

**ID014 – The Factors That Influence Job Satisfaction Among Employees:
A Case Study at Widad Education Sdn Bhd, Kuantan, Pahang**

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Abstract

The purpose of this research paper is to determine the factors that will influence job satisfaction among employees at WIDAD Education Sdn Bhd, Kuantan, Pahang Darul Makmur. In addition it will help organizations to analyze the factors that will effect job satisfaction. This study will be descriptive method which is collecting all the information from employees at WIDAD Education Sdn Bhd. Questionnaire will be distributed stratified randomly selected among employees. Statistical Package for the Social Sciences (SPSS) will be used by the researcher to obtain the data analysis.

Keywords: *job satisfaction; supervision; commitment; teamwork in co-worker; working environment; sense of belonging*

1. INTRODUCTION

Job satisfaction is an attitude about multiple characteristic of job and work employment. According to Gitoho (2015), for instance, there are those who are satisfied by being able to make decisions or offer idea at the workplace while others will be satisfied with being assigned more work and being appreciated. Vrinda and Jacob (2015) present that job satisfaction is the responsibilities and tasks that assigned to the employees, while employment is working in group that involve the same tasks, sharing expertise, responsibilities and knowledge.

Job satisfaction refers to state employees who find themselves at work where they are satisfied with the way they are treated and happy working there, (Gitoho, 2015). He said that job satisfaction is how much an individual love their job or the task that they are doing. Job satisfaction of the workers is an essential component of organizational success particularly in managing the human resources of the organization, (Gitoho, 2015). He said that job satisfaction refers to how satisfied worker is with his or her job. There are several elements that can influence the level of individual job satisfaction. Amarasena, Ajward and Ahasanul Haque (2015) showed that education, gender, age and race which is demographic variables have an impact on the job satisfaction.

The purpose of this research paper is to determine the factor of job satisfaction and help organizations to know about the factors that affect job satisfaction among employees at WIDAD Education Sdn Bhd, Kuantan, Pahang Darul Makmur. Most organizations in the world conduct interviews and surveys to identify factors contributing to job satisfaction among employees.

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1.1 Problem statement of the study

After collecting initial information, the researcher will narrow down the problem to determine more clearly the factors that contribute to job satisfaction. It is important that the problem statement is clear, focused and specific and that the problem is addressed to form a specific academic perspective, (Sekaran & Bougie, 2016).

All of organization and company has its own problem whether internal or external problems. WIDAD Education Sdn Bhd also has own internal and external problems. The management of WIDAD Education Sdn Bhd has found the level of job satisfaction has decreased in terms of the tasks assigned, employee attendance and employee commitment. According to the Javed, Balouch and Hassan (2014), workplace environment is the preliminary to understand the impact of job satisfaction. A large number of factors influence employee's satisfaction from the work environment, (Platis, Reklitis & Zimeras, 2015). According to the Javed, Jaffari, and Rahim (2014), transactional leadership style have significant relationship between job satisfaction among employees and this transactional leadership style is more implemented by the leaders as compared to transformational leadership style. Saeed, Waseem, Sikander and Rizwan (2015) found the impact of commitment and leadership are the influences of job satisfaction. The issue of job satisfaction has given much attention in the field of literature as it is a subject that affects employee and organization, (Nagar, 2012). He said however small research has come out on the factors that lead to job satisfaction and also the consequences of increasing job satisfaction on the commitment of an employee to the organization.

Norhisyam Ab Rahman, Chief Executive Officer (CEO) of WIDAD College has found the level of employees satisfaction has declined since January 2016. This is because there are employees that are not fully committed to the tasks assigned. He said "I have also received a report from the Human Resources Department about the attendance sheet of staff". Attendance sheet is not satisfactory and there are some employees who are not disciplined about work attendance. Other than that, he said he found the staffs that are so difficult to give cooperation if needed. For example, he said on Jun 2017, when family day held on September 2016 ago, there are some staffs who do not commit with the event and only the same staffs who give full cooperation. Therefore, he found the level of job satisfaction is not encouraging and there may be several factors that contributed to the job satisfaction among employees at WIDAD Education Sdn Bhd.

Based on the problem statement that has been identified, this study is conducted to identify the factors that influence job satisfaction among employees at WIDAD Education Sdn Bhd.

1.2 Literature review

1.2.1 Job Satisfaction

Job satisfaction is a major topic of concern to many researchers around the world. Nagar (2012) said there are many literatures that have been given a lot attention to the issues of job satisfaction as a subject that affects both the employee and organization. There are many factors that contribute to job satisfaction to all employees. Javed, Balouch and Hassan (2014) said job satisfaction is dependent on a productive relationship, achieved relationship between staff and management and organization will be successful if employees enjoy their jobs and employees feel valued by their employers for their efforts. Based on this research, there are positive relationship between job satisfaction with workplace environment, work loyalty, employee empowerment and work performance and there are negative relationship between job satisfaction and turnover intention.

The employees dissatisfaction has bad consequences on effectiveness and efficiency of the company and organization, (Javed, Balouch & Hassan, 2014). Therefore, studying job satisfaction is the most important organizational areas of organization. Job satisfaction also has a close relationship with the emotions of an employee. According to Javed, Balouch and

Hassan (2014), job satisfaction among employees are the measures that determine the general emotion of the worker about its workplace and job.

Many factors are associated to the perceptions of job satisfaction. Gitoho (2015) identified several factors that influence employee job satisfaction. There were five aspects of employee job satisfaction namely; absenteeism, staff turnover, grievance handling, encouraged making suggestions and morale, manager demographics and working environment. Basically, job satisfaction is dominant on the external characteristics of the work, in relation to the work that able to meet ones higher level needs of self-actualization. Once again, it is evident that job satisfaction is effected by many organizational factors such as supervision, working environment and commitment. According to Gitoho (2015), a number of studies have shown that job satisfaction positively has a strong bearing on employee working performance and organizational commitment, and negatively influences on staff's turnover.

Based on the previous explanation the factors of job satisfaction are promotion, work itself, co-workers and supervisors, (Salleh, Nair & Harun, 2012). Besides that, there are many factors that contribute to the job satisfaction such as promotion, supervision, co-workers and work nature (Alshitri, 2013).

1.2.2 Supervision and Job Satisfaction

A supervisor is a very important person in an organization. Supervisors play an important role in the management, evaluation and staff development (Shoss, Eisenberger, Restubog & Zagenczyk, 2013). Supervisors play a role to improve employee's performance. According to Anwar Hossain and Aktar (2013), supervisory supports bring an employee to a high performance in work with satisfaction and motivation.

In general, there are previous studies that have been carried out on the relationship between supervision and job satisfaction, the studies largely showed that there was positive relationship between the supervision and employee job satisfaction. According to Gitoho (2015), the final outcome of the study is supervision positively influence employee job satisfaction. Other than that, referring to Sivanesan and Vivekanantha (2016), multiple factors such as the quality of relationship with the supervisor, the quality of the physical environment in which they work can affected job satisfaction and the level of satisfaction in the work and others.

In previous research from Gitoho (2015), when one thinks about job satisfaction from the appraisal of one's job or experience, some of the satisfaction aspects may include how the leader treats employees as relates to fairness, trust, integrity and appreciation. Job satisfaction is influenced by various factors such as how supervisors engage and relate with their subordinates.

1.2.3 Commitment and Job Satisfaction

Commitment is one of the factors that influence job satisfaction. Effective commitment positively affects the professional effectiveness of employees and reduces a likelihood of professional exhaustion and withdrawal behavior, (Geneviciute-Janoniene & Endriulaitiene, 2013). According to Geneviciute-Janoniene and Endriulaitiene (2013), not only workers but also organization may experience negative consequences related with high level of commitment.

Based on the previous findings, satisfied and committed employees associate with the goals and values of the organization, and they placed that extra-effort which plays the important role in leading the competition. Job satisfaction relates to a feeling of person or state of mind about the work nature, (Sivanesan & Vivekanantha, 2016). Besides that, the result shows that there is a positive relationship between job satisfaction and commitment, (Sivanesan & Vivekanantha, 2016). For an organization to be successful, supervisor must ensure that the

employees need to have a high level of job satisfaction for each other to have a high degree of commitment. Other than that, the results show on the previous research from Mohammed and Eleswed (2013), a positive relationship between job satisfaction and organizational commitment.

1.2.4 Teamwork in Co-Worker and Job Satisfaction

Agarwal and Adjirackor (2016) said management team, production team or an entire organization can be referred as a team. Teamwork is very important in a company to get good and quality work. Employers may improve their performance by increasing the number of teamwork and taking action to improve the individual performance levels, but to succeed in this regard, they need to pay attention to the quantity and type of teamwork provided, (Agarwal & Adjirackor, 2016).

Teamwork will also contribute to the company's success. Many organizational have embraced the teamwork culture as the crucial to achieve greater success, (Hanaysha, 2015). He said the very competitive current business market; organizational managers need to emphasize team work as working in teams can increase productivity from teamwork workers.

On the topic of the interaction between teamwork relationships and job satisfaction, the society of human resource management stated that positive relationships with colleagues it can foster a sense of loyalty, friendship and moral support among staff, (Gitoho, 2015). In addition, teamwork is a tool to enhance work creativity, which implicitly encourages merger of job satisfaction, (Ghorbanhosseini, 2013).

1.2.5 Working Environment and Job Satisfaction

Working environment will contribute to the level of job satisfaction to employees. There are may have positive or negative relationship between working environment and level of employees satisfaction depending on the nature of working environment, (Javed, Balouch & Hassan, 2014). He adds the workers can perform better if they provide a good environment.

Generally other factors such as noise, fresh air, refreshment and incentives like childcare also become a part of workplace environment. According to the Fassoulis and Alexopoulos (2015), the workplace is a measure of significant importance for an organization, which influences job satisfaction and productivity. The complexity workplace is constructed by a few features and characteristic that are consistently connected, (Fassoulis & Alexopoulos, 2015).

There are many companies that failed to provide a comfortable working environment for employees led to many workers are not satisfied with the work. According to Raziq and Maulabakhsh (2014), many businesses break down to understand the importance of working environment for workers satisfaction and then faced with many problems during their work. After that, Raziq and Maulabakhsh (2014) said, business must meet the needs of employees by providing good working conditions to improve in order the efficiency, effectiveness, productivity and employee commitment of employees. Bakotic and Babic (2013) found that for the workers working under difficult working conditions, these employees will not be satisfied with the workplace

Other previous researches also show that working environment also one of the determinants of job satisfaction. According to Vrindra and Nisha (2015, there are four factors that determinant of job satisfaction which are working environment, demographic, personality and social influent. Other than that, according to the Qasim, Cheema and Syed (2012), the study found that it is very important to gain in order competitive advantage and adapt to the dramatic changing moods for them by increasing the satisfaction of employees in the organization to achieve efficiency management.

1.2.6 Sense of Belonging and Job Satisfaction

Sense of belonging is a factor in getting good and quality work besides close relationship among staffs. According to the Hidayati, Hanif, and Pradesa (2016), the expected role of co-operatives membership is a sense of belonging among its members. Member's willingness to share is a form of sense of belonging, which could be brought together by a longing for member who perceived service quality of co-operatives service at an accessible price, and a willingness to pitch in and participate more in co-operative community, (Hidayati, Hanif, & Pradesa, 2016).

Sense of belonging has a close relationship with job satisfaction which the sense of belonging is a factor that leads to employee satisfaction with the work. Based on previous findings, sense of belonging leads to positive result and higher job satisfaction, (Gupta, Bennett, Moss & Gupta, 2013). For this research, it is found that the older workers tend to be less satisfied than their younger counterparts.

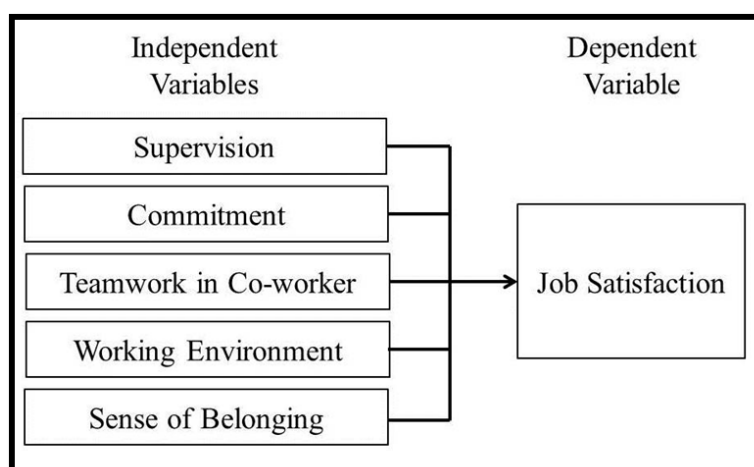


Figure 1: Theoretical framework

2. METHOD AND MATERIAL

Research methodology is proposed by framework and followed with research design, the methods used for data collection as well as the techniques used to find out the collected data will be discussed further. Methodology explains the methods used to get the results of this study. Methodology is divided into a few sections, sampling techniques, sample of study, sample size, data collection, questionnaire design and data analysis. It is discussed to collect and analyze data. Through this research methodology, the answer will be known and conclusion will be made.

This study will be descriptive method which is collecting all the information from employees at WIDAD Education Sdn Bhd. It will help to determine whether the factors listed will affect job satisfaction level among employees.

2.1 Data Collection Method

Job satisfaction is a topic that is given full attention to the questionnaire. Each data collection method has strengths and weakness. Questionnaire will be distributed stratified randomly selected to among employees at WIDAD Education Sdn Bhd for researcher collect the information and data. Statistical Package for the Social Sciences (SPSS) computer program and version 22.00 will be used for evaluates the data.

The questionnaire is pre-creating set of written questions where respondents record the answers, usually within rather obvious defined alternatives, (Sekaran & Bougie, 2016). In

the questionnaire, the researcher stated the questions to know the respond from the respondents and through the questionnaire, the respondent's answers are conveyed back to the researcher. The questionnaire can be described as the method of conversation between two people, although that they are far away from each other and certainly not communicate directly.

3. ANALYSIS AND RESULTS

Statistical Package for the Social Sciences (SPSS) will be used by the researcher to obtain the data analysis. By using SPSS, the researcher will key in all the questions and statements contained in the questionnaire. After that, the researcher will key in all the answer by the respondents. By this way, researcher will get results for data analysis.

In data analysis, the data will disclose the results of study which obtained through questionnaires. The purpose of the data analysis is to answer the research questions to test the hypotheses.

3.1 Goodness of measure

For this study, there are several measurements to study. For examples is reliability and validity, frequency, pearson correlation of coefficient and regression.

