

UNIVERSITI PUTRA MALAYSIA

ORGANISATIONAL COMMITMENT, JOB SATISFACTION AND JOB PERFORMANCE AMONG OPERATORS OF SELECTED ELECTRICAL AND ELECTRONIC INDUSTRIES IN KLANG VALLEY, MALAYSIA

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$\mathbf{B}\mathbf{y}$

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A face I love is missing. A vision I love remains. It is for me to treasure forever. For someone very dear that I have lost.



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By

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Chairman: Professor Dr. Rahim Md. Sail

Faculty: of Educational Studies

The study was carried out in the industrial areas of Nilai, Ulu Klang and Bangi in Malaysia amongst 426 randomly selected operators in six electronics and electrical industries. The impact of the differential relationships between operators organisational commitment and their job performance was explored using job satisfaction variables in the Herzberg's Two-Factor Motivation theory as intervening variables.

Specifically, the objectives of the study were to determine:

- a) the operators' level of job performance, organisational commitment, satisfaction with the individual facets of job satisfaction,
- b) the nature of the relationship between the individual facets of job satisfaction (Hygiene and Motivational Factors) and job performance,
- c) the nature of the relationship between organisational commitment and the individual facets of job satisfaction (Hygiene and Motivator Factors) and the extent to which they can predict organisational commitment.

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d) whether the Herzberg's Model is a useful framework for the study of intervening factors in the relationship between organisational commitment and job performance.

Hypothesised relationships were tested using structured survey responses from the industry workers.

hierarchical moderated multiple regression analysis were used to analyse the data.

of job performance was measured using performance evaluation scores.

organisational commitment was measured using the definition of commitment after Mowday *et al* (1982), while their levels of satisfaction with the individual facets of Herzberg's job satisfaction variables were measured using the items derived from the long form of the Minnesota Satisfaction Questionnaire.

Findings of the study revealed that:

- 1) levels of job performance of the operators was high,
- 2) the operators level of commitment and overall job satisfaction were related to their job performance,
- five variables, and administration, inter-personal relationship with supervisor and work itself in the Herzberg's model significantly contributed 27 percent of the variation in organisational commitment. percent of the variance in organisational commitment,
- 4) the influence of organisational commitment on job performance was mediated by overall job satisfaction. significant interaction effect in the organisational commitment and job performance relationship. advancement and recognition for achievement.
- 5) the two work related attitudes, organisational commitment and job satisfaction did not appear to be distinct work attitudes. job performance.



The joint effect of organisational commitment and job satisfaction facets on job performance was also explored despite the difficulties inherent in detecting interaction effects in non-experimental studies. Many studies had concluded that variables accounting for as little as 1% of the variance should be considered important. Organisational commitment and overall job satisfaction did have an interaction effect on job performance. Specific individual variables in the model such as satisfaction with work itself, achievement, possibility for growth, advancement and recognition for achievement were found to have significant interaction effects on job performance.

The results suggest that managers who want to acquire high level of job performance from committed operators or workers should motivate them by emphasising improvements in five job satisfaction facets namely, work itself, achievement, possibility for growth, advancement and recognition for achievement. If the level of satisfaction with the five identified intervening variables are improved upon, the performance of the workers may be considerably enhanced. Furthermore, this finding also revealed that the Herzberg Two-Factor Model could be considered a unique intervening model in the relationship between organisational commitment and job performance.



Abstrak dissertasi yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi sabahagian keperluan Ijazah Kedoktoran Falsafah

Komitmen Kepada Organisasi, Kepuasan Kerja dan Prestasi Kerja Di Antara Operator Pergeluaraan Industri Electrik dan Electronik Lembah Kelang, Malaysia

Oleh

MOSES M.R. LAHAI

April, 1997

Pengerusi: Professor Dr. Rahim Md. Sail

Fakulti: Pengajian Pendidikan

Kajian ini telah dijalankan di kawasan perindustrian Nilai, Ulu Klang dan Bangi, Malaysia. Responden terdiri daripada 426 operator pengeluaran yang dipilih secara rawak di enam buah kilang elektronik dan eletrik. Kesan hubungan yang berbeza di antara komitmen operator pengeluaran dengan prestasi kerja mereka dikaji dengan menggunakan angkubah kepuasan pekerjaan mengikut Teori Motivasi Dua-Faktor Herzberg sebagai angkubah penentu.

