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DECLARATION

I hereby declare that:

- (1) This MKMA25106 Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) The word count of this research report is 9922 words.

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TABLE OF CONTENTS

Page Copyright	i
Declaration.....	ii
Acknowledgement	iii
Table of Contents	iv
List of Tables	vii
List of Figures	viii
Abstract	ix

CHAPTER 1 INTRODUCTION

1.0 Introduction	1
1.1 Background Of Study	1
1.2 Problem Statement	3
1.3 Research Question	3
1.4 Research Question.....	3
1.5 Scope Of Study.....	4
1.6 Significant Of The Study.....	5
1.6.1 Practical Contribution.....	5
1.6.2 Theoretical Contribution.....	5
1.7 Conclusion	6

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction.....	7
2.1 Work Values.....	7
2.2 Job Satisfaction	8
2.3 Intention To Leave.....	10
2.4 Review Of Work Values And Furnham Study	10
2.5 The Relationship Between The Work Values And Job Satisfaction	14

2.6 Job Satisfaction And Intention To Leave	16
2.7 Summary Of Hypothesis	17
CHAPTER 3 RESEARCH METHODOLOGY	
3.0 Introduction	18
3.1 Conceptual Framework	18
3.2 Research Design	18
3.3 Sample Design	19
3.3.1 Target Respondent.....	19
3.3.2 Sample Size	20
3.3.3 Sampling Technique	20
3.4 Data Collection	20
3.5 Questionnaire Design.....	21
3.6 Data Analysis Method	22
3.6.1 Descriptive Analysis	23
3.6.2 Factor Analysis	23
3.6.3 Reliability Testing	23
3.6.4 Multiple Linear Regressions	24
3.6.5 Pearson Correlation Coefficient Analysis.....	24
3.9 Conclusion	25
CHAPTER 4 RESEARCH RESULT	
4.0 Introduction	26
4.1 Descriptive Analysis	26
4.2 Factor Analysis	28
4.2.1 Kaiser- Mayer - Olkin (KMO) For Work Values.....	28
4.2.2 Total Variance Explained Of Work Values.....	29
4.2.3 Rotated Component Matrix Of Work Values.....	31
4.3 Reliability Analysis	34
4.4 Person Of Correlation.....	35
4.5 Multiple Regression	36

4.6 Conclusion	39
CHAPTER 5 DISCUSSION AND CONCLUSION	
5.0 Introduction	40
5.1 Analysis Data & Summary Of Research	40
5.2 Discussion	41
5.2.1 Rewards	41
5.2.2 Relationship Between Rewards And Job Satisfaction	41
5.2.3 Relationship Between Job Satisfaction & Intention to Leave	42
5.3 Conclusion and Recommendation	42
5.4 Limitation and Future Research	43

Reference

Appendix 1: Questionnaire

Appendix 2: Rotated Component Matrix Of Work Values

LIST OF TABLES

Table 1.0: Herzberg's Duality Factor Theory	13
Table 2.0: Interpretation Of The Correlation Coefficient, R	25
Table 3.0 & 4.0: Demographic Characteristics of Respondents	26
Table 5.0 : KMO And Barlett's Test For Work	28
Table 6.0: Total Variance Explained	29
Table 7.0 : Rotated Component Matrix.....	31
Table 8.0 : Component of Work Values	33
Table 9.0: Results Of Reliability Test.....	34
Table 10.0 And 11.0: Pearson of Correlation	35
Table 12.0 ANOVA Test between Work Values & Job Satisfaction	37
Table 13.0: Variance of Dependent Variable Explained By The Variable of Independent Variable	37
Table 14.0: Coefficient Analysis Between Work Values and Job Satisfaction	38
Table 15.0: Summary of Results of Hypothesis Testing	38
Table 16.0: Correlation of Job Satisfaction & Intention to Leave	39

LIST OF FIGURES

Figure 1.0: The Relationship Between Work Values and Job Satisfaction	16
Figure 2.0: Statistics Of MIA Member	19
Figure 3.0: The Relationship Between Work Values and Job Satisfaction(Adopted)	36

ABSTRACT

Purpose- The purpose of this study is to investigate the accounting professional's work value and their relationship with job satisfaction and the intention to leave.

Problem statement- There has been relatively little research conducted on the work values, their relationship between work values and job satisfaction and the impact on intention to leave in the professionals accounting. Therefore, this paper was conducted to address this research gap.

Research question- what are work value that want by the professionals accounting? Did work values are positively related to job satisfaction? Lastly, how the job satisfactions influence intention to leave problem?

Design/ methodology/ approach- A total of 100 questionnaires was completed to measure the work values, job satisfaction and intention to leave through internet based survey. The SPSS 16.0 has been adopted for basic analysis purposes. Factor analysis was conducted to determine work values that want by professionals accounting. After that, the study will use multiple regressions to determine the relationship between work values and job satisfaction. At lastly, use coefficient correlation to determine the relationship between job satisfaction and intention to leave.

Findings – The study found that hygiene (extrinsic) are having significant positive related to job satisfaction, whereas motivation 9 intrinsic) are not having any significant positive related to job satisfaction. Besides that, it also shows that there have Substantial relationships between the job satisfaction and intention to leave.

Research limitations/ implications- This study is focus on the accounting professionals so through this study, it can found out the work values that impact on job satisfaction and effect job satisfaction towards intention to leave. However, it never took into consideration other potential confronts such big five personality traits and job satisfaction as mediators for work values and intention to leave.

Practical implication- The understanding of the work values has potential application to can serve as advice for managers when motivating the employees. Through this study, it can found out the “want” and “need” of the employee and way to retain them.

Value- The value of this study is to further understanding the accounting professional’s work value and their relationship with job satisfaction and the intention to leave.

Keywords – accounting professionals, hygiene factors, job satisfaction, motivation factors, work values.

Paper type – Research project.