3.1.1 Reliability and Validity

Reliability and validity are used to know whether the research provides a good measure. Reliability is established by testing for both consistency and stability, (Sekaran & Bougie, 2016). According to book Sekaran and Bogie (2016), the result of reliabilities as follow:

RELIABILITY	RESULT
Less than 0.60	Poor
0.70	Acceptable
Over than 0.80	Good

3.1.2 Frequency

Frequency is refers to the number of times various subcategories of a certain phenomenon occur from which the percentage and the accumulate percentage of the existence can be easily calculated. Frequency can be visually shoed as bar charts, histograms or pie charts. Bar charts, histograms and pie charts allow the researcher to understand the data, (Sekaran & Bougie, 2016).

3.1.3 Pearson Correlation of Coefficient

The correlation coefficient show the direction and strength of the relationships can be appeared by relating the formula that takes into thought the two sets of figures.

Correlation analysis used to relate the direction of the liner relationship between variables. Pearson's correlation test is used to find significant linear correlation between variables.

COEFFICIENT	STRENGTH OF ASSOCIATION
0.90 to 0.99	Near Perfect
0.70 to 0.89	Very Strong
0.50 to 0.69	Substantial to very Strong
0.30 to 0.49	Moderate substantial
0.10 to 0.29	Low to moderate
0.01 to 0.09	Trivial

3.1.4 Regression

Regression analysis is used in position where one independent variable is hypothesized to influence one dependent variable, (Sekaran & Bougie, 2016). It is useful statistical technique

that describes the way in which one important variable is related to another. In this study, regression is used for identified multiple independent variables. Hypothesis testing is examined by utilizing regression analysis.

4. DISCUSSION

Based on the study, the researcher will find the relationship between independent variables and dependent variable. Other than that, the researcher will study about the objective against the factors that affect job satisfaction among employees at WIDAD Education Sdn Bhd, Kuantan, Pahang.

5. CONCLUSIONS AND RECOMMENDATIONS

After researcher gets the result of analysis, it may be there are many recommendations to management of WIDAD Education Sdn Bhd to increase job satisfaction among employees. It is depend of the result obtain after collect the data. In addition, this result will recommend to the future researcher to get better findings and achieve all about the same topic.

As a conclusion, the researcher has five factors to find the relationship of job satisfaction. The questionnaire is the medium to researcher collect the data to carry out the study and find the output. Then, the researcher will use SPSS to get the output of result in this study.

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ID021 - Preliminary Investigation of Telecommuting among Government-Linked Company (GLC) Employees in East Coast Region

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Abstract

This paper reports an ongoing study regarding the implementation of telecommuting among Government-Linked Company (GLC) employees in East Coast Region. In line with the Industrial Revolution 4.0 (IR 4.0), telecommuting becomes more robust and relevant to be implemented in Malaysia even though this working arrangement is not widely accepted by most Malaysia's companies due to some hindering factors. There is a limited encouragement from the management and awareness on the benefits of telecommuting shared to the employers, employees, and organization. Besides, globalization, new technologies, and business restructuring are also parts of current challenges incurred by the employees. These have led to the implementation of the new ways of working in order to have a balance between work and personal life. Preliminary investigation on the need of telecommuting has been conducted among the Government-Linked Company (GLC) employees in East Coast Region in order to provide solutions to the problem of this study. This study relies on the descriptive and quantitative methodology which its primary data is retrieved through questionnaires. 30 employees from East Coast GLC were selected as a sample of this study. By and large, findings of this study indicate a positive acceptance from GLC's employees for telecommuting initiative towards work-life balance. As a result, the new ways of working are not considered as an option anymore but they must be accepted to cope with the world's technological change.

Keywords: Industrial Revolution 4.0 (IR 4.0); telecommuting; work life balance; employee acceptance

1. INTRODUCTION

In recent years, people stand on the brink of a technological revolution that could fundamentally alter the way they live, work, and relate to one another. From the first until the fourth revolution, the industry has been shifted from industrial-based economy to an information-based economy. Even though the industrial revolution is specifically related to manufacturing and production but, information and communication technologies (ICTs) also receive no exception to undergo a revolution as in line with the current revolution changes. The rapid change of ICTs, such as portable computers, reliable broadband communication, and cloud computing, gives employees the opportunity to work from a remote location such as home, café, or any public area in a common and synchronous manner. The work empowered by ICTs is known as telecommuting (O'Keefe, Caulfield, Brazil, & White, 2016; Weinert, Maier, Laumer, & Weitzel, 2014). Telecommuting is a form of work organization in which the work is partially or completely done outside the conventional workplace with the aid of information and telecommunication services (Leung & Zhang, 2017). Telecommuting has been used to cultivate work-family balance and job satisfaction a few years back. As an employer, they need to seek out a new way of working arrangement to provide employee with a greater work-life balance and create a great place for working environment while helping to improve the retention rates. Telecommuting work arrangement is distinctive than a conventional office work

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in a number of ways and it provides a great advantage for employer and employees if the arrangement is carefully crafted to meet employee and the business requirements.

In regards to that, the work-life balance could be achieved when employees are able to have a degree of control over when, where, and how they work, while at the same time they are able to help the company to take up a competitive edge in an ever-changing work situation (O'Keefe et al., 2016). Work-life balance is when individual is simultaneously able to balance the temporal, emotional, and behavioural demands of both paid work and family responsibility (Melo, Ge, Craig, Brewer, & Thronicker, 2018). Work-life balance implies the degree to which an employee is satisfied because of their need are being fulfilled in both work and personal life (Matilla-Santander et al., 2017). Those who have achieved this balance tend to have a higher level of satisfaction with their jobs and life. From the employer's point of view, the company which encouraging work-life balance may entice a new hire, help to reduce absenteeism, and reduce turnover. Currently, many of Government-Linked Companies (GLCs) and Public Listed Companies (PLCs) offer telecommuting as a part of their alternative working approach substituting the traditional working approach in order to create a balance between work and family. However, it is partially accepted by Malaysian due to lack of guidance, support from the management and lack of awareness of telecommuting's benefit to their life (Munusamy, 2016). In addition, the study conducted by Munusamy (2016), shows that the core reason why the telecommuting is not fully accepted is that the organizations are sceptical on employee's performance while they telecommute. Even though telecommuting is proven beneficial regardless of employee's or employer's perspective, this initiative remains unpopular in Malaysia.

Globalization, new technologies, and business restructuring are parts of current challenges incurred by employee nowadays which prime to trigger the initiative ways of working (Sukalova, Ceniga, & Janotova, 2015). Furthermore, the existence of Internet and secure technology innovation such as Virtual Private Network (VPNs) has completely obscured the line between personal and work life. Telecommuting is able to save an employee's time that would otherwise be spent commuting to and from work. That time can permit employees to discover a better way to balance between work and personal life. Moreover, it will reduce stress, improve health, and subsequently decrease employee's wellbeing protection cost. Therefore, it is necessary to look into this area particularly to embrace more companies towards telecommuting arrangement specifically in East Coast. Hence, the research examines in detail the need of telecommuting among GLC's employees in East Coast.

Specifically, this study identifies the need of telecommuting among GLC's employees in East Coast Region thoroughly by carrying out a preliminary investigation through questionnaires. This is because, adoption of telecommuting practice in an organization is considered relevant to stay competitive in global market. The finding will encourage more companies in Malaysia to embrace this working arrangement as a standard arrangement and create a great place to work for an employee's to achieve work-life balance.

To achieve the specific objective, review of literatures has been discussed comprehensively in the next section.

2. REVIEW OF LITERATURES

IBM Malaysia, Dell Malaysia, Intel Malaysia, Maybank, Standard Chartered Bank, PwC Malaysia, and Accenture are pioneer organisations of Public Listed Company (PLCs) that implemented telecommuting programme as a part of a flexible working arrangement in Malaysia (TalentCorp, 2016). Subsequently, in 2014 one of GLCs which is PETROLIAM NASIONAL BERHAD (PETRONAS) had embarked this Flexible Working Arrangement (FWA) initiative in phases. This initiative is in line with the digital revolution and technological advance

is starting to reshape the business environment (Wan Ariffin, 2017). Nevertheless, telecommuting still remains a limited practice by the organisations in Malaysia even though it is widely reported has potential to produce benefits for organisation, employers, employees, and society as a whole. According to World HAYS Recruiting Experts Worldwide (2016), 42% of Malaysian are willing to take a pay cut up to 10 percent in order to work from home and 23% of respondents would even take up to 20 percent pay cut.

The reason behind the limited spread of telecommuting initiative to all Malaysia's organisation is it is not wholly understood. (Nurul Adilah, Noorliza, & Hasnanywati 2017) has mentioned telecommuting in Malaysia has been promoted since 1990 however, there are still a slight acknowledgement for telecommunication implementation and still remains unpopular even though it benefits the employees. Moreover, telecommuting will be easing the worsening peak-hour traffic, reduce the emission of carbon, and retaining women in the workforce (Azeez, Hamsa, Jaff, Ibrahim, & Zin, 2016). Indeed, telecommuting is able to serve better work lifestyles, increase productivity, have more time with family members, reduce absenteeism, provide flexibility, and boost a job satisfaction (Nurul Adilah et al., 2017).

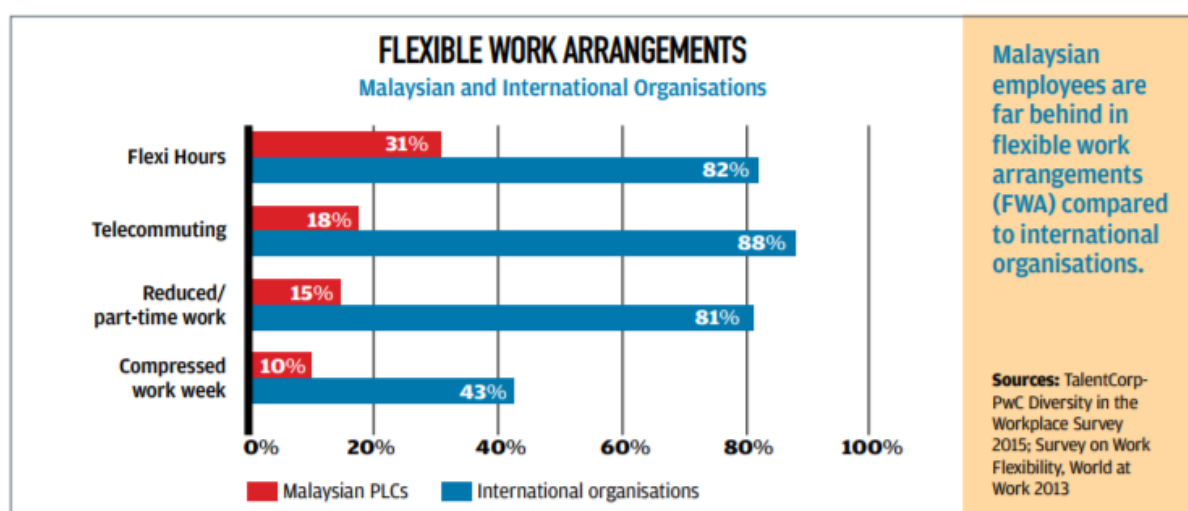


Figure 1: TalentCorp-PwC Diversity in the Workplace Survey 2015

Figure 1 illustrates a comparison between Malaysia and international organisation as regards to provide flexible working arrangements initiative. Telecommuting only scored 18% implementation for Malaysian in 2013 compared to 88% implementation by International organisations. With a gap by 70%, it shows that Malaysia companies are still lagging in the implementation of telecommuting initiative.

2.1 Analysis of Previous Studies

Table 1 indicates the pre-define factors that lead to the need of telecommuting among GLC's employees in East Coast Region and the impact to the employee's work-life.

Table 1: The pre-define factors that lead to the need of telecommuting and implications to employee's work-life.

Factor	Telecommuting impact to employee's work-life
<u>Work-Life Balance</u>	
a. More family time	The study showcases a result that telecommuting allows employee to have more family time and control over life (Munusamy, 2016).
b. Increase productivity	The Survey commissioned by Avaya Inc, shows organization feel that the ability to work in several environments boosts employee creativity and consequently productivity (Shankar, 2012)

<u>Value</u>	
a. Reduce absenteeism	A study conducted by the women in Management Review, specified that 63% reduction in absenteeism if the company offered some form of Flexible Working Arrangement (FWAs) (TalentCorp, 2016).
b. Reduce turnover	Telecommuting generally able to increase productivity, reduce employee turnover, reduce expenses, and increase customer services (Merwe & Smith, 2014).
<u>Empowerment</u>	
a. Job satisfaction	The finding from the study showed how telecommuting which is a part of non-traditional working arrangement can positively affect to job satisfaction and employee productivity (Campbell, 2015).
b. Flexible time	Telecommuting initiative normally anticipated to encourage the flexibility and autonomy of an employee to control of time and place for performing job duties in order to achieve work-life balance (Sa, 2015).

2.2 Conceptual and Theoretical Framework

Throughout the review of existing literatures, the conceptual framework has been formed. The identified factors that lead to the need of telecommuting are categorized into work-life balance, value, and empowerment as demonstrated in Figure 2.

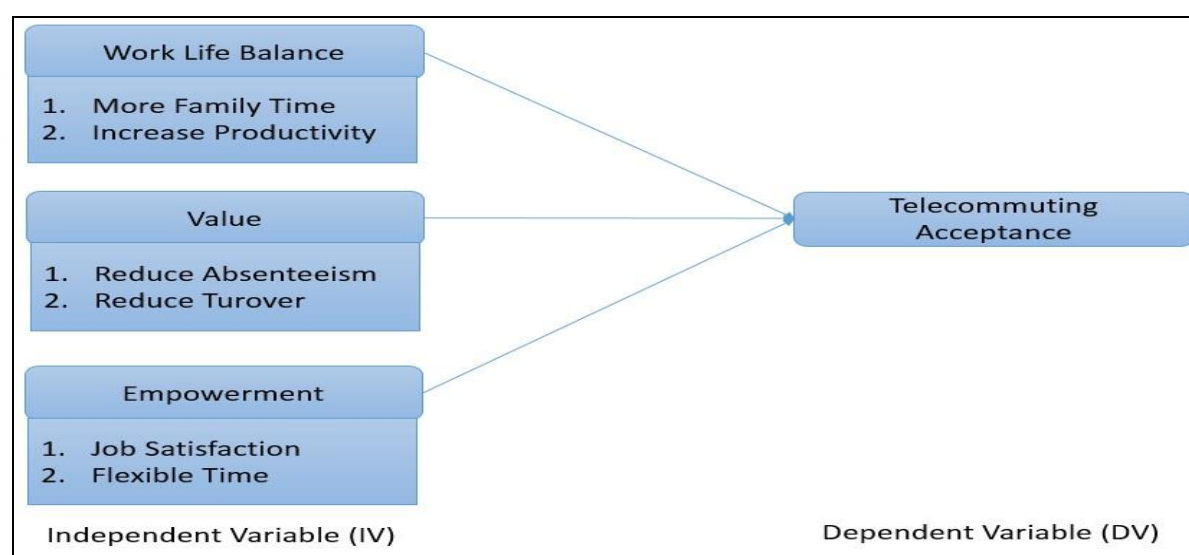


Figure 2: Conceptual framework of the study

In identifying the relationship between work-life balance, value, and empowerment toward the needs of telecommuting among GLC's employees in East Coast, this study integrates the conceptual framework with Technology Acceptance Model (TAM) as a baseline to measure the intended result. TAM was created in the 1980's by Fred Davis, which is one of the most popular theories and widely used to explain the modelling users' acceptance of information system and technologies (Lai, 2017).

