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ACKNOWLEDGEMENT

This research project is the consummation of effort put in by various parties who have contributed both time and money. Therefore, we would like to take this opportunity to express our gratitude to those who have contributed directly or indirectly to this research. First of all, we would like to express our sincere gratitude to our beloved supervisor, Ms. Susan Peters, for her invaluable guidance, continuous encouragement and constant support in making this research possible. We appreciate and value her guidance from the start to finish that enabled us to develop an understanding of this research thoroughly. We would also like to express our special thanks to Ms. Fitriya binti Abdul Rahim, our coordinator, for guiding us throughout this research. Without both of their advice and assistance, it would be difficult for us to complete this project.

Next, our heartfelt thanks go to Universiti Tunku Abdul Rahman, for the provision of necessary facilities and databases. We would also like to thank the dedicated lecturers and members of the UTAR staff, who have helped us in many ways and made our journey at UTAR pleasant and unforgettable.

We would like to acknowledge the past researchers whose published journals were helpful in providing us with the understanding of prior significant findings and justification. We would also like to express our greatest gratitude to our family and friends for their love and sacrifice throughout our life. Their continuous encouragement and support have been essential in our pursuit of academic excellence.

Thank you.

TABLE OF CONTENTS

	Page
Copyright Page	iii
Declaration	iv
Acknowledgement	v
Table of Contents	vi
List of Tables	x
List of Figures	xii
List of Appendices.....	xii
Preface	xiv
Abstract	xv
CHAPTER 1 INTRODUCTION	1
1.0 Introduction.....	1
1.1 Research Background.....	2
1.2 Problem Statement.....	3
1.3 Research Objectives.....	4
1.4 Research Questions.....	5
1.5 Significance of the Study.....	6
1.6 Chapter Layout.....	7
1.7 Conclusion.....	8
CHAPTER 2 LITERATURE REVIEW	8
2.0 Introduction.....	8
2.1 Review of the Literature.....	8
2.1.1 Job Satisfaction.....	8

	2.1.2	Salary	17
	2.1.3	Employee Benefits.....	20
	2.1.4	Working Environment.....	22
	2.1.5	Management Style.....	26
2.2		Review of Relevant Theoretical Models.....	29
2.3		Conceptual Framework.....	30
2.4		Hypothesis Development.....	31
2.5		Conclusion.....	32
CHAPTER 3		RESEARCH METHODOLOGY.....	33
3.0		Introduction.....	33
3.1		Research Design.....	33
3.2		Data Collection Method.....	34
	3.2.1	Primary Data.....	34
	3.2.2	Secondary Data.....	35
3.3		Sampling Design.....	35
	3.3.1	Target Population.....	35
	3.3.2	Sampling Frame and Sampling Location.....	36
	3.3.3	Sampling Elements.....	36
	3.3.4	Sampling Technique.....	36
	3.3.5	Sampling Size.....	37
3.4		Research instrument.....	37
3.5		Constructs Measurement.....	38
3.6		Data Processing.....	41
3.7		Data Analysis.....	41
	3.7.1	Descriptive Analysis.....	42
	3.7.2	Reliability Test.....	43
	3.7.3	Inferential Analysis.....	44
	3.7.3.1	Frequency Analysis.....	44
	3.7.3.2	Pearson Correlation Coefficient Analysis.....	44
	3.7.3.3	Independent T-Test	45
	3.7.3.4	Multiple Regression Analysis.....	46
3.8		Conclusion.....	46

CHAPTER 4	DATA ANALYSIS.....	47
4.0	Introduction	47
4.1	Descriptive Analysis.....	47
4.1.1	Respondent Demographic Profile	47
4.1.1.1	Respondents' Gender.....	47
4.1.1.2	Marital Status of the Respondents.....	48
4.1.1.3	Age Group of the Respondents.....	49
4.1.1.4	Ethnic Group.....	51
4.1.1.5	Monthly Income.....	52
4.1.1.6	Working Experience in Current Company.....	53
4.1.1.7	Job Position.....	54
4.1.1.8	Reason for Leaving Previous Company.....	55
4.2	Scale Measurement: Reliability Test of the Variables.....	57
4.3	Inferential Analyses.....	58
4.3.1	Pearson Correlation Coefficient.....	58
4.3.2	Independent Sample T-test.....	62
4.3.3	Multiple Regressions.....	70
4.4	Conclusion.....	72
CHAPTER 5	DISCUSSION, CONCLUSION AND IMPLICATIONS.....	73
5.0	Introduction.....	73
5.1	Summary of Descriptive Analysis.....	73
5.2	Discussion and Recommendation.....	75
5.2.1	Salary.....	75
5.2.2	Employee Benefits.....	75
5.2.3	Working Environment.....	76
5.2.4	Management Style.....	78
5.2.5	Results of Multiple Regressions.....	79
5.3	Managerial Implications.....	79
5.4	Limitations of the Study.....	81
5.4.1	Type of Research.....	81
5.4.2	Variables.....	81
5.4.3	Questionnaire.....	82

5.5	Recommendations for Future Study.....	82
	5.5.1 Type of Research.....	82
	5.5.2 Variables.....	82
	5.5.3 Questionnaires.....	83
5.6	Conclusion.....	84
References		85
Appendix		93