Objektif khusus kajian adalah untuk menentukan:

- a) tahap prestasi kerja, komitmen keseluruhan, kepuasan dengan aspek kepuasan pekerjaan individu dan kepuasan pekerjaan keseluruhan,
- b) bentuk perhubungan di antara komitmen, aspek kepuasan pekerjaan individu, kepuasan pekerjaan keseluruhan dan perlaksanaan kerja,
- c) sejauh manakah angkubah kajian dan dua faktor utama (persekitaran kerja dan motivasi) dapat meramalkan pelaksanaan kerja,
- d) sama ada model Herzberg merupakan rangka kerja yang sesuai di dalam penentuan hubungan antara komitmen organisasi dan pelaksanaan kerja.

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Hipotesis perkaitan diuji menggunakan kajian maklum balas berstruktur daripada pekerja industri. Penganalisisan data menggunhakan reliabiliti, frekuensi, korelasi *Pearson's Product Moment* dan regressi *Hierarchical Moderated Multiple*. Tahap perlaksanaan kerja diukur menggunakan skor penilaian prestasi. Tahap komitmen terhadap organisasi diukur menggunakan definisi komitmen mengikut Mowday et al. (1982) manakala tahap kepuasan individu tertentu Herzberg diukur dengan menggunakan itemitem daripada *Minnesota Satisfaction. Questionaire*.

Hasil daripada kajian ini menunjukkan bahawa:

- 1) tahap pelaksanaan kerja juru operator pengeluaran adalah tinggi,
- 2) tahap komitmen operator pengeluaran dan kepuasan kerja keseluruhan adalah berkait dengan prestasi kerja mereka,
- 3) lima angkubah di dalam model Herzberg yang dikenal pasti iaitu kepuasan dengan kemajuan, pencapaian polisi dan pentadbiran industri, perhubungan antara perseorangan dengan penyelia dan pekerjaan itu sendiri secara signifikan menyumbang 27% daripada perbezaan komitment terhadap organisasi. Kepuasan dengan kemajuan sahaja menyumbangkan 19% daripada perbezaan tersebut.
- 4) pengaruh komitmen terhadap organisasi keatas pelaksanaan kerja ditentukan oleh kepuasan kerja secara keseluruhan. Dua-belas variabel didalam model Herzberg yang menentukan hubungan yang bererti adalah; kepuasan dengan: status, hubungan antara perseorangan dengan penyelia dan rakan sebaya, kualiti penyeliaan, polisi industri dan pentadbiran, gaji, pekerjaan itu sendiri, pencapaian, kemungkinaan untuk maju, tanggungjawab, kemajuan dan pengiktirafan terhadap pencapaian,
- 5) dua sikap kerja yang berkait, komitmen terhadap organisasi dan kepuasan kerja didapati tidak berbeza didalam perkaitannya dengan prestasi kerja. Ia menunjukkan varian yang sama terhadap prestasi kerja.

Kesan gabungan komitmen organisasi dan kepuasan kerja tertentu dan atau kepuasan kerja keseluruhan terhadap pelaksanaan kerja juga diselidik walaupun terdapat



kesukaran didalam mengenalpasti kesan interaksi kajian bukan berasaskan eksperimen.

Kebanyakan kajian membuat kesimpulan bahawa angkubah yang menyumbang sebanyak

1% sahaja daripada variasi sepatutnya dianggap penting. Komitmen

dan kepuasan kerja keseluruhan tidak mempunyai kesan perkaitan terhadap perlaksanaan

pekerjaan.

dengan pekerjaan itu sendiri, pencapaian, kemungkinan untuk maju dan pengiktirafan

terhadap pencapaian pekerjaan di dapat menunjukkan kesan interaksi yang signifikan

terhadap perlaksanaan pekerjaan yang variannya lebih daripada satu peratus.

Keputusan kajian ini juga menunjukkan bahawa pengurus yang ingin meningkatkan

prestasi kerja operator pengeluarannya boleh berbuat demikian dengan memberi lebih

perhatian kepada perkara-perkara saperti pekerja itu sendiri, pencapaian, kemungkinan

untuk maju dan penghargaan terhadap pencapaian.

yang dikenalpasti dan variabel-variabel interaksi dapat dipertingkatkan, prestasi pekerja

juga akan meningkat.