The independent variable that has been identified is perceived of usefulness. It directly influences the acceptance of telecommuting among the GLC's employees and leads to the use or adopt of telecommuting as an official alternative working arrangement specifically at any GLC and also in Malaysia. As demonstrated in Figure 3, this study plans to measure how perceived usefulness of work-life balance, value, and empowerment elements has impacted the level of acceptance of telecommuting adoption among the employee. The results directly show the purposes of telecommuting that are to be embarked as a standard working approach in GLC environment. This study also can lead the attitude to adopt with technology changes.

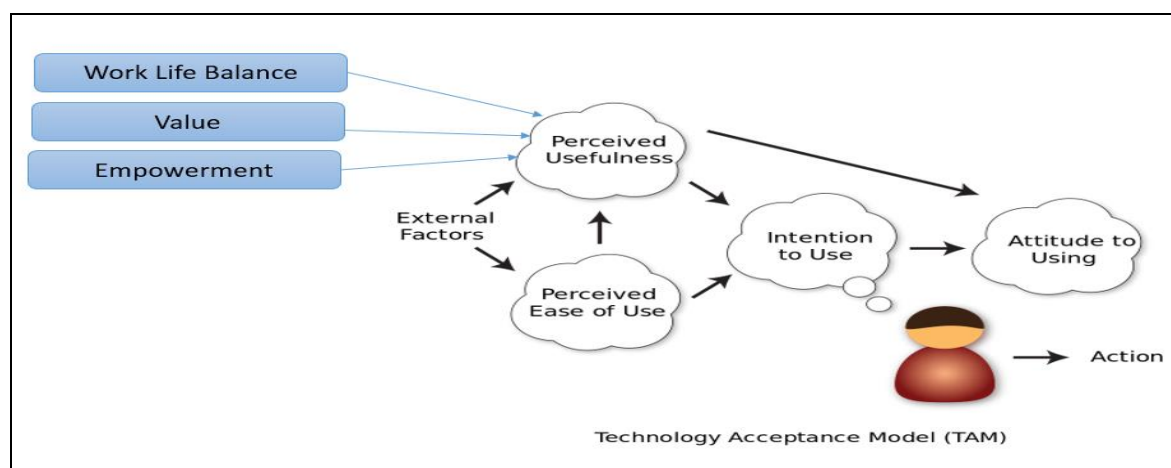


Figure 3: Theoretical framework of the study

The next section discusses on the methods and materials involved in this study.

3.0 METHODS AND MATERIALS

This study applies a descriptive research design in order to achieve the stated objective. This study has used a cluster sampling technique because it has already identified the focus group based on the demographic profile. A set of questionnaires has been distributed using an online survey system to the 30 selected respondents out of 70 GLCs' employees in East Coast Region. The questionnaire was divided into two sections which are Section A, focusses on demographic details meanwhile, Section B relates on acceptance of telecommuting. The questions in Section B were measured by using 4 units of Likert scale. The scales are numbered as 1 to 4 which represent 'Strongly Disagree', 'Disagree', 'Agree', and 'Strongly Agree'.

3.1 Data Collection Method

Primary data of this study was captured through the online survey. The respondents were selected from one of subsidiary company of GLCs based in East Coast Region. With the company's workforce of 70 employees, 30 of them were chosen randomly to participate with the survey which comes from various age levels, marital status, and job roles.

The next section discusses and analyzes on the gathered results.

4.0 RESULTS AND ANALYSIS

Table 2 shows four items in the demographic profile. It can be seen that 53.3% respondents are female. In terms of age, majority of the respondents (53.3%) are 25 to 34, where 93.3% are married. The last item in the table shows 76.7% of them work in the operation department.

Table 2: Results of Section A – Demographic

No	Variable/Characteristic	Respondent Frequency (n)	Respondent Percentage (%)
1	Gender		
	Male	14	46.7
	Female	16	53.3
2	Age		
	20 - 24 years old	0	0
	25 - 34 years old	16	53.3
	35 - 44 years old	13	43.3
	45 - 54 years old	1	3.33
	55 and above	0	0

3	Marital Status		
	Single	1	3.3
	Married	28	93.3
	Divorced	1	3.3
4	Job Role		
	Management	3	10
	Operation	23	76.7
	Planning	3	10
	Administration	1	3.3

From the findings, the female employees are more attracted towards telecommuting rather than male employees. Besides, the acceptance from married employees is higher compared to single and divorced employees.

Meanwhile, the finding for Section B is shown as follows in Table 3. There are 86.2% employees are more attracted if the company offer the option of telecommuting. Other than that, 82.8% employees agreed that telecommuting could offer more flexible work schedule, 62.1% more family time, and 51.7% more control over life. Literally, the need of telecommuting among the GLC's employees in East Coast region is because of work-life balance followed by value and empowerment.

Table 3: Section B – Acceptance of Telecommuting

No	Variable/Characteristic	Respondent Frequency (n)	Respondent Percentage (%)
1	Would you be more attracted to a company if it offered you the option of telecommuting?		
	Yes	25	86.2
	No	4	13.8
2	I believe telecommuting will help me to be more productive at my work		
	Strongly agree	4	13.8
	Agree	22	75.8
	Disagree	2	6.9
	Strongly disagree	1	3.5
3	I believe telecommuting will offer me the flexibility that I need to integrate work and life.		
	Strongly agree	4	13.8
	Agree	22	75.9
	Disagree	2	6.9
	Strongly disagree	1	3.4
4	The benefits that you have realized from Telecommuting? (Check all that apply)		
	Less Absenteeism	10	34.5
	No disruption of work from outside effects	10	34.5
	Higher productivity	14	48.3
	More flexible work schedule	24	82.8
	More control over your life	15	51.7
	More time to spend with family	18	62.1
	Reduce turnover	5	17.2
	Increase job satisfaction	13	44.8
	No benefits realized	0	0
5	Overall about telecommuting		
	Excellent	4	13.8
	Good	17	58.6
	Average	7	24.1
	Below average	0	0
	Poor	1	3.5

Based upon the preliminary findings, it can be concluded that there is a positive perception towards the need of telecommuting among GLC's employees in East Coast. Telecommuting is undeniably able to bring a lot of benefits either to employees or employers such as more family time, increase productivity, reduce absenteeism, reduce turnover, higher job satisfaction, and flexibility time. Hence, this study is absolutely relevant at this digital era and IR 4.0 due to telecommuting adoption is not a choice anymore. It is a must for the developing

country such as Malaysia in order to stand on par with other developed countries all around the world.

5.0 CONCLUSION AND RECOMMENDATION FOR FUTURE WORKS

This study investigates on the need of telecommuting among Government Linked Company (GLC) Employees in East Coast Region, Malaysia. The result indicates that most of the employees accepted the telecommuting positively as telecommuting offers more flexible work schedule, more family time, more control over life, work-life balance, as well as value and empowerment. Hence, from researchers' viewpoint, telecommuting can be implemented if the organizations are aware of the benefits that they can obtain. In addition, the researcher believes that there is a great future for telecommuting in Malaysia. It is recommended that, future study should be conducted in order to strengthen the preliminary investigation by conducting a comparative analysis of the previous studies.

Acknowledgment

The authors would like to acknowledge the PETRONAS ICT East Coast Region, Malaysia for the permission given to conduct this study. Besides, the authors wish to thank to Universiti Teknologi MARA, Terengganu Malaysia for supporting this research tremendously.

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ID024 – Knowledge Sharing Mechanism to Improve Organizational Effectiveness among Oil & Gas Contractors in Terengganu

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Abstract

Knowledge is one of the resources that are both valuable and difficult to imitate. Thus, it needs to be shared among people in the organization to retain a sustainable competitive advantage. This paper aims to investigate the relationship between knowledge sharing and organizational effectiveness among the oil and gas contractors. The main purpose is to examine the level of knowledge sharing among employees of oil & gas contractors and investigate the effect of knowledge sharing mechanism on organizational effectiveness. The populations of this research are oil and gas contractors for unfired pressure vessel repairer and manufacturer in Terengganu. Theoretically, the findings of this research will further add to the literature by extending mediating effect of top managements' support and through the research that will be conducted, the organization can identify the right method in sharing the knowledge and enhance organizational efficiency as a whole. From the practical perspective, the research intends to help organization to increase efficiency and for future researcher, the findings of this research will be important and work as reference to the organization in order to develop their knowledge management system and also to increase employees' knowledge.

Keywords: knowledge management; knowledge sharing; knowledge sharing mechanism; organizational effectiveness; oil and gas industry

1. INTRODUCTION

The year 2016 mark the average crude oil price is lower than the year 2015. (Chong, 2016) As an oil and gas exporter, Malaysia is affected by the collapse of crude oil price. One of the impacts from the fall of the crude oil price is the economic recession. Thus, lead to unemployment (Chong, 2016) and knowledge loss.

In the event of employee leave the organization, the organization will lose the knowledge or history of the employee which might be useful to the organization (Peña, 2013). Furthermore, employee turnover also have the great impact on knowledge loss (Hana & Lucie, 2011). Above all, knowledge management seems to be the savior to these current uncontrolled situations.

In the first place, knowledge comes through various ways. Therefore it needs to be managed. There are four key components of knowledge management; such as Knowledge, People, Process and Technology (Omotayo, 2015). According to Becerra- Fernandez and Sabherwal (2010), knowledge processes are divided into knowledge discovery, knowledge capture, knowledge sharing and knowledge application. With the effective delivery of the knowledge in the organization will promotes knowledge fusion and forms knowledge sharing to the community. (Chen, 2012).

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Knowledge and experience are significant to the staff in order to strengthen an organization. For example, in the organization, learning from experienced staff is an example for staff to expand the knowledge (Henttonen, Kianto, & Ritala, 2016) thus, allowing the organization to share the advantages through increasing their business intelligence, improve their managerial decisions efficiency and effectiveness, and will achieve better business performance (Gholami, Asli, Nazari-Shirkouhi, & Noruzy, 2013; Hegazy, Box, Dhabi, & Ghorab, 2014).

Since intangible knowledge plays an important role in achieving competitive advantage, is one of the reason that knowledge sharing among different companies and departments which can improve organizational processes (Zahari, Rahman, Othman, & Baniamin, 2014). However, the sharing process will not be completed if there is no proper and effective mechanism to share the knowledge in order to improve organizational effectiveness.

From the previous research, the main purpose of this study is to investigate the relationship between knowledge sharing and organizational effectiveness.

1.1 Problem statement of the study

When employees leave a job either on their own preference or not, the employers will lose the institutional knowledge or history along with the dedicated employees. Many of the organizations are lack of sufficient transfer programs to stem the loss (Peña, 2013).

A research from Johari, Yean, Adnan, Yahya, and Ahmad (2012) stated there is a steady increase in the percentage of turnover. It has been reported that the voluntary turnover rate in Malaysia has risen from 10.1 percent in 2009 to 13 percent in 2010 (Federation of Malaysian Manufacturers, 2009-2010). According to the Federation of Malaysian Manufacturers (FMM), the manufacturing industry in the nation has recorded an average yearly turnover rate of 18.84 per cent for the time period of July 2010 to June 2011.

Employees' turnover is unpredictable and cannot be controlled. To increase the significance of knowledge continuity, knowledge management is the route to leverage the intellectual capital in the organization (Frappaolo, 2006).

In order to minimize the effect of knowledge loss, knowledge sharing seems to be the basic needs in the organizations. There are various mechanisms to share the knowledge (Morrissey & Schoemaker, 2005) and different methods to measure the organizational performances. (Gholami et al., 2013; Hegazy & Ghorab, 2014)

Thus, the challenge of this research is to examine the level of knowledge sharing among employees of oil and gas sector. Furthermore, the research also includes finding the effect of knowledge sharing mechanism on organizational effectiveness in oil and gas sector for unfired pressure vessel repairer and manufacturer in Terengganu under Department of Occupational Safety and Health Malaysia.

1.2 Literature review

Knowledge management is the leveraging of collective wisdom to increase responsiveness and innovation (Frappaolo, 2006). Knowledge management was define as a process of applying systematic approach to capture, structuring, management, and dissemination of knowledge throughout an organization to work faster, reuse best practices, and reduce costly rework from project to project (Nonaka and Takeuchi, 1995; Pfeffer and Sutton, 1999).

Knowledge is often defined as a "justified personal belief." There are many taxonomies that specify various kinds of knowledge. The most fundamental distinction is between "tacit" and "explicit" knowledge (King, 2009). Nonaka and Konno (1998) suggest that explicit knowledge exists in the form of words, sentences, documents, organized data, computer programs and in other explicit forms. While tacit knowledge divided by two dimensions. First is the technical

dimension, which encompasses the kind of informal skills or crafts often referred to as “know-how”. The second one is the cognitive dimension; consist of beliefs, ideals, values, schemata, and mental models..

1.2.1 Knowledge management processes

There are five main practices that were adapted from the models of Nonaka, Umemoto and Senoo (1996) and Bhatti and Qureshi (2007). The practices are knowledge creation, acquisition, sharing, storage, and implementation, which already been frequently applied in knowledge management practices. Alavi and Leidner (2001) develop a framework for analysis of the supporting role of an information system with knowledge management; specifically four sets of socially enacted, interdependent knowledge processes which are:

- a. Knowledge creation
- b. Knowledge sharing (to include storage and retrieval)
- c. Knowledge transfer
- d. Knowledge application

As stated by Omerzel and Antoncic (2008), the management of knowledge assets may provide small firms new tools for survival, growth and maintaining a sustainable competitive advantage. Thus, knowledge sharing should be emphasized in order to avoid conflict in an organization.

1.2.2 Knowledge sharing

As stated by Lin (2007), knowledge sharing occurs at the individual and organizational levels. For individual employees, knowledge sharing is talking to colleagues to help them get something done better, more quickly, or more efficiently. For an organization, knowledge sharing is capturing, organizing, reusing, and transferring experience-based knowledge that resides within the organization and making that knowledge available to others in the business. From Van Den Hooff and Ridder (2004) perspectives, knowledge sharing implies that every knowledge sharing process consist of donating and collecting knowledge. Both process are active processes either actively communicating to others what one knows or actively consulting to others in order to learn what they know.

The important factors for the need of knowledge management and knowledge sharing are organizational survival, competitive differentiation, globalization effects and aging workforce. A research by Tan, Lye, Ng and Lim (2010) finds that knowledge sharing plays an important role for organizations in succeeding in this ever-increasing competitive atmosphere.

