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THE RELATIONSHIP BETWEEN 4 NLP PILLARS AND JOB SATISAFCTION

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This report submitted in partial fulfilling of the requirement of a Bachelor of Technology Management (Innovation Technology) with Honours

Faculty of Technology Management and Technoprenuership
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JUNE 2018

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DECLARATION

"I admit that this report is the result of my own except a summary and excerpts of everything I have explain the source"

Signature :

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Date :

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DEDICATION

Dedicated to

My beloved parents, Mohd Soh Bin Saamah and Norrizam Binti Mohd Yusoff,

My supervisor, Dr. Hazmilah Binti Hasan, panel and my friends

for their endless love, support and prayer

Thank you So Much & Love You All Forever

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ACKNOWLEDGEMENT

In the name of ALLAH, the most gracious, the most merciful, with the highest praise to Allah that I manage to complete this final year project successfully without difficulty.

My respected supervisor, Dr. Hazmilah Binti Hasan for the great mentoring that was given to me throughout the project. Besides that, I would like to express my gratitude to my parents for their kindness, advice and guidance as well as praying for me and give me support to complete this study.

Last but not least, I would like to give a special thanks to my friends who gave me much motivation and cooperation mentally in completing this report. They had given their suggestion and comments throughout my research. Thanks for the great friendship.

Finally, I would like to thank everybody who was important to this FYP report, as well as I want to express my apology that I could not mention personally each one of you.

Thank You.

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ABSTRACT

Neuro-linguistic programming (NLP) is a set of technique designed to make you better at what you do. NLP in organization can help employees to achieve job satisfaction by going to training. The main purpose of this study is to analyse the relationship between 4 NLP pillars and job satisfaction on academic staff. This study focus on the objective on the significant relationship between variables. This study used quantitative method to describe the variable, analyse the relationship among 4 NLP pillars and impact of NLP. A survey questionnaire was developed to collect the data from 127 respondent in UTeM. This research study on four independent variable based on NLP pillars; 1) Rapport, 2) Sensory Awareness, 3) Behavioural Flexibility and 4) Outcome towards the job satisfaction. The sample technique used is simple random sampling. Data collected was analysed using Statistical Package Social Science (SPSS) to find out the relationship of NLP pillars towards the job satisfaction. The findings indicates that the four NLP pillars play a big role in order to increase the job satisfaction.

Keywords: Neuro-Linguistic Programming, 4 NLP Pillars, Job Satisfaction

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ABSTRAK

Neuro-linguistik Program (NLP) adalah satu set teknik yang direka untuk menjadikan anda lebih baik pada apa yang anda lakukan. NLP dalam organisasi boleh membantu pekerja untuk mencapai tahap kepuasan kerja dengan pergi ke latihan. Tujuan utama kajian ini adalah untuk menganalisis hubungan antara 4 pilar NLP dan kepuasan kerja terhadap staf akademik. Kajian ini memberi tumpuan kepada objektif mengenai hubungan signifikan antara pembolehubah. Kajian ini menggunakan kaedah kuantitatif untuk menerangkan pembolehubah, menganalisis hubungan di antara 4 pilar NLP dan kesan NLP. Soal selidik kaji selidik telah digunakan untuk mengumpulkan data daripada 127 responden di UTeM. Kajian penyelidikan ini pada empat variabel bebas berdasarkan pilar NLP; 1) Hubungan, 2) Kesedaran Sensori, 3) Fleksibiliti Kelakuan, 4) Hasil dan kepuasan kerja. Teknik sampel yang digunakan adalah persampelan rawak mudah. Data yang dikumpul dianalisis menggunakan Sains Sosial Pakej Statistik (SPSS) untuk mengetahui hubungan pilar NLP terhadap kepuasan kerja. Penemuan menunjukkan bahawa empat tiang NLP memainkan peranan besar untuk meningkatkan kepuasan kerja.

***Kata Kunci:** Neuro-linguistik Program, 4 pilar NLP, Kepuasan Kerja*

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LIST OF ABBREVIATION

NLP	=	Neuro-Linguistic Programming
UTeM	=	Univerisiti Teknikal Malaysia Melaka
SPSS	=	Statistical Package for Social Science

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LIST OF SYMBOL

%	=	Percentage
<	=	Less than
>	=	More than
=	=	Equal
N	=	Total of Respondent
R^2	=	R square

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter describes about background of study and then follows by problem statement, research objective, research question, research scope limitation and significant of study. The content of problem statement which is the researcher gives ideas in order to solve the problem that occurred related to the topic. Next is the research objectives which is a research question is an answerable inquiry into a specific issue. The next part of the study is the research objectives. A research objective is 'how' intend to structure the process to answer the research question as it effect the results at the end of this research. Scope of the study is also one of the part of this research and it continued with significance of the study. Lastly, the last part in this chapter is the research will conclude with the summary of this chapter.