Herzberg boleh diterima sebagai model perantara yang unik di dalam konteks penyelidikan

ini.



CHAPTER I

INTRODUCTION

Background of the Study

Interest in the performance of both the public and private sectors gained momentum with the proclamation of vision 2020 when Malaysia is expected to transform its economy from that of agriculture-based to one that is fully industrialised as spelled out in vision 2020 (Mahathir Mohammad, 1991). Both the public and the private sectors, particularly the private industrial sector is expected to be the main machinery of growth in the next decade. This is manifested in the sixth Malaysia plan. In that plan, the government introduced policies to facilitate the growth and development of the two sectors. Also, in the global fight for survival, the Prime Minister of Malaysia, chief executive officers and managing directors of organisations and industries have all become aware of the importance of total quality production if they are to survive in the competitive world market and to meet the rising expectations of their customers.

In the private sector, policies such as total quality management and improvement, improved qualities of work life programmes, joint consultative councils and quality control circles are all programmes that have been introduced since the early 1990s to increase the productivity and enhance performance of the private sector. The Malaysian government

machinery on the other hand has also made great efforts towards achieving one of its cherished goals of establishing a highly productive and efficient public sector through the introduction of policies that would lead to its improvement. All these actions are testimony to the fact that the government places high premiums on attaining a very effective and efficient economy. The government believes that these policies and techniques have many potential benefits such as improved morale, increased performance, quality production among others. These efforts could assist in creating a satisfied and highly committed workforce (Anthony, 1978; Erez, Earley, and Hulin, 1985; Lawler, 1986).

The emphasis on quality production in most private sector organisations and industries seems to focus on the individuals' performance, output and achievement. Therefore, if Malaysia is to develop into an industrial nation, she would have to depend on the performance of the operative employees who form the majority of the work force in the industries. The survival of the industries in many ways depends on the retention and performance of this category of workers. As a result, the goal of the public sector and in particular the private sector in Malaysia should be to encourage individual organisational members to engage in a kind of behaviour that will produce optimum performance for the organisation. Since the behaviour of the employees is the primary course of management, it is essential that managers have an understanding of the factors that influence the behaviour of the individuals they manage at the work place. It is therefore, logical that interest in the study of the operators' job performance, their job satisfaction and their organisational commitment be of great concern



to managers because it is critical for the productivity of organisations, the industries and the country as a whole.

The Prime Minister, Dato Sri Dr. Mahathir Mohammad in recognising that people are going to be the country's ultimate resource has stressed in vision 2020 that Malaysia must place its fullest emphasis on human resources development (HRD). The same theme is strongly emphasised in the Second Perspective Plan 1991 - 2000 (OPP2). As a result, the Ministry of Human Resources in Malaysia in trying to improve the human resources of the country conducted studies to identify factors that influence human productivity and performance. Elsewhere also, researchers are still working on ways of developing a better understanding of work performance (Cherrington, 1987, 1991; Davis and Newstrom, 1989; Luthans, 1989; Robbins, 1989).

Many researchers have propounded various theories on work motivation. A few of them differ in what they implicitly suggest managers should do to obtain the most effective performance from their employees. The literature on organizational effectiveness has shown that the achievement of an organisational goal would depend to a large extent on its human resources (employees). It would also depend on the emphasis on the behavioural requirements of the organisation in pursuing its goal. Thus several factors have been identified in organisational literature that are related to behaviour at work. Some of these factors are personal in nature, organizational, job and role related. It is also recognised that various



aspects of human behaviour exist at work that an organisation has to deal with in order to achieve organisational goals.

A good amount of research work has focused on the field of motivation to seek possible connections between job attitudes, particularly organisational commitment, job satisfaction and various job outcomes. Researchers, industrial psychologists and labour economists have emphasised the relationship between job satisfaction and other work outcomes. But how an employee's level of satisfaction influences job performance has also been a major task for researchers to work on. Since Malaysia is a newly industrialised country with many multinational companies, the researcher carried out the study in six of the industries to investigate some of the questions that still remain unanswered. These questions were: a) how does organisational commitment influence job performance? b) how can job performance be increased beyond normal compliance levels? c) under which influence of the job would employees perform well? and d) does organisational commitment influence job performance through its interaction with the facets of job satisfaction as intervening variables?