1.2.3.1 Knowledge sharing mechanism

As for this study, the mechanism used is covered by different techniques which adapted from the study by Morissey and Schoemaker (2005). The techniques are mentorship programs (Mentoring), after action reviews/ project summaries (Project Report), regular intra-office or intra-division meetings (Meeting), communities of practice (Project Team), centers of excellence (Procedure) and storytelling. For centers of excellence, the researcher replaced it with the Procedure. Morissey and Schoemaker (2005) define centers of excellence as to maintain databases of their work and sometimes publish the findings in white papers (or other similar publications) which are share with the firms' stakeholders as a means to transfer knowledge. As this study consists for oil and gas project based environment, thus, storytelling is not included as part of the technique to share the knowledge.

1.2.3.2 Knowledge sharing in oil and gas sector

In oil and gas sector, conditions of knowledge sharing are challenging especially in project-based organizations. However a degree of autonomous motivation, perceived organizational support and the level of trust in experience positively support knowledge sharing (Nesheim, & Smith 2015).

From Jegede, Ilori, Sonibare, Oluwale and Siyanbola (2013) study on the factors hampering innovation and knowledge sharing in Nigeria oil and gas industry, can be concluded that the firms must interact with the knowledge institutions and the government. The finding stated that interaction between knowledge institution and the government will provide Nigeria with the network of firms and institutions which are stable, more productive and can compete with foreign firm.

Thus, from the earlier studies support that knowledge sharing emphasizes organizational efficiency.

1.2.4 Organizational effectiveness

Organizational effectiveness as defined by Willems, Jegers and Faulk (2015) is the extent to which organizational inputs and outputs are balanced through a combination of internal processes and external programs to reach predefined goals. A study by Gholami et al. (2013) showed that knowledge acquisition, knowledge storage, knowledge creation, knowledge sharing, and knowledge implementation have significant factor loading on knowledge management; and also productivity, financial performance, staff performance, innovation, work relationships, and customer satisfaction have significant factor loading on organizational performance. Three of the organizational performance characteristic from Gholami et al. (2013) has been appointed to serve as an example of effectiveness in this study such as staff performance, work relationship, and customers' satisfaction.

1.2.5 Relationship between knowledge sharing and organizational effectiveness

The common understandings in knowledge sharing were established by way of sharing thoughts, beliefs, knowledge and experience within people in an organization. It is true that practical applications and common understandings are organizational knowledge. The result shows not only in the enhancement of employees' capabilities, but also the contribution to overall organizational effectiveness and bottom-line profit (Yang, 2007).

A study by Lin (2007), finds that top management support was effective for employee willingness to both donate and collect knowledge with colleagues, but organizational rewards was not. In the findings, it indicates that perceptions of top management encouragement of knowledge sharing influence employee willingness to share knowledge. Therefore, management should recognize that organizational rewards only secure temporary compliance. To promote knowledge sharing activities, top management facilitation of social interaction culture is more important than extrinsically motivated employees (such as those motivated by monetary compensation).

Research by Henttonen et al. (2016) finds that knowledge sharing leads to improved performance in the contemporary organizational context, which is based on knowledge and its utilization. However, so far, there are not many studies establishing this linkage at the level of the individual employee. Previous studies have shown that knowledge sharing leads to improved firm performance. Thus, this study will look into individual context in order to improved efficiency of staff performance, work relationship, and customers' satisfaction.

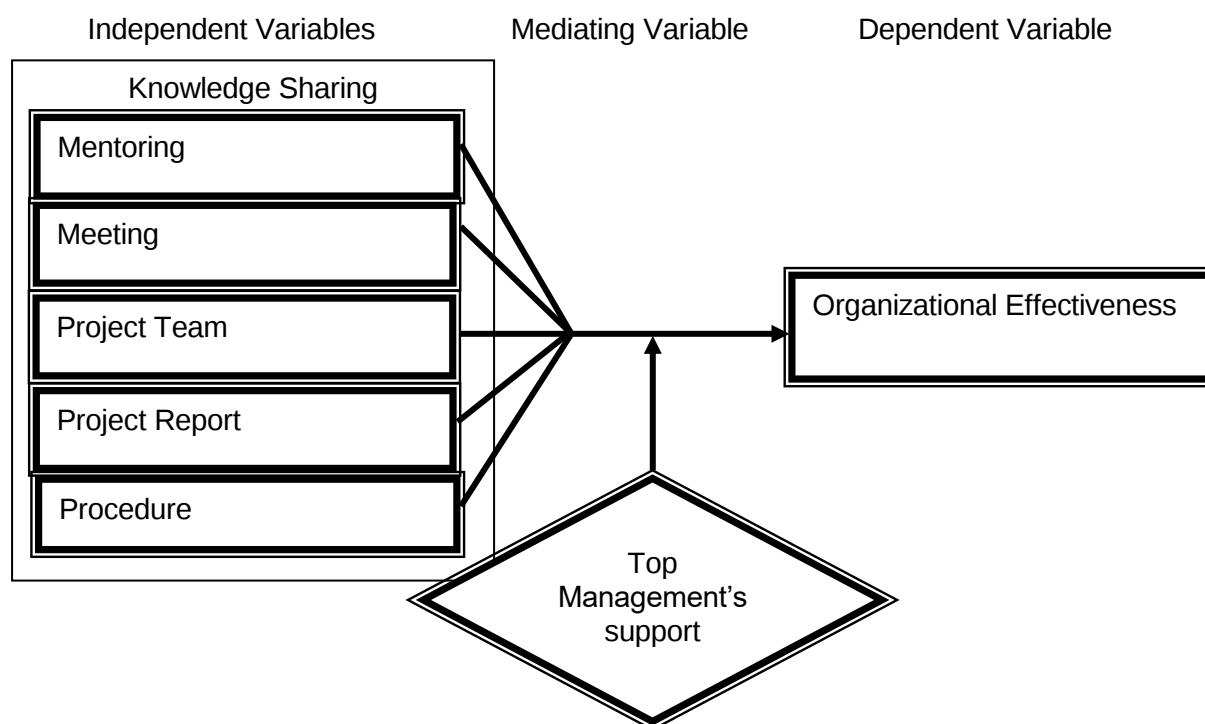


Figure 1: Theoretical framework

2. METHOD AND MATERIAL

To achieve the purpose of this study, a correlational research design will be used. This type of research describes the linear relationship between two or more variables without any hint of attributing the effect of one variable on another. Correlational research examines the relationship between variable (Salkind, 2012) and it provide some indication as to how two or more things are related to one another or in effect what they share or have in common or how well a specific outcome might be predicted by one or more pieces of information. In this research, the researcher is trying to investigate relationship between knowledge sharing mechanism and organizational effectiveness among oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu. The researcher uses cross-sectional study research because it is used to gather information in a population at a single point in time and it may be takes over a period of days, weeks or months to answer the research question.

The sampling frame for this research was the employees of oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu. The data are obtained from Department of Occupational Safety and Health Malaysia. The list of respondent of this research was retrieved from Human Resources & Administration Department.

Referred to Table 1 is the population of this study which is among the employees of oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu.

Table 1: Population employees of oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu

Oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu		Total of employees
1.	UBF Maintenance Sdn Bhd	100
2.	Newwin Engineering Sdn Bhd	47
3.	MSET Engineering Sdn Bhd	35

4.	HSE Resources Sdn Bhd	65
5.	TMM Engineering Sdn Bhd	22
6.	Pioneer Engineering Sdn Bhd	40
7.	Epic Mushtari Sdn Bhd	53
8.	Makarmas Tenaga Sdn Bhd	21
TOTAL		383

(Source from Department of Occupational Safety and Health Malaysia, 2016 & HR Department for each company)

For this research, the selection of sample is based on stratified sampling technique. Stratified sampling describes a predetermine proportion of people are sample from different groups but convenience basis. Oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu are divided by the company and department. Thus, the company is representing each group and the department will represent the subgroup of the company. The sample size selected based on the quota of each company. Besides, this sampling also can ensure that certain groups of the company are adequately represented in the study. If the large amount of employees in the company, the sample size also will be large and it would be vice versa.

The sample size of this study is 383. For the purpose of the study, since the population of oil and gas contractors for unfired pressure vessel manufacturer and repairer in Terengganu was 383 employees, the sample size selected were 192 respondents. This sample size was according to the table provided by (Sekaran & Bougie, 2010) that ensures a good decision model.

For this research, the unit of analysis is the individual who is employee. It is looking at the data gathered from each individual and treating their response as an individual data source.

2.2 Data collection method

Data will be collected using a set of questionnaire, which will be distributed to the respondents around April 2017. A cover letter will be attached with each questionnaire to explain the objective of the study. Respondents are required to answer the entire questionnaires and had given two weeks to respond. The researcher will make a follow up during the time respondents answering the questionnaires and the questionnaires will be collected by the researchers after the respondents have filled up the questionnaires.

3. ANALYSIS AND RESULTS

The questionnaire will be examined for completeness before being entered into the data analysis systems. The researcher used Statistical Package for Social Sciences (SPSS) version 22.0 to analyze the data collected. SPSS will be used as the analysis tool because this study uses structured questionnaires.

The data analysis strategy will go through several processes. Firstly all data will be edited to ensure that all data are accurately entered. Secondly data will be tested in terms of normality. Thirdly, data will be tested in terms of reliability. Fourth, several part of the data will be transform for the purpose of other subsequent analysis. Lastly, in attempting to achieve the objective of the study as well as supporting research hypothesis, the following analyzing tools will be used:

- i. Frequency distribution is a display of the frequency of occurrence of each score value. The frequency distribution can be represented in tabular form or, with more visual clarity, in graphical form.
- ii. Correlation looks at the relationship between two variables in a linear fashion. A Pearson product-moment correlation coefficient describes the relationship between two continuous variables, and is available through the Analyze and Correlate menus.

- iii. Multiple Regression is an extension of bivariate correlation. The result of regression is an equation that represents the best prediction of a dependent variable from several independent variables.

4. CONCLUSIONS

For this proposal, researcher hope that what have been proposing will be accepted. If there is any weaknesses in any point of view within this proposal, researcher really hopes to receive any feedback, ideas or solutions to make this research proposal more valuable and this research can be conducted.

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ID026 – Factors Affecting Online Shopping Behaviour among Youngsters

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Abstract

This study is to investigate the factors determining online shopping behaviour among youngsters by government servants whereby five variables or factors was selected such as trust, perceived risk, subjective norm, e-service quality and price. Based on the previous study that related to this topic, most studies among youngsters from the universities students was selected to become respondents in their research. But a few studies targeted working people as their respondents. According to Yang & Hsieh (2013), the main users for the online applications was a customers that aged 21-40 and websites supposed to offer the customized discounts and appropriate rules of copyright in attracted their customers. Studies also revealed that nowadays youngsters tend to be expert in certain services such as at engaging e-learning and entertainment only. In the current study, researcher indicate that suitable respondents is working people because they have a purchasing power which become a strong elements in their shopping behaviour and researcher objective's is to investigate the factors affecting online shopping behaviour among government servants considering their stability in their income. However respondents only in youngsters or GenY were selected among government servants. This result of this study may provide new insights for online vendor or marketers to formulate strategies that will encourage youngsters for online shopping because researcher identified the factors that affecting online shopping behaviour.

Keywords: *trust; perceived risk; subjective norm, e-service quality; price*

1. INTRODUCTION

Online shopping is the activity that people can purchase products or services using the medium of technology such as Internet. Nowadays, people tend to choose online shopping not only because of many advantages if compared to traditional shopping but because of the lifestyles. According to Accenture (2017), customers' ever-changing needs depend on their demands, they feel convenient and exciting because their shopping experience be more inspired to them. Consumers more attracted in online shopping because these activities provide them the utilitarian and hedonic characteristics. Based on Nielsen (2014), for the past two years, consumers of online shopping was increased with growth of online retail sector by the increasing of connected device ownership across Southeast Asia. The research revealed that people specifically in Asia attracted in online shopping and which automatically tends to use the technology advantage in their shopping activities. Moreover, across the region, online shopping consumers was enjoy in that activity however, Filipinos, Vietnamese and Singaporeans was the most motivated to made purchased, compared to Indonesia, Malaysia and Thailand where consumers tends to browse while they are online (Nielsan, 2014). The most of Malaysian consumers tends to search about the detailed of the products first such as read the review, recommendation, compared with products in the store

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in terms of price or quality of the products and services (Nielsen, 2014). We can conclude that Malaysian consumers attracted to make their own survey by choose the best products by comparing with others product. Besides that, we can conclude that Malaysian consumers also highlight the security or financial issues.

1.1 Problem statement of the study

Malaysian consumer still not achieved their satisfaction level even though the e-commerce promotional activities were always introduced to them. Nowadays, online shopping was a convenience lifestyle that gives a lot of advantage to consumers in terms of purchased goods. However, there was a barrier in the online shopping activities that may cause consumer especially Malaysian avoid online shopping because of the experience problems, perceptions or any negative elements in the context of online shopping. In the current study, while the researcher identify the factors that able to influenced consumers in online shopping behavior, the problems need to be clarified first to ensure that this study or research able to achieve the objectives. According to Thakur & Srivastava, (2015), through the social media by their significant members, consumers tend to trust their comments or response towards online shopping. We can conclude that influenced by relatives or friends become a factor that people attracted to have a purchase intention. However this factor can be a major problem in nowadays issues because it's difficult to avoid peoples trust especially if it was related to each other such as recommendations by their relatives or friends.

Proven by Malaysiandigest.com, Dec 8, (2015) people tend to trust their friends towards content that have been shared in social media became an advantage for cybercrime in their activities. Country director of Symantec Malaysia & Thailand, Nigel Tan also shared in year of 2014, for social media scams, Malaysia ranked fifth in the Asia Pacific. Moreover nowadays social media became a medium for scammers or cybercrime to target their victims. Therefore, we can measure that social networking have their own risk in the context of online shopping.

The increase of activities in online shopping produces more negative activities such as fraud and online scam. The disadvantages of online shopping activities are more to security factors, lack of security became an issue because in online transaction, there's no face to face activities. Consumers need to identify the products by themselves in case if lack of information needed for those products by the vendor. Personal information such as credit card became a major issue among Malaysian because there was a many cases according to online scam and fraud activities. Vendor also will faced a risk because buyers from online shopping also involved in fraud.

According to Nielsen, Malaysians Rank among the World's Most Avid Online Shoppers (2014), disclosing credit card information online was still become the issue by Malaysian because they highlight the security issues or risk in the online shopping context. Additionally, Cybersecurity Malaysia was recorded of online fraud last year about 3,921 cases compared to 2015 about 3,257 cases only. Minister of Science, Technology and Innovation, Datuk Seri MadiusTangau said that for a period of five years, online fraud was widely reported cases and cyber security issues included. Scams, phishing, internet banking transactions and online shopping were the list of fraud online activities that involved of the report.