LIST OF TABLES

	Page
Table 3.1: Reliability Statistics Result for Pilot Test	43
Table 4.1: Frequency Distribution of Respondents' Gender	47
Table 4.2: Frequency Distribution of Respondents' Marital Status	48
Table 4.3: Frequency Distribution of Respondents' Age Group	49
Table 4.4: Frequency Distribution of Respondents' Ethnic Group	51
Table 4.5: Frequency Distribution of Respondents' Monthly Income	52
Table 4.6: Frequency Distribution of Respondents' Working Experience in Current Company	53
Table 4.7: Frequency Distribution of Respondents' Job Position	54
Table 4.8: Frequency Distribution of Respondents' Reason for Leaving Previous Company	55
Table 4.9: Reliability Statistic Result	57
Table 4.10: Result of Correlation between Salary and Job Satisfaction	58
Table 4.11: Result of Correlation between Employee Benefits and Job Satisfaction	59
Table 4.12: Result of Correlation between Working Environment and Job Satisfaction	60
Table 4.13: Result of Correlation between Management Style and Job Satisfaction	61

Table 4.14: Independent Sample T-test between Gender, Salary and Job Satisfaction	62
Table 4.14.1: Group Statistics	62
Table 4.14.2: Independent Samples Test	63
Table 4.15: Independent Sample T-test between Gender, Employee Benefits and Job Satisfaction	64
Table 4.15.1: Group Statistics	64
Table 4.15.2: Independent Samples Test	65
Table 4.16: Independent Sample T-test between Gender, Working Environment and Job Satisfaction	66
Table 4.16.1: Group Statistics	66
Table 4.16.2: Independent Samples Test	67
Table 4.17: Independent Sample T-test between Gender, Management Style and Job Satisfaction	68
Table 4.17.1: Group Statistics	68
Table 4.17.2: Independent Samples Test	69
Table 4.18: Results of Multiple Regressions	70
Table 4.18.1 Variables Entered/ Removed(a)	70
Table 4.18.2 Model Summary	70
Table 4.18.3 ANOVA(a)	70
Table 4.18.4 Coefficients(a)	70

LIST OF FIGURES

	Page
Figure 2.1: Maslow's Hierarchy of Needs five-stage model	13
Figure 2.2: Job Characteristics Model	16
Figure 2.3: Relationships between Environmental and Job Satisfaction	25
Figure 2.4: The Factors That Determine Job Satisfaction Level of the Academic Staff at Tertiary Academic Institutes of Pakistan	29
Figure 2.5: Factors That Influence Job Satisfaction Among Employees in Fashion Retail Sector in Klang Valley	30
Figure 4.1: Pie Chart of Frequency Distribution of Respondents' Gender	48
Figure 4.2: Pie Chart of Frequency Distribution of Respondents' Marital Status	49
Figure 4.3: Bar Chart of Frequency Distribution of Respondents' Age Group	50
Figure 4.4: Pie chart of Frequency Distribution of Respondents' Ethnic Group	51
Figure 4.5: Bar Chart of Frequency Distribution of Respondents' Monthly Income	52
Figure 4.6: Bar Chart of Frequency Distribution of Respondents' Working Experience in Current Company	53
Figure 4.7: Pie Chart of Frequency Distribution of Respondents' Job Position	54
Figure 4.8: Bar Chart of Frequency Distribution of Respondents' Reason for Leaving Previous Company	55

LIST OF APPENDIX

	Page
Appendix 1.1: Questionnaire	93

PREFACE

In the past, people are less concerned about the benefits and compensation that a certain job offers. However, job satisfaction has become increasingly vital for employees in this competitive job environment. Malaysia's large workforce, booming economy and moving trends of lifestyle results in employees expecting much more than just pay from their job as the years go on.

The fashion retail industry is one sector of the market which provides job opportunities to the labor force. Fashion retail outlets that provide a conducive working environment and management style as well as adequate benefits and compensations can lead to higher job satisfaction among employees which increases job performance and loyalty.

As the importance of job satisfaction is undeniable and grows substantially every year, it leads to this study to further explore the relationship between the factors affecting job satisfaction among employees in the fashion retail sector.

ABSTRACT

The main objective of this research is to determine the factors that affect job motivation. Despite extensive research on this topic, very few have examined this scope in the fashion retail sector from a Malaysian perspective. Hence, the proposed conceptual model was developed by adapting from Siddiqui, A. & Saba. I. (2013) to examine this relationship.

The dependant variable of this research is job satisfaction and the independent variable are salary, employee benefits, working environment and management style. A total of 200 self-administered questionnaires were distributed to the fashion outlets in a few malls in Klang Valley. The data was analyzed by employing Pearson's correlation and multiple regression analysis.

The result of this research would contribute primarily to the organizations in the fashion industry. It would help them to recognize the factors that are involved in the job satisfaction of their employees. Thus, they could improve these factors at their workplace and instill job satisfaction among their employees. Indirectly, the satisfaction among employee at a workplace will improve the work rate of a company thus ensuring success and at the same time decreasing employee's turnover which will help save the company extra costs.