Statement of the Problem

Job performance and organisational commitment have been subjects of great interest to investigators of organisational theories, business executives and practising managers. This is because committed employees are normally high performers and are therefore highly productive (Porter, Steers, Mowday and Boulian, 1974; Steer, 1977; Hunt, Chonko and Wood,



1985). As a result, practising business executives and managers are making every effort to find employees who are committed and therefore likely to perform better. The importance of job performance to organisations is manifested in the fact that management spend millions of dollars each year in an attempt to improve performance in their organization. Moreover, most published management books and journals stress the need for effective performance (Davis and Newstrom, 1989).

Also, during the last two decades, a great deal of time and energy by way of research has been devoted to the analysis of organisational commitment and other work related behaviours. The popularity of the organisational commitment concept stems from its linkage with several employee behaviours. For instance, past research suggested that organisational commitment might have an impact on several work related attributes like performance (Mowday, Porter and Dublin, 1974; Van Maanen, 1975; Porter, Cramptom and Smith, 1976; Steers, 1977; Larson and Fukami, 1984), absenteeism (Smith, 1977; Steers, 1977; Koch and Steers, 1978; Larson and Fukami, 1984) and turnover (Porter, Crampton, and Smith, 1976; Koch and Steers, 1978; Hom, Katerberg and Hulin, 1979; Angle and Perry, 1981; Price and Mveller, 1981; Larson and Fukami, 1984). Although past emphasis have actually been on turnover and absenteeism, it has however been recognised that employee performance is arguably as or more important than for example, turnover (Meyer, Pamnonen, Gellatly, Goffin and Jackson, 1989). The findings of all these studies have resulted in a greater need for more research to examine the relationship between variables that influence job performance.



Several organisational commitment studies have identified some variables that influence or have relationships with job performance in organisations. However, the result of the strength of the organisational commitment and job performance relationship in particular has been less than encouraging (Ingram, Lee and Skinner 1989, Sager and Johnson, 1989). The relationship between organisational commitment and job performance found in the organisational behaviour literature (Mathieu and Zajac, 1990; Randell, 1990; Meyer et. al., 1989; Shore and Martin, 1989; Lee and Mowday, 1987; Larson and Fukami, 1984; Stumpf and Hartman, 1984; Mowday, Porter and Steers, 1982; Wiener and Vardi, 1980; Steers, 1977; Van Maanen, 1975; Mowday, Porter and Dubin, 1974) was weak and the value of correlation coefficient (r) has been between .09 and .14. Mattieu and Zajac (1990) have reiterated that one explanation for the lack of a relationship between organisational commitment and job performance is that the linkage may be intervened by other factors.

There have also been few reports on variables mediating the relationship between organisational commitment and job performance. One published study encountered however, was done by Leong, Randall and Cote, (1994), who tried to explore the relationship between organisational commitment and salesmen's job performance using effort (working hard and working smart) as mediating variables.

The position statement of the present study therefore, is that firstly, the seemingly vague and unclear knowledge about the relationship between organisational commitment and job performance suggests that there is still a gap in our understanding of the relationship between the two variables. Secondly, the need for a critical examination of



organisational commitment and motivation as antecedent variables influencing performance is long overdue. The researcher believes that the two concepts are mutually inclusive in enhancing job performance but often theorists treat the two concepts as separate without sufficient evidence of this distinctiveness. The understanding of either concept as a precursor of the other or as perhaps carrying the same meaning is important as a tool for enhancing increased performance. Thirdly, very few studies have been done on intervening variables that might influence the relationship between organisational commitment and job performance. It is therefore, the researcher's belief that intervening variables do play an important role in establishing a strengthened and significant relationship between organisational commitment and job performance. In other words, it is not adequate to just determine whether or not there is a significant relationship between organisational commitment and job performance. It is also, equally important to find out which variable(s) would interact with organisational commitment to influence job performance in organisations. Lastly, intervening variables having greater influence on job performance need in-depth research.

Writers on organisational commitment have suggested that before individuals become committed, at least their basic necessities must first be satisfied. That is, they should be satisfied with their present situation (although employees are known to have a pre-entry level of organisational commitment to an organisation before they decide to apply for work in that particular organisation). The Herzberg's Two-Factor motivation theory seems to provide the best illustration of current theory and research formulation with the view that satisfaction leads to performance. The theory also established the prime difference between two kinds of motivational influences which seems to relate differently