Moreover, based on The Star Online, May 14, (2017) there was an international attack and certain countries or organizations were affected by ransomware. Ransomware is a type of malicious software (malware) created to block consumers from access their computer system until they paid sum of money that required by the cyberattack. Datuk Dr Amirudin Abdul Wahab, from the Malaysia's cyber security agency said these viruses could be affected financial losses, distraction on business usual, permanent or temporary loss of sensitive or registered information in the computer systems. Refer the graph below is a

warning statement and a press statement by Malaysian Communication and Multimedia Commission (MCMC) by the year of 2017.

Therefore, online transaction especially in online shopping activities, it could lead to high risk because all the personal details information such as disclosure of credit card information that has been registered in that online shopping website. According to *Utusan Malaysia Online*, Jan 25, (2016) in online shopping, there was a defrauded cases about loss of RM9 million. Based on the records of the Commercial Crime Investigation Department (CCID) Bukit Aman, every day at least seven to eight individual victims of cyber criminals posing as internet merchants. The cyber criminals move individually to mislead consumer to take advantage of social media and web sites online shopping as *Mudah.my*, *Facebook*, *Lelong.com*, *E-bay.com* and mobile phone applications such as *WhatsApp* and *WeChat*.

However during 2015, in the Ops Pigeon, there was 255 fraudsters caught by the police. Deputy Director of Intelligence Operations Commercial Crime Investigation Department, Senior Assistant Commissioner Roslan Abd. Wahid said the increased was thus led to the total loss recorded also an increase of RM5.65 million in 2014 to RM9 million a year ago. Therefore, Malaysian consumer tends to sceptical towards these issues because report or cases among Malaysian to authorities parties was high in percentage or consider as a huge amount especially in online shopping activities.

There's a few strategy by an online vendor in tacking their customers to attract with their products and services. Unfortunately the vendor take advantage by squeeze profit from posting highly discounted or attractive promotions of products with extremely high charged of shipping costs. Therefore, customers need to bears the unnecessary costs. According to Statista, (2013) the highest percentage was about the unexpected coasts that has been presented by the vendor. There were 14 main reasons why shoppers abandon their carts. And the most reason that became a barrier of customers is all about the cost or price towards the products. Potential customers attracted with the products at first, however they refuse to complete the process because of the hidden or an unexpected cost. Normally the process of the online shopping was the shipping rate at the last process. Therefore we can conclude that shipping rate or costs became issues to customers to proceed with their purchase intention after they identified that the charged was not reasonable for them to make a payment. To avoid loss in the transaction, consumers need to prepare themselves with the price consciousness.

Therefore, there must be an initiative from the authority parties in handling major or criminal issues pertaining that complain by consumers. According to Vos et al. (2014), confidence of buyer plays a basic role in online marketplace, and thereby the factors that strengthen this trust and how it can be built. This study investigates how trust is affecting the consumers' engagement to e-commerce, suggesting the appropriate security that should be taken to mitigate perceived risks. Reviewing security measures can help reduce risks of an e-company and simultaneously enforce the level of trust and customers' intentions to buy. In additionally, the unnecessary and redirects plugins could be reduce in order to decrease of technical difficulties and security worries by E-marketers to their consumer (Law M., Kwok R. C. W. & Ng M., 2016). This is also become an alternative to gained consumers' confidence towards online shopping. Hence, this study is undertaken with the purpose of evaluating or measuring the factors affecting of online shopping behaviour among youngsters. Although the Internet is not a peculiar tool in this millennium world, it does not promise that the all systems implemented is accepted by all. However, there's many strategies implemented by government and related agencies all around the world to ensure our online shopping safe from the criminals activities.

1.2 Literature review

1.2.1 Online shopping behaviour

According to Gong, Stump & Maddox (2013) mentioned that online shopping intention have a significant relationship with perceived usefulness, marital status, education, income and age by the Chinese consumers. Subjective norm and perceived usefulness showed a negative effect to online shopping behaviour while if by the purchase intention as a mediator, results showed the positive effect (Lim, Abdullah, Shahrul, Abdul & Safizal, 2016). Group buying could be advantage compared to other buying channels by consumers perspective because it was provide a lower prices, shopping experience with convenient and value added offered by seller (Liu et al; 2013). Consumers tends to spent their money to packages benefits that provided by seller. Based on Khare, Achitani & Khattar (2014) consumers purchase behaviour influenced by utilitarian and hedonic factors that were classified under shopping motives. This study found that consumers who were satisfied with the compensation effort were more likely to trust the service firm, engage in positive eWoM (Word of Mouth) behaviour, and purchase the item.

1.2.2 Trust

According to Jin, Abdullah, Arman & Muhammad (2015), there was a low direct effect of trust towards online shopping behaviour. However the effect of trust towards online shopping behaviour showed a positive relationship through the purchase intention in the surveys. Supported by other studies, trust among youngsters also shown a positive result towards online shopping behaviour. However that study was focused on customer's loyalty where trusted website is was the most important elements towards loyalty among youngsters. Results showed Higher brand equity was preferred by Gen Y customers while shopping online (Bilgihan, 2016). Studies from Hsu, Chen, Kikuchi and Machida (2016) also support that trust have a positive result to purchase intention. That study was proposed two types of quality (i.e. website quality and relationship quality) and that research was indicated that trust, commitment and satisfaction was under relationship quality while perceived information quality, perceived systems quality and perceived service quality was under website quality. The objective was to understand the differences of a cross-cultural perspective and the major objective of this study was to examine customers purchase intention towards a target social shopping sites in different countries (i.e. Japan and Taiwan). Supported by Putro and Haryanto (2015), study revealed that trust was also the most significant factors or variables that affected consumers while shopping online and also affected satisfaction. Akroush, Al-Debei (2015) was suggested that by improving reputation and effectively communicating their benefits and relative advantages among online shopping retailer able to build trust then it was able to compete with traditional retailers.

1.2.3 Subjective norm (Social influence)

Based on Fishbein and Ajzen (1975), the behaviour of interest as an individual's perception of social pressure to perform or not to perform. Peoples tend to decide any actions through perspective based on social influence. Previous study was identified that many organizations were used this factor in their survey. According to Jin, Abdullah, Arman & Muhammad (2015), through the survey, the effect showed negative relationship of subjective norm towards online shopping behaviour; however if between online shopping intention the result showed a low positive relationship. The study was showed that less influence towards online shopping intention by subjective norm (i.e. families, friends, and the media) among university students. Study revealed that youngsters or university students have less influence by their family, friends and media however they were still attracted towards purchase intention but they decided not to proceed for shopping behaviour. Based on Maizaitulaidawati, Noraini & Asmak (2016), a family takaful scheme was more likely purchased by consumer through the increased of subjective norm. The studies objective was to investigate the mass media (MM) and word of mouth (WoM) influence on subjective norm towards family takaful scheme purchase of intention among Muslim Malaysians. In the other study that related to subjective

norm factors, other institutions also revealed a positive effect towards loyalty in institutions. Subjective norm expected can be increased in healthcare institution by a good service performance (Yarmen et al, 2015). According to Muhammad, Aahad, Nuraihan & Fadi (2016), knowledge sharing behaviour, relationship of attitude and subjective norm has a significant role towards behavioural intention at higher learning institutions in Malaysia, the non-academic staff was a target respondent. The study also suggest to achieved the knowledge of sharing environment among academic staff, any academic institutions can used all the factors above included subjective norm because it could be advanced in case of the knowledge sharing environment among non- academic staff still low. According to Javadi & Dolatabi (2012), positive effect was showed in online shopping behaviour by subjective norm factors. Study also revealed that the popularity of online shopping behaviour increased by suggestion of people to each other.

1.2.4 e-Service quality

According to Rowley, J, (2006), "e-service is deeds, efforts or performances whose delivery is mediated by information technology (including the Web, information kiosks and mobile devices)." And electronic service quality is a key determinant in differentiating service offers and building competitive advantage because the cost of comparing alternatives are relatively low in online environments (Santos, 2003; Bauer et al., 2005). According to Kandulapati & Bellamkonda (2014), the study of online shopping in India, e-service quality (e-SQ) had no significant impact on customer satisfaction, however positive impact of e-service quality was show on perceived service value. Therefore we can conclude that perceived service value was a good mediating in that study and factor of e-SQ had an indirect effect towards customer satisfaction. Suggested by Sharma & Lijuan (2015), the key of determinants for user satisfaction and sustainability technology of e-commerce was by the information quality and online service quality. According to Lin, Luo, Cai, Ma & Rong, (2016), a high customer's satisfaction and loyalty only can be achieved by a positive impact from two dimensions, e-service quality and logistic service quality. Based on Vos et al. (2014), there was a positively affected towards loyalty and e-satisfaction by three e-quality services dimensions that namely, ease of use, customization and assurance, e-scape and responsiveness.

1.2.5 Perceived risk

Thakur & Srivastava (2015) was mentioned in the context of online shopping, perceived risk can be determined as a key inhibitor towards purchase intention. Supported by Yang, Liu, Li & Yu (2015), there was a strong negative effect by perceived financial risk and perceived privacy risk towards perceived value and acceptance intention. According to Lee & Stoel (2014), for the security risk, such as of highly discounted in transaction that required of credit card information and other personal information was concerned by customers because of the misused activity. Based on the Acosta et al. (2014), information disorganisation have a positive relationship with perceived risk, however the information disorganisation was not found to be directly with customer purchase intention. The first step to reduce the consumers' perceived financial risk is to prevent hackers or others compromises by the increased level of security in the web site database and payment system (Liu et al; 2013).

1.2.6 Price

Suggested by Khare, Achtani & Khattar, (2014), perceived price of consumer's attitude was the factors that influenced vendors' strategies in terms of marketing. Supported by Kaura, Prasad & Sharma, (2015) There was a positive impact between perceived price and fairness, service convenience dimensions and service quality dimensions with customers satisfaction and customer loyalty while customer satisfaction as a mediating effect. Argue by Ferguson & Ellen, (2013) If there's any increase in term of price, the retailer or firm need to disclosed the reason of the cost to their customers itself whether the high or a low in price increased. According to Tolbert, Kohli & Suri, (2014) mentioned that different genders have a different perspective or interest towards shopping activities based on their price knowledge.

Based on the figure below, the researcher investigates the factors influencing online shopping behaviour. In this study, the five factors such as trust, subjective norm, perceived risk, e-service quality and price is used to measure the behaviour of consumers.

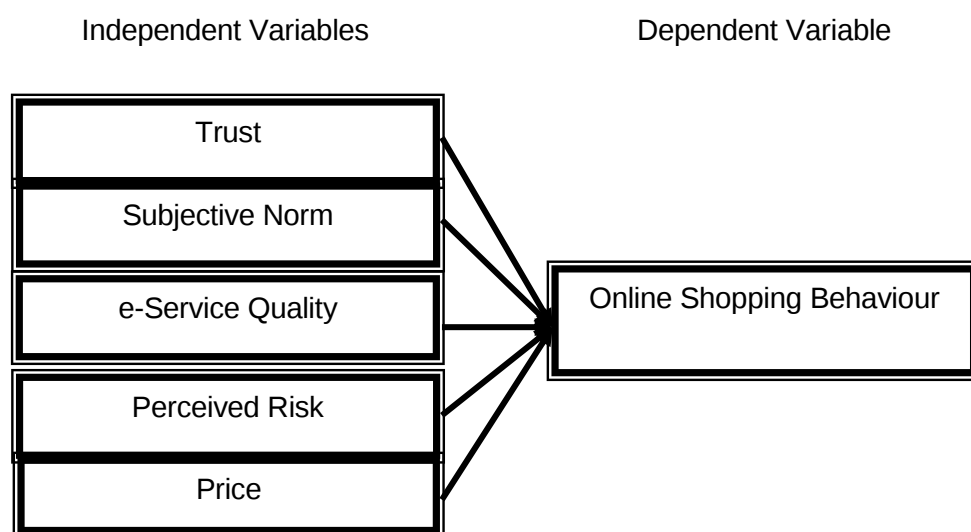


Figure 1: Theoretical framework

2. METHOD AND MATERIAL

Correlational research observes the relationship between variables but in no way indicates that one reason or cause may change in the other. The sample of this study was selected employees from Government Servants (Akademi Bomba dan Penyelamat Malaysia, Kolej Latihan Kejururawatan) in Kuala Terengganu (18-34) years old. In the effort of completion the sampling frame, the list of total all the employees was obtained from Human Resources Department or specifically in Training Unit under Human Resources Department of the management.

Table 1: The number of respondents in Akademi Bomba dan Penyelamat Malaysia

Races	Percentage %	Total
Malay	98.75	395
Chinese	0.75	3
Indian	0.5	2
Total	100	400

Table 2: The number of respondents in Kolej Latihan Kejururawatan

Races	Percentage %	Total
Malay	98.7	296
Indian	1.0	3
Siam	0.3	1
Total	100	300

2.1 Data collection method

The respondents will be given several minutes to complete all the questions and researcher directly collects the questionnaire on the same day. Researcher distributes the questionnaire together with the cover letter to respondents. Researcher use survey questionnaire as an instrument in this study.

3. ANALYSIS AND RESULTS

After questionnaire being collected from the respondents, the researcher used the SPSS to interpret the data.

3.1 Validity

The research will be useful and meaningful with the content of validity. The questionnaire will also be checked by the Supervisor. All comments will be noted and amendment will be made to the questionnaire before distributed to respondents. There was 20 sets of questionnaire was distributed to government servants in Kuala Terengganu as a Pilot Test. Researcher directly distribute and collect the questionnaire on the same day. Then the questionnaire was analysed in measure the reliability.

4. CONCLUSIONS AND RECOMMENDATIONS

Hence, this study is undertaken with the purpose of evaluating or measuring the factors affecting of online shopping behaviour among youngsters. Although the Internet is not a peculiar tool in this millennium world, it does not promise that the all systems implemented is accepted by all. However, there's many strategies implemented by government and related agencies all around the world to ensure our online shopping safe from the criminals activities.

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**ID027 - Managing Customer Experience for Cellular Mobile Services of a
Telecommunication Company in Kuala Terengganu**

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Abstract

Nowadays, telecommunication service providers offer a wide variety of telecommunication related packages to their customers. Customers' loyalty is affected by their experience with cellular mobile services subscriptions. This study aims in investigating the factors which determines customer experience in cellular mobile services of telecommunication companies. The factors, which include brand, price and service quality, are the independent variables and the dependent variable is customer experience. The data was collected using structured questionnaires and the conceptual framework was formulated based on the customer experience. The data were then analyzed using descriptive analysis, reliability analysis, correlation analysis and multiple regression analysis. The result showed that price and service quality provided by the telecommunication companies in Kuala Terengganu influenced the customer experience. In this study, it was revealed that the price is the most important factor in selecting cellular mobile services provided by the telecommunication companies. As a conclusion, future study is recommended to include other races of the respondents besides Malay such as Chinese and Indian respondents as well. Secondly, further study may include more independent variables. Thirdly, future study is proposed to emphasize the role of cellular service types (fixed and prepaid line) as an antecedent of engagement.

