerial levels from both public and private sectors in Kota Kinabalu, Sabah, Malaysia. Eight (8) hypotheses were developed in order to test the said relationship. Hypotheses were tested through using various testes namely: the correlation coefficient and the regression analysis from the Statistical Package for Social Science software (SPSS). The findings indicated that there is a significant relationship between integrity and engagement. The study is limited to the facts that it is based on a small number of employees working mostly in one single organization which limits the generalizability of the results; a limitation that does not allow for statistical generalization but allows for analytical generalization. The study contributes to the literature of Employee Engagement and more specifically to the relationship between employee loyalty, integrity and engagement in the Kota Kinabalu, Sabah, Malaysia public and private sector. The outcome of the research draws decision makers' attention to the importance of employees' loyalty, integrity and its impact on their engagement.



UMS
UNIVERSITI MALAYSIA SABAH

ABSTRAK

Kesetiaan, Integriti dan Penglibatan Pekerja dalam Organisasi

Kemampuan dan kejayaan sesebuah organisasi merangkumi, antara lain, lima (5) faktor-faktor utama iaitu pekerja, tujuan organisasi, proses kerja yang terlibat, sumber fizikal dan pelanggan. Kertas kajian ini memfokuskan kajian terhadap faktor pekerja dari segi kesetiaan, integrity dan penglibatan terhadap organisasi. Sebagai kaedah rekabentuk kajian dan pendekatan, borang kajiselidik melalui internet telah digunapakai bagi tujuan mengumpul maklumat kajian yang terdiri daripada 135 orang pekerja (responden) dari tiga lapisan pengurusan yang berbeza bagi kedua-dua sektor awam dan swasta di Kota Kinabalu, Sabah, Malaysia. Terdapat empat hipotesis telah diwujudkan bagi menguji hubungan diantara ketiga-tiga pembolehubah. Kesemua hipotesis telah diuji menggunakan kaedah "correlation coefficient" dan "regression analysis" melalui perisian Statistical Package for Social Science software (SPSS). Penemuan kajian menunjukkan terdapat hubungan yang ketara diantara integriti dan penglibatan pekerja. Moderator yang digunapakai iaitu jantina dan tahap pendidikan menunjukkan keduanya tidak memainkan sebarang peranan mediator terhadap hubungan diantara kesetiaan, integrity dan penglibatan pekerja dalam sesebuah organisasi.. Kajian ini terhad kepada jumlah kakitangan seramai 135 responden dan hanya dapat digunapakai untuk tujuan generalisasi analisis dan bukan sebagai generalisasi statistic. Kajian ini dapat membantu kajian-kajian di masa depan berkenaan dengan perkara penglibatan pekerja dalam konteks kesetiaan dan integrity pekerja terhadap organisasi awam dan swasta di Kota Kinabalu, Sabah. Penemuan-penemuan kajian akan dapat membantu pengurusan sesebuah organisasi membuat sesuatu keputusan berkaitan dengan kepentingan kesetiaan, integriti dan penglibatan pekerja