Keywords: brand; service quality; price; customer experience; telecommunication

1. INTRODUCTION

Nowadays, telecommunication is one of the major needs in business and social life. Besides, the improvements of the cellular devices technology is giving the telecommunication companies opportunity to perform in mobile commerce as the prices of the mobile devices are declining by time to time (Lu et al., 2009). Another important tool for the companies is the development of wireless communication technology with the support of internet has increased the level of mobile commerce amongst the customer. Thus, customer experience plays a vital role in determining the customer loyalty to any telecommunication companies. There are various factors affecting the customer experience such as brand, price, service quality, customer care, environment, culture and offering. Salmiah et al. (2012) reported that customer loyalty in Malaysia is positively affected by trust, switching cost, corporate image perceived and service quality received from the telecommunication service provider. For the telecommunication companies, customers' retention is the most important challenge. Hence, customer retention is determined to be the outcome of its dynamic nature

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and increased competition. Furthermore, Joshi (2014) stated that cellular service providers always have to change their strategies to attract new customers as well as to sustain their existing customer satisfaction on their services.

According to Turel and Serenko (2006), mobile network providers' study the level of their customers' satisfaction as it may affect service adoption. Malaysia has been developing telecommunication technology since the past two decades especially in cellular mobile application. Sulaiman et al. (2011) mentioned that the market of mobile service providers in Malaysia came across critical development of their lifespan during recent years. Malaysia is listed in the international mobile market ranking based on some statistical data provided by Malaysia Communication and Multimedia Commission (MCMC) (Sulaiman et al., 2011). Terengganu is one of the states in West Malaysia which is located geographically in the East Coast and though slower than the other states in West Malaysia, is also developing in terms of telecommunication. Kuala Terengganu is one of the districts in Terengganu that has the highest population of approximately around 186,100 citizens (Unit Perancang Ekonomi Negeri Terengganu, 2016).

The mobile network market in Kuala Terengganu is developing rapidly. These days, most people in Kuala Terengganu from all ages are using cellular mobile to communicate in social life, work, business, education and so on. This positive development creates opportunity for mobile services providers to obtain their customers loyalty through customer experience. Foroudi et al. (2014) stated that the company's capability in utilization of technology is able to influence their customers' experience in the present market development. Kay (2016) stated that the primary banks and telco service providers are not likely being promoted by Malaysian consumers to others in contrast to their insurance partners. However, Frost and Sullivan (2015) study found all three sectors which consist of primary bank, telco service providers and insurance peers require to refine need to improve on their customer experience. At this point, Net Promoter Score (NPS) has been looked by the research firm and is calculated as the percentage of promoters. As a consequence, Telco fared the worst, with an average NPS score of -17%, while banks and insurance providers have average scores of -8% and -6% respectively.

Customer experience is the second most popular issue which is 31% based on the Frost and Sullivan's Malaysia Telecommunication Services Customer Experience Study (Kay, 2016). According to Mohammad and Rima (2013), a positive customer experience is delivered by the company through value added services, considerable price, distinctive network, appropriate customer service and flexible product variation. Unfortunately, at present time, research on customer experience in the telecommunication industries in Kuala Terengganu have overlooked the positioning of telecommunication companies on these factors particularly in regards to how they impact the level of customer experience. In short, a comprehensive study is needed to examine the full range of factors affecting customer experience for cellular mobile services of telecommunication companies in Kuala Terengganu. Therefore, the question that this study focuses on is the factors influencing customer experience on cellular mobile services in Kuala Terengganu.

In a study by Frost and Sullivan's (2015), the lack of transparency in pricing and subscriptions of plans caused 83 per cent of consumers switched to another telecommunication service provider. The study was conducted from October to November 2014 and 1,300 respondents were involved. The respondents were randomly selected from consumer online panels and their experience in the telecommunications sector in Malaysia was measured. Their study reported that 58 per cent of respondents discontinued their subscription due to the lack of customer experience from the telecommunication service providers. Based on the data analyzed by Frost and Sullivan, Celcom is ahead of the industry with an average of 57 per cent, which is at 66 per cent when it involves customer loyalty. Meanwhile, U Mobile is higher with the average of 51 per cent with 65 per cent in

customer experience. Therefore, the purpose of this study is to investigate the factors which determine customer experience in selecting cellular mobile services from telecommunication service providers in Kuala Terengganu.

2. RESEARCH METHOD

In this study, descriptive research design was used to discover causal relationships. Based on Borg and Gall (1989), descriptive studies aimed at finding out the “what is” factor, therefore observational and survey methods are used to collect data and correlation method was used analyze the data collected and analysis techniques that yield reports concerning the measures of central tendency, variation, and correlation.

2.1 Sampling frame

The sampling frame for this study was the residents of Kuala Terengganu, Terengganu. The sampling frame was obtained from Unit Perancang Ekonomi Negeri Terengganu.

2.2 Population

Population is referring to the entire group of people, events, or things of interest that the researcher needs to investigate (Sekaran & Bougie, 2010). According to Unit Perancang Ekonomi Negeri Terengganu (2016), Kuala Terengganu is one of the districts in Terengganu with the highest population approximately around 186,100 citizens.

2.3 Sampling technique

Non-probability sampling which includes convenience sampling method is a method of collecting information from members of the population (Sekaran & Bougie, 2010). Thus, this study uses convenience sampling in order to get the data from the respondents.

2.4 Sample size

Sample is a population's subset (Sekaran & Bougie, 2010). Roscoe (1975) proposed the appropriate sample size for most research is larger than 30 and less than 500. The size of the sample from the population for this study was 384 based on Krejcie and Morgan (1970) table.

2.5 Unit of analysis

The unit of analysis is the aggregation level of the data collected throughout the following analysis stage of data Sekaran and Bougie (2010). Therefore, the analysis unit for this study involved the residents in Kuala Terengganu, Terengganu.

2.6 Data collection procedures

In this study the data was collected using questionnaires. The purpose of using questionnaires was to enable the researcher to recognize precisely the requirement and at which point to determine the variable interests. The questionnaires were prepared and then justified by the lecturer prior to distribution to the respondents. Afterward, the questionnaires were distributed to the residents in Kuala Terengganu randomly by hand.

3. RESULT AND DISCUSSION

3.1 Descriptive analysis

Based on Table 1, for the 1st variable i.e. brand; the mean value was 3.80, the standard deviation reading was 0.73, meanwhile the median was 3.80 and the mode was 4.00. The 2nd variable i.e. price reported the mean reading at 3.61, standard deviation of 0.74, median at 3.80 and the mode at 4.00. The mean for service quality is 3.51 with a standard deviation of 0.63, the median and mode both recorded the same reading i.e. 3.60. The mean for

customer experience was 3.62 with a standard deviation of 0.70 whilst the median was at 4.00 and the mode was at 4.00.

Table 1: Descriptive Statistics

Variables	Mean	Median	Mode	Std.Deviation	N
1. Brand	3.80	3.80	4.00	0.73	191
2. Price	3.61	3.80	4.00	0.74	192
4. Service Quality	3.51	3.60	3.60	0.63	192
5. Customer Experience	3.62	4.00	4.00	0.70	192

3.2 Correlation analysis

3.2.1 Relationship between IV and IV

There is a positive correlation between brand and price (0.554, $p = 0.000 < 0.05$) as shown in Table 2. This indicates that when the value of brand increases, the same applies to the value of price. A positive correlation exist between brand and service quality since ($r = 0.399$ with $p = 0.000$). The lowest correlation was reported for (brand and service quality) price was correlated positively with service quality (0.632, $p = 0.000 < 0.05$)

3.2.2 Relationship between IV and DV

The correlation between brand and customer experience is 0.449 with $p = 0.000$, which shows that there is a positive correlation between brand and customer experience with correlation value at 0.730 ($p = 0.000$). Based on Murthy and Krishna (2011), a significant relationship exist when correlation coefficient is greater than 0.700. Meanwhile, the correlation between service quality and customer experience is 0.689 with $p = 0.000$ which also indicates that service quality has a positive correlation with customer experience.

Table 2: Correlation Analysis

Variables	1	2	3	4
1. Brand	1	.554**	.399*	.449**
2. Price	.554**	1	.632**	.730**
3. Service Quality	.399**	.632**	1	.689**
4. Customer Experience	.449**	.730**	.689**	1

3.3 Multiple regression analysis

Based on the Collinearity Statistics in Table 3, tolerance values (> 0.2) and variance of inflation - VIF (less than 10) clearly indicate that there is no multicollinearity problem in the data. Table 3 showed that the value of R^2 is 0.592. The value of R Square indicates the independent variables (brand, price and service quality) explain 59.2% of the variance dependent variable of this study (customer experience). The results of the multiple regression analysis in Table 4 showed that there is no significant relationship between brand and customer experience, ($\beta = 0.046$, $p > 0.05$). Based on the analysis therefore; the study confirmed that the factor brand cannot influence the customer experience for cellular mobile services of telecommunication companies in Kuala Terengganu. The findings are consistent with some of the findings from the past studies including on the research conducted by Kayaman and Arasli (2007), Kim and Kim (2005), as well as Kevin and Ceridwyn (2010). The findings for price factors explained that there is a significant influence of the said factor on customer experience. The significant positive correlation ($\beta = 0.465$, $p < 0.01$) confirms the relationship between price and customer experience. This result is similar with the findings from the study conducted by Chakraborty and Sengupta (2014), as well as the study conducted by Edward, George and Samkar, (2010). Table 3 additionally, showed the relationship between service quality and customer experience whereby the findings indicates that service quality ($\beta = 0.364$, $p < 0.01$) has a significant positive influence on customer experience. The findings are consistent with some of the findings from the past studies by Brady and Robertson, (2001); Caceres and Paparoidamis, (2007); Muhammad, Muhammad and Hafiz (2012).

Table 3: Results of the multiple regression analysis

Variables	Collinearity Statistics		Beta	Sig
	Tolerance	VIF		
Brand	0.686	1.457	0.046	0.026*
Price	0.519	1.925	0.465	0.000*
Service Quality	0.630	1.586	0.364	0.000*

Note: N = 260; *p < 0.1, **p < 0.05, ***p < 0.01

4. CONCLUSION

In this study, regression analysis was used to analyze the factors affecting the customers experience and their loyalty to any telecommunication service providers company. It is a suitable approach to determine the effect of independent variable on the dependent variable for this study. In this study, the dependent variable is customer experience. Meanwhile, the independent variables are brand, price, and service quality as provided by the telecommunication companies. This study focused on the customers of telecommunication companies subscribed by people in Kuala Terengganu. The customers were chosen as respondents and were given structured questionnaire that was distributed within three months. The contributions of the independent variables to dependent variable were analyzed using regression approach. In this study, it is proven that there is no significant relationship between brands of cellular mobile services provided by the telecommunication companies and customer experience. This study clearly states that for every unit increase in price of cellular mobile services provided by the telecommunication companies, there is a 0.465 unit increases in customer experience, which made the brand of cellular mobile services provided by the telecommunication companies and service quality provided by the telecommunication companies stagnant. This study also reported that for every unit increase in service quality provided by the telecommunication companies, there is a 0.364 unit increase in customer experience which made the brand and price of cellular mobile services provided by the telecommunication companies stagnant. Hence, the price of cellular mobile services provided by the telecommunication companies is the most important factor that influences customer experience.

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ID028 - Job Satisfaction among Nurses: Case Study at Health Clinic in the State of Terengganu

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Abstract

The aim of the study is to identify the factors that positively influence to the job satisfaction among nurses in District Health Clinic in the State of Terengganu. The study was carried out question that overview the selected factors that contributed to the job satisfaction such as attitudes, work overload, communication, working environment and social support. Data will be collected from 265 correspondences in eight (8)-health clinic in the State of Terengganu. All the data received from quantitative data and will be analysed through the Statistical Package Social Science (SPSS version 22. Nurses in Health Clinic in Terengganu must satisfy with their jobs in give the good and quality service to the communities. The ministry of Health Malaysia should also strategies the way to help reduce the potential for job stress and maintain the level of job satisfactions among nurses.

Keywords: job satisfaction; nurses; attitude; work overload; communication; working environment; social support

1. INTRODUCTION

Job satisfaction can well define as the emotional feeling and the emergence of the worker's progress on their job. In early years, Locke (1976) explained job satisfaction as a pleasurable or positive emotional state that resulted from the assessment of work and the valuation of a job in completed the tasks. According to Muhammad et al., (2016) job satisfaction is very important to the employees in the organization. If the employee works only for company profits they feel unmotivated and feel stress to set up a good job and this also gives negatively impacts to the organization. Job satisfaction among employees within an organization can effects productivity and service delivery. It is important because the main goals organization is to meet and exceed customer expectations, increased the level of patient satisfaction.

This study organized in order to identify the factors that can influence job satisfaction among nurses in Health Clinic in the state of Terengganu. The study covered only the state of Terengganu. The respondent of this study involve nurses who work in Health Clinic in Terengganu until 2019. The data will be collected from nurses from eight districts. All District Health Clinic under each district will be selected.

1.1 Problem Statement

Job satisfaction plays an energetic element in the individual level as determinant of individual welfare at the aggregate level it is equally leads to an increase in employee morale and productivity. Nurses nationwide agreed with the statistical report and survey that hospital nurse staffing level is not enough to provide safe and effective care. Nursing jobs seem to be

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stressful occupation. Nurses Health Facilities in Terengganu have heavy workload and many responsibilities, but limited authority. They need to take care of patients who are unstable, carry out the procedure correctly, educate the patient and react fast response to things that are very important, although their decision latitude is often insufficient to cope effectively with these demands. Besides doing the clinical works in Clinic, nurses are also expected to engage in management work. This situation sometimes, makes them feel uncomfortable and retracted because the task given is not related to their work description as a nurse.

1.2 Research Objectives

The research objectives of the study are:

- 1.2.1 To identify the factors that influence to job satisfaction among nurses in District Health Clinic under Jabatan Kesihatan Negeri Terengganu.*
- 1.2.2 To determine the most important factor that influence to job satisfaction among nurses in District Health Clinic under Jabatan Kesihatan Negeri Terengganu.*
- 1.2.3. To identify the relationship of all variables with job satisfaction among nurses in District Health Clinic under Jabatan Kesihatan Negeri Terengganu.*

1.3 Research Questions

- 1.3.1 What are the factors that influence to job satisfaction among nurses in District Health Clinic under supervision by Jabatan Kesihatan Negeri Terengganu.*
- 1.3.2 What is the most important factor that influence to job satisfaction among nurses in District Health Clinic in Terengganu.*
- 1.3.3 What are the relationships of all variable with job satisfaction among nurses in District Health Clinic under Jabatan Kesihatan Negeri Terengganu.*

2. LITERATURE REVIEW

2.1 Overview of Ministry of Health Malaysia

The Ministry of Health Malaysia (MOH) is one of the ministries established under the Malaysian Government and chaired by the Health Minister of Malaysia, Dato 'Seri S. Subramaniam. The mission of MOH is creating engagement and community participation for health to stimulate and facilitate people to achieve fully health ability in community, to educate community to appreciate health as a valuable asset and to promoting positive steps to further enhance and maintain health status to enjoy a better quality of life. Terengganu Health Department or Jabatan Kesihatan Negeri Terengganu (JKNT) is a branch of the Ministry of Health at the state level serves as headquarters for all Health Services Administration State. This study will discuss about relationship between factors that can influence job satisfaction nurses who work in health clinic in state of Terengganu.

2.2 Understanding nurses job

Nurse is a person who conducts the clinical assessment to help and caring people in promoting health, healing, growth and development, to prevent disease, illness, injury, and disability. When people become ill or disabled, nurses take part to minimize distress and suffering. Nursing interventions are concerned to maintain or recover independence. Nurses are trained to be professional with the identification of nursing needs, work with good like therapeutic interventions and spiritual support. In addition to direct patient care, nursing practice includes management, teaching, and policy and knowledge development (Ministry of Health Malaysia, 2014). Public health nursing is a field practice within nursing and public

health. Its attention on improving population health by emphasizing prevention and attending to multiple aspects of health. Often used interchangeably with community health nursing which address as issues related to health problems (International Council of Nurses, 2002).

2.3 Preview job satisfaction

Job satisfaction can be defined as a pleasurable emotional state resulting from the appraisal of one's job, an affective reaction to one's job and an attitude towards one's job. Some of the researchers before are clearly distinguish the objects of cognitive evaluation, which are affect (emotion), beliefs and behaviors. According to Charoensukmongkol, Moqbel and Gutierrez (2016) job satisfaction a defined as a form of attitudes towards jobs by taking into account of feelings, beliefs, and behaviours from the appraisal of one's job or job experience. A factor that influences the relation on satisfaction include the general well-being, stress at work, homework interface, control at work and the working conditions (Tomazevic, Seljak & Arostovnik, 2014). A research by Abdul Kadar et al., (2015) initiate that employees reported a high satisfaction level with working environment, supervisor support and co-worker among the nominated facets of job satisfaction. They also stated a low satisfaction level with contingent reward, fringe benefits and pay.

2.4 Job satisfaction among nurses

Job satisfaction is an important issue in health care settings. Strong empirical evidence supports contributing relationship between job satisfaction and medical staff in providing and delivering quality of care. According to Olatunji and Mokuolu (2014), nurses play an important role in determining the efficiency, effectiveness, and sustainability of health care systems. Lorber and Savic (2012) defined that working as a nurse gives the opportunity to work in different environments profession as nurses have directly contacts with health professionals so nurses should get fair salaries. Many studies have assessed the factors that affect the level of job satisfaction among nurses in health facilities. Previous research implies that job satisfaction has significance for the understanding of the changing of work environment of nurses' job satisfaction, and how it relates to recruitment and retention problems. Patient load, staffing level, and work responsibilities (Morrison & Korol, 2014). A recent study conducted by Lu et al., (2012) job satisfaction express that job satisfaction among nurses is positively associated with job stress, depression and organizational commitment. In addition the researcher also identified that job satisfaction have adequate relationship with some determinate such as role ambiguity, recognition, supervisor support and co-worker cooperation.

2.5 Conceptual framework

The conceptual framework refers to the factor that influence job satisfaction and refine the independent variable (IV) and dependent variable (DV). In this study, the dependent variable is job satisfaction and the independent variable is attitude, work overload, communication, working environment and social support. The conceptual framework below, showed the influence of job satisfaction among nurses in District Health Clinic under supervision by Jabatan Kesihatan Negeri Terengganu (JKNT).

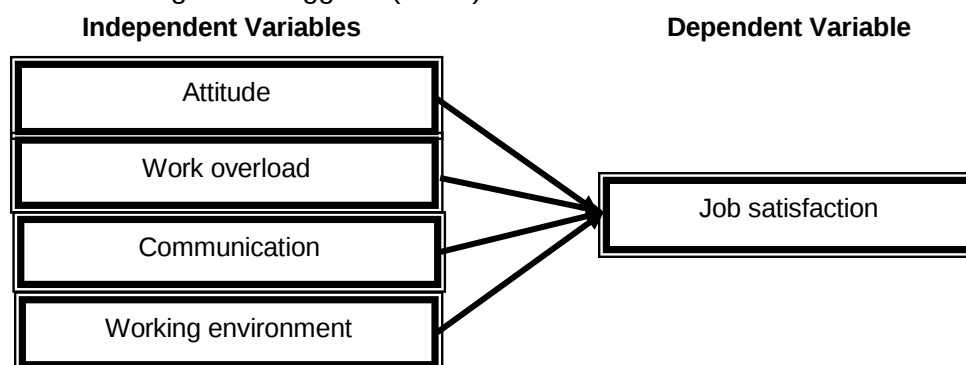


Figure 1: Theoretical Framework

2.5.1 Hypotheses

H1 - There is a significant relationship between attitude and job satisfaction.

H2 - There is a significant relationship between work overload and job satisfaction.

H3- There is a significant relationship between communication and job satisfaction.

H4 - There is a relationship between work environment and job satisfaction

H5- There is a relationship between social support and job satisfaction

3. RESEARCH METHODOLOGY

3.1 Research Design

According to Sekaran (2016), research can best apply as a systematic and organized effort to investigate a specific problem and to provide a solution for that problem. This study will mainly analyze the methodology of collected data from Nurses in Health Clinic in the State of Terengganu and under supervision by Jabatan Kesihatan Negeri Terengganu (JKNT).

3.2 Population

According to Sekaran and Bougie (2016), populations refer to entire group of people, event, or things of interest that researcher want to study and it base on the sample of statistic. Population for this study cover Nurses who work at Health Clinic in eight (8) districts in the state of Terengganu. It consists of 569 nurses who have been working in eight (8) districts health office until 2019.

Table 1: Sample size

No.	List of District Health Office in Terengganu	Population (N=569)	Percentage (%)	Sample (N=265)
1.	Kuala Terengganu	74	13	34
2.	Kuala Nerus	58	10.2	27
3.	Kemaman	99	17.4	46
4.	Dungun	87	15.3	41
5.	Marang	59	10.3	27
6.	Hulu Terengganu	49	8.6	23
7.	Besut	105	18.5	49
8.	Setiu	38	6.7	18
	Total	569	100	265

3.3 Sampling

Sampling is the process of selecting the right individuals, objects, or events as representatives for the entire population. Sampling can help researcher to conduct the study and provide the correct answer to solve the problem (Sekaran & Bougie, 2016). Method in sampling divided in two specific technique which is probability sampling technique and non- probability sampling technique. In this study, the best sampling technique used is stratified random sampling because it provides more information with a given sample size, non- over-lapping subsets and then randomly choose the subjects from each subset.

3.4 Variables

The independent variables will be used in this study are working environment, promotion, co-workers, rewards and leadership style. The dependent variable is job satisfaction.

3.5 Unit of analysis

The important idea in research study is to analyze the data from the data analysis. According to Sekaran and Bougie (2016) unit of analysis is the level of aggregation of the data collected

during data analysis. This study will examine the factors that will influence job satisfaction among nurses in District Health Clinic in the state of Terengganu.

3.6 Instrument

To conduct this study a questionnaire in objective will be distribute to the respondent to answer. The entire questionnaire prepared in English version because medical staff especially nurses and medical officer in ward prepare their daily report in English. All medical term and diagnosis of patient are in English so there is no problem with them to answer this questionnaire given.

3.7 Validity of instrument

Sekaran and Bougie, (2016) refer validity as the instrument, technique or process used to measure a concept and it can be determined by applying certain validity tests. In this study, the pilot study and Cronbach's Coefficient Alpha are used to ratify the validity of the questionnaire distribute to the correspondence.

3.8 Data collection

Data collection is the process of collecting and evaluating information on targeted to answer relevant questions and evaluate outcomes. Precise data collection is important to maintaining the reliability of research. Data collection in questionnaire will be distributed among the respondents, which is nurses who work at District Health Clinic in the State of Terengganu.

3.9 Plan for data analysis

Data Analysis is the procedure or logical techniques to define and clarify, summarize, review, and evaluate data. To analyze the data, Statistical Package Social Science (SPSS Version 22) will be used in order to examine relationship on variable and the consequence. Five methods in analyzing the information and data collected in this study comprises of reliability test, descriptive analysis, frequency analysis, correlation and multiple regressions

4. CONCLUSIONS

The study provides basic information for Health Clinic in the state of Terengganu in planning effective and efficient policies to improve nursing job satisfaction in order to increase the quality of patient care and decrease nursing turnover. Nurse's leaders have to provide more rewards, comfortable work environment and to understand issues that affect nurses' job satisfaction. It is also important for the study to identify the factor that positively influence to job satisfaction among nurses in District Health Clinic in the State of Terengganu. The study was arrived out question that overview the selected factors that contributed to job satisfaction such as attitude, work overload, communication, working environment and social support. Data were collected from 265 correspondent in nine Health Clinics in the State of Terengganu and analysed through the Statistical Package for the social science (SPSS Version 22). The Ministry of Health Malaysia (MOH) must strategize way to maintain level of job satisfaction among nurses because it will affect the productivity and success of healthcare delivery system.

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ID044 – Knowledge Sharing among UiTM Cawangan Terengganu Academicians using Knowledge Sharing Behavior Scale

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Abstract

Knowledge sharing has been recognised as the key empowering agent of knowledge management. The goal of knowledge sharing can be either to create new knowledge to other people by combining different existing knowledge. Organization needs to utilize knowledge management system to make use the knowledge resources as well as to bolster learning and knowledge sharing among the employees. Knowledge plays a significant role as the most influential factor intended for an organization with the aim of attaining competitive benefits in this world. Thus, it is essential for an organization to proficiently manage its knowledge. The objectives of this study are to evaluate the core processes of Knowledge Management (KM) Model in capturing knowledge sharing among the academicians in UiTM Cawangan Terengganu (UiTMCT) and to assess the level of knowledge sharing among the academicians using Knowledge Sharing Behaviour Scale (KSBS). In this study, six elements of knowledge sharing have been developed as the focal points towards knowledge sharing amongst the UiTMCT academicians. There were Written Contribution; Organizational Communication; Personal Interactions; Communities of Practise (CP); Career Advancement; and Sense of Community. The analysis found out that three elements have a positive strong relationship; meanwhile, another two elements have a moderate relationship and one has a weak relationship towards knowledge sharing. The variety of individuals' perspective in knowledge sharing could cause the differences of the findings.

Keywords: *knowledge sharing; knowledge sharing behaviour scale; knowledge management model; statistical package for the social sciences*

1. INTRODUCTION

Knowledge is prevailing resources that need to be emphasized in every organization in order to attain benefits such as in improvising the organization's system; exploring invention and innovation of products as well as in the making of better decisions. Knowledge Management (KM) is a wide area which possible to be polished within leadership effectiveness (Joe, Yoong, & Patel, 2013). Yet, many are still struggling to apply KM in most organizations (Edwards, 2011). Therefore, for an organization to be able to manage KM efficiently and effectively, it is vital to highlight the importance of; and strategies in; KM processes. This includes the knowledge indicators of knowledge management concept (KCM) that helps the organizations to efficiently determine the direction of the KM development in their organizations ((Aujirapongpan, Vadhanasindhu, Chandrachai, & Cooperat, 2010).

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Organization may obtain so many advantages through the implementation of KM such as increasing the employee's efficiency and productivity; increasing the ability of the employee to work smarter; as well as reduce the tendency of miscommunication. In fact, researchers seem to agree that the problems of knowledge sharing usually involving social dilemmas and knowledge dilemmas (Christensen, 2007). Miscommunication is both social and knowledge dilemmas that have been always resulted to false judgements and wrong in decision-making amongst employees. Hence, UiTMCT has obviously adopted various methods of KM to engage the academicians in knowledge sharing. However, the effectiveness of the efforts that have been put in by the academicians in practices knowledge sharing; and written suggestions to improve the adopted methods; are still a vague findings. Therefore, throughout this study, the core processes of KM Model in capturing knowledge sharing among the academicians in UiTMCT; and the level of knowledge sharing among the academicians are assessed using KSBS. The academicians view and attitudes are also profiled.

1.1 Problem statement of the study

UiTMCT has been a place where academicians and students giving and receiving the knowledge throughout explicit action such as lectures, tutorial and consultation that definitely required exchanging information. Several mediums have been used through both online and offline mode by the academicians and students to keep on communicating between each other, mutually sharing updated information and as well as exchanging ideas. However, whether the identical activities have been practised amongst the UiTMCT academicians itself is seemed non-evaluated and documented yet. If the knowledge sharing has been conducted amongst the academicians, the types of approaches the academicians took in knowledge sharing and the impact of the practise towards their knowledge development are important to be assessed and well-documented.

1.2 Literature review

1.2.1 Knowledge sharing

Many studies have attempted to determine significant factors that enable or hinder knowledge sharing (Jolaei, Nor, Khani, & Yusoff, 2014; Peet, 2012; Taylor, 2013; Whisnant & Khasawneh, 2014; Xu, Quaddus, & Gao, 2014). In increasing competitiveness and overall performance of an organization, organizational knowledge also plays an essential role (Nilakanta, Miller & Zhu, 2006; Kamasak & Bulutlar, 2010). According to Jo & Joo, 2011, knowledge sharing needs an adequate norm of organization (organizational culture), a sense of identification (organizational commitment) and voluntary altruism (organizational citizenship behaviour (OCB)). In knowing the degree of knowledge sharing, the management can approximately measure the commitment level of the academicians have toward their institutions (Ramayah, Yeap, & Ignatius, 2014). Rahman, Osmangani, Daud, and Abdel Fattah, 2016 also suggest that the authority of all Higher Education Institutions (HEIs) need to create an atmosphere where the aim is to expedite knowledge sharing among the staff. Given the nature of academia and the emphasis placed on conducting primary research, it is not surprising that some faculty members view knowledge as a possible source of differentiation, and thus defer sharing certain aspects of their knowledge (Wei Chong, Yen Yuen, & Chew Gan, 2014). Knowledge sharing should be a central point for the top management in HIEs for introducing relevant approaches and programmes to promote knowledge sharing among academicians and therefore enhance their institutions' performance.

1.2.2 Knowledge sharing behaviour scale (KSBS) used in research

Yi, 2009, has developed the KSBS. It has been used by many researchers in validating the measurement in many aspect (Ramayah, Yeap, & Ignatius, 2013; Ramayah *et. al.*, 2014). The research done by Ramayah *et. al.*, 2014 has proven that KSBS is a valid and reliable instrument that always being used to formally assess the types of knowledge artefacts residing among academics and the degree of knowledge sharing in relation to those artefacts. In term of technological, cultural, organisational and behavioural aspects at different levels, there is

still limited contributions in understanding knowledge sharing between HEIs and other sectors (Al-Kurdi, El-Haddadeh, & Tillal Eldabi, 2018). This paper will discuss four elements from Yi, 2009 which are Written Contribution; Organizational Communication; Personal Interaction; and Communities of Practise; and another two elements from Career Advancement and lastly Sense of Community (Sharratt, Usoro, Sharratt, M., & Usoro, 2003) in term of knowledge sharing elements used among academicians staff.

1.2.3 Written contribution

This element includes behaviours of employees' contributing their ideas, information, and expertise through written documentation rather than dialogs, such as by posting ideas to organizational database and submitting reports that can benefit other employees and the organization. Knowledge is shared through a person-to-document channel (Yi, 2009). Usually in education institutions, they used to develop research materials and publications, which consist of magazines, paper published in journals, paper, presented at conference, and book as well (Doctor & Ramachandran, 2008). Many employees do not realize that most of their time is devote to write documents for the organization. To produce the high quality of writing, the organization needs to have professionals who can produce impactful documents. This has been applied by most of HIEs to ensure each knowledge that has been obtained by the professional is permanently stored. Doctor and Ramachandran (2008) said that the organization, intellectual capital, information management and technology are the element examples that should have in knowledge management system.

1.2.4 Organizational communication

Organizational factors extensively control the knowledge sharing process (Malik and Kanwal, 2017). This dimension of KSBS includes behaviours of sharing knowledge in formal communications within or across teams or small departments. For example, working teams or project groups may have periodical meetings for brainstorming, discussing or problem solving. Knowledge is shared through formal social interactions of a person-to-group channel personalization (Yi, 2009). Wang and Noe (2010) reported that organizational and cultural perspective which includes interpersonal and team aspects together with individual motivational factors affect the knowledge sharing in organization.

Bartol and Srivastava (2002) considered administration support and rewards as organizational-factors. Whereas, Lin (2006) concluded that administration support more effectively motivate employees in contrary to rewards. Koh and Kim (2004) identified that information technology and communication channels as technology-factors factor with in organization. Holsapple (2004) suggested that knowledge sharing involves organizational members for voluntarily contributing their knowledge towards organizational memory.

1.2.5 Personal interactions

Knowledge sharing occurs when individuals convey their knowledge either by a process, or any activity of exchange between individuals, groups or organization (Ahmed, Ahmad, Ahmad & Zakaria, 2018). Malik & Kanwal (2017) found in their study that individual factor also plays an important role in control the knowledge sharing. This involve the willingness of individual to contribute in sharing for mutual benefits and learning.

Bircham (2003) found that individual's formal and informal exchange of knowledge influence the organizational knowledge sharing. Meanwhile, Dalkir (2005) said that the culture of knowledge sharing in organization can be developed when they are encouraged to work together, to collaborate for their goods and when they are rewarded to do so. Besides, knowledge sharing systems can be created by the needs and to solve a problem by exchange the knowledge in an organization (Ardichvili, Maurer, Wentling & Stuedemann, 2006). It is a right decision when organization force their employees to share their knowledge. Therefore, to encourage team members to apply knowledge sharing, it is very significant and challenging issues to the organization (Staples and Webster, 2008). To ensure the process of knowledge

sharing more significant and smooth, trust and reward systems should be applied (Choi, Kang, Lee, 2008). Other than that, other issues should be considered by organization, because it affect the process of knowledge sharing (Holsapple, 2004). This include the leadership approach that have been used in showing the responsibilities towards the development of trust in knowledge sharing. The coordination which include the reward systems and incentives provided can encourage the level of knowledge sharing and the control of each process can affect the knowledge sharing. Yi (2009) said that knowledge also can be shared through informal social interactions such as having a chatting over lunch and helping other employees who need them.

1.2.6 Communities of practice (CP)

Knowledge sharing could be occurs when there is a feeling of know-how to help others in solving a problems which collaborate with people surrounding in develop new ideas and implement policies and procedures (Wang and Noe, 2013). The knowledge sharing among communities of practice involved a voluntary groups of employees in communicate around a topic with common interest among each other's. This process can be as a non-routine conversation. Yi (2009) conversation among a person to group can be described as knowledge sharing.

In creating a culture for knowledge sharing, communication and synchronization among groups members should be emphasized (Dalkir, 2005). Schwarzer (2014) described knowledge sharing in communities' practices as the process of exchanging the ideas relating to job interest and experience among team members. When the organization make the process of exchanging information in team members, facilitate in problem solving and encourage the team work in making a decision more simple, it will increase the level of motivation employees in sharing their ideas with the communities (Trivellas, Akrivouli, Tsifora, Tsoutsas, 2015). In making the process become smooth, incentives should be considered for both individual and group (Siemsen, Balasubramanian & Roth, 2007).

1.2.7 Career advancement

The knowledge can exist in an individual without need to be encourage. Therefore, it is necessary the individuals itself to have the self-motivation to share the knowledge. To develop the motivation, extrinsic rewards such as financial incentives is one of the method that can be used in increase the level of motivation among the employees in encourage them to share their knowledge (Sarratt & Usoro, 2003; Hall, 2001b).

Herzberg (2003) said that to avoiding demotivation among the employees, financial rewards and other external factors that could be used need to be highlight in sustained the level of motivation. Other factors that discovered by Herzberg include the process of work, the recognition and reputation given by the organization to the employees which other factors that could influence on employee's motivation. Besides, non-monetary rewards and fair performance appraisals between the top management and subordinates also one of the factor that will affect the motivation in private universities (Chong et al., 2014). For public universities, it is highly recommended to apply monetary rewards, recognition, publication of knowledge are recommended in public universities (Chong et al., 2014)

1.2.8 Sense of community

Sense of community can be defined as a feeling of belonging with another (Sharratt & Usoro, 2003). Knowledge sharing can lead to a common perspective of knowledge as a good reputation in a community. Thus, extrinsic factors such as praise from the community also play an important role to the individual in sharing their knowledge which can increase their motivation (Sharratt & Usoro, 2003). Finding shows in (Bavik, Tang, Shao & Lam, 2017) it is exist relationship between motivation and moral identity in creating a relationship between leadership and employee knowledge sharing. The attitude toward the government also influenced the development of civil servants' commitment in sharing their knowledge

significantly (Hisyam Selamat, Mat Saad, Zuhdi Murat & Kok Soon, 2017). It shows that sense of community lead to a greater degree in knowledge sharing in getting recognition from others. Dezdar (2017) stated that individuals who are get participated with the communities such as social interactions, tend to get social rewards such as a status, respect and reputation from the community.

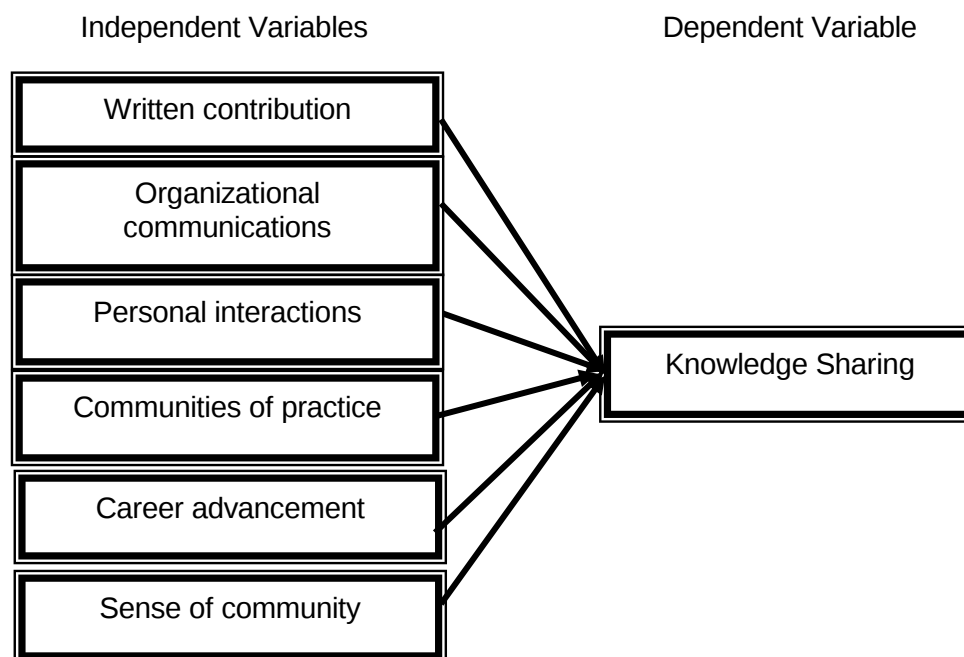


Figure 1: Theoretical Framework

2. METHOD AND MATERIAL

The study was conducted specifically to investigate the level of knowledge sharing that has been adopted among academicians in UiTMCT. To achieve the objective of this study, a quantitative correlation research design was used to investigate the relationship between the variables.

2.2 Data collection method

An online questionnaire was shared with the academician staff of UiTMCT through an official email and using Whatsapp application. A set of questionnaire is the instrument for this study was adopted from studies of (Yi, 2009; Sharratt & Usoro, 2003). The questions required them to rate their components of knowledge sharing level with a 5-point Likert scale measuring from 1 (strongly disagree) to 5 (strongly agree).

3. ANALYSIS AND RESULTS

Data was analysed using the Statistical Package for the Social Sciences (SPSS version 23.0). The SPSS is to provide a broad range of capabilities for the entire analytical process. Descriptive statistics included percentages, present the main characteristic of the respondents. Since this study was interested in examining the relationship of the variables indicated written contribution, organizational communication, personal interactions, communities of practice, career advancement and sense of community with knowledge sharing, the Pearson Product Moment Correlation Coefficient was applied.

3.1 Descriptive Analysis

Table 1 displays the descriptive analysis for the demographic profile of the respondents. The table shows that a total of 73.3% of the respondents are female as opposed to 26.7% male. In terms of age, majority of the respondents, 47.3 are in the range of 25-35 years old. Academician possessing master degree is the biggest number of respondents who participated in this study, comprising 91.6%. A total of 44.3% of them had a working experience in the range 6-10 years.

Table 1: Descriptive Analysis

Respondent's Profile	Classification	Frequency	Percent
Gender	Male	35	26.7
	Female	96	73.3
Age	25-35 years old	62	47.3
	36-45 years old	46	35.1
	46-55 years old	24	16.0
	Above 56 years old	2	1.5
	Bachelor Degree	1	0.8
Highest Education	Master Degree	120	91.6
	Doctor of Philosophy	10	7.6
	Less than 5 years	36	27.5
Working Experience	6-10 years	58	44.3
	11-15 years	15	11.5
	16-20 years	17	13.0
	More than 21 years	5	3.8

3.2 Reliability Analysis

Reliability analysis was conducted to confirm the internal consistency of the items among the respondents. The table below shows Personal Interactions indicates the highest alpha value of 0.859, followed by Written Contribution. Then, Communities of Practices recorded 0.850, Knowledge Sharing 0.842, Organizational Communication 0.777, Career Advancement 0.755 and the lowest alpha value is recorded on Sense of Community 0.459.

Table 2: Reliability Analysis

No.	Variables	Alpha Value
1	Written Contribution	0.851
2	Organizational Communication	0.777
3	Personal Interactions	0.859
4	Communities of Practices	0.850
5	Career Advancement	0.755
6	Sense of Community	0.459
7.	Knowledge Sharing	0.842

3.3 Correlation Analysis

The correlation coefficient analysis was performed to examine the relationship between the dependent variable and the independent variable, which namely written contribution, organizational communication, personal interactions, communities of practices, career advancement, sense of community and knowledge sharing. The Pearson Product Moment Correlation Coefficient was used to run this analysis.

Table 3: Correlation Analysis

		Knowledge Sharing
Written Contribution	Pearson Correlation	0.646
	Sig. (1-tailed)	.000
Organizational Communication	Pearson Correlation	0.515
	Sig. (1-tailed)	.000
Personal Interactions	Pearson Correlation	0.238
	Sig. (1-tailed)	.000
Communities of Practices	Pearson Correlation	0.646
	Sig. (1-tailed)	.000
Career Advancement	Pearson Correlation	0.515
	Sig. (1-tailed)	.000
Sense of Community	Pearson Correlation	0.625
	Sig. (1-tailed)	.000

Table 3 shows the findings indicated that communities of practices and written contribution is the variable that indicating that there is a positive strong significant ($r = 0.646$, $p < 0.05$), followed by sense of community ($r = 0.625$, $p < 0.05$), organizational communication and career advancement ($r = 0.515$, $p < 0.05$) indicate a moderate relationship and followed by personal interactions indicate weak relationship ($r = 0.238$, $p < 0.05$).

3.4 Regression Analysis

The correlation coefficient analysis was performed to examine the relationship between the dependent variable and the independent variable, which namely written contribution, organizational communication, personal interactions, communities of practices, career advancement and sense of community as independent variable and knowledge sharing as the dependent variable.

To strengthen the evidence, a multiple regression analysis was calculated to predict the dependent variable based on independent variable. The value of R, R-Square and Durbin-Watson was read which indicates the level of influence of the dependent variables (knowledge sharing) on the independent variable (written contribution, organizational communication, personal interactions, communities of practices, career advancement and sense of community). A significant regression equation was found ($F(5,125) = 60.836$, $p < .000$), with and R^2 of .709. According to Durbin and Watson (1950), regression analysis is used to detect the presence of auto correlation in residuals. The value below 2 indicates that there is positive autocorrelation among error and the values above 2 indicates negative autocorrelation (Montgomery, Peck, Vining, 2012). Thus, the findings indicate the Durbin-Watson statistic of value 1.894 represent a positive autocorrelation. Table 4 shows a summary of multiple regression analysis among all the independent variables toward knowledge sharing as dependent variable.

Table 4: Regression Analysis

Independent variables	Beta	Std. Error	T-value
Written Contribution	.654	.366	1.784
Organizational Communication	0.17	.074	0.233
Personal Interactions	-.057	.044	-1.293
Communities of Practices	.027	.068	0.403
Career Advancement	.745	0.58	12.785
Sense of Community	.148	0.64	2.295
R			.842
R^2			.709
F Value			60.836
Sig. Value			.000 ^b
Durbin-Watson			1.894

Multiple regressions are significant at 0.01 levels

4. CONCLUSIONS

This study explores the six elements of method in sharing the knowledge by the academician in UiTMCT. The analysis ends up with three elements have a positive strong relationship, meanwhile, another two elements have a moderate relationship and one have a weak relationship towards knowledge sharing. The differences of this analysis could be because of the difference perspective of individuals in sharing their knowledge. The results helped to clarity and refine the level of knowledge sharing among the academician. Through the development and support by the management, the differences in the scale could be reduce to get a better result. This study provides us with more understanding for future research to extending our accepting of various methods in knowledge sharing. As shown in our findings, the levels of knowledge sharing among the academician will lead to higher involvement of them to the university. Ramayah et al., (2014) said that the university's growth will be increase when the academician communicate and exchange their information and knowledge among the colleagues.

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