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1.2 Background of study

A research background is one of the preliminary steps to completing a study includes a review of area that being researched, current information surrounding the issue, previous studies and also the relevant history that related to the topic.

NLP training increasingly became accepted and popular all through the 1960's, although it was initially developed as a practical approach of communication attracting only psychotherapists. Afterwards, these events receive the attention from business and marketing people, artists, and salespersons. (Zulkifli, 2015)

Initially, the essence of NLP is to find an individual who had successfully overcome an issue, and sketch out a model comprising of the individual's behaviour and frame of reference.(Vickers, 2009) (Yemm, 2006).

1.3 Problem statement

Job satisfaction represents the affective reactions of employees towards their jobs or employees' positive feeling towards their jobs (Ohtsuka, Dagang, Bakar, 2014). Employee job satisfaction is increasing in importance, as the competition for talent is high and still growing. It is not hard for a competitor to compete with individual elements of employment such as salaries and benefits. Boyens (2007), focuses on the reasons of involuntary turnover, voluntary turnover, and promotion for employees to leave a particular company.

The relationship between NLP training and organization and individual is one of the chief concerns of management, and at one time the two were assumed to be positively related (Thompson, E., Courtney, & Dickson, 2002) Based on previous study, there is no research about combining the 4 NLP Pillars in NLP Training and Job Satisfaction. Besides, there is the dramatic changing environment in the organisation that need to adapt by the employee (Mosammod Mahamuda Parvin, 2011). So, the researcher need to know the significant of 4 NLP Pillars with employee job satisfaction.

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1.4 Research questions

A research question is an answerable inquiry into a specific issue. It is the first step in a research project. As the early step of the research, the researcher generates the ideas of what have been studied according to the related research and the research question is the first active step in the research project.

1. What is the factor of 4 NLP pillars that have more significant towards job satisfaction?
2. What is the most selected impact of NLP in person's life?
3. What are the relationship between NLP 4 pillars and job satisfaction?

1.5 Research objectives

Research objective provide a clear path and focus for researcher. By having research objective, it will give researcher conduct the study on the right path and avoid unrelated information. According to Sunders (2012), research objective will express 'how' we intend to structure the research process which linked with your research question. Furthermore, the research objective should also relate with the questions that affect the results at the end of this research. This research objective has been designed by the researcher based on the research topic and research problems.

1. To identify the factor of 4 NLP pillars that have more significant towards job satisfaction.
2. To study the most selected impact of NLP in person's life.
3. To analyze the relationship between NLP 4 pillars and job satisfaction.

1.6 Research scope

This study will discuss the factors that influence 4 NLP pillars and employee job satisfaction. The researcher intends to determine the relationship between 4 NLP

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Pillars and job satisfaction. The respondent of this study is the educators and administrators of in UTeM.

1.7 Research limitation

The researcher face constraints in term of data obtained from the respondents. This is because, the respondent's knowledge and the researcher's knowledge are the same. The respondent gave very honest answer to the researcher while collecting the data. The researcher also have some difficulty in finding the respondent because the respondent was listed.

1.8 Significant of study

The importance of this study is to understand the relationship between factors of 4 NLP Pillars and job satisfaction in Universiti Teknikal Malaysia Melaka (UTeM). The benefit to the institution is it enable to be more efficient in their management and operation, and more effective in support the NLP programs. Indirectly, the institution also can improve the management skills through their role.

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1.9 Summary

The first chapter mentioned about the basic understanding of the way to conduct this research paper. This chapter serves as a body of research. Chapter 1 also briefly provides guidelines for further explanation while chapter 2 provided discussion in this study.

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CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, the researcher will introduce literature review about the 4 NLP Pillars and job satisfaction. This chapter also reviews the related article and journals which is relevant from previous and existing work that has been conducted in the same area. Lastly, the researcher will gives general review about the conceptual framework which visualizes how the theories will be used in this chapter.

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2.1 Neuro-linguistic Programming (NLP)

As an intention of studying people who were excellent, in order to understand how they achieved remarkable results, Neuro-Linguistic Programming (NLP) was developed by Richard Bandler and John Grinder (1979). Linder-Pelz and Hall (2007) described it with the following words:

'[t]he "neuro" refers to the way humans experience the world through their senses and translate sensory experiences into thought processes, both conscious and unconscious, which in turn activate the neurological system; "linguistic" refers to the way we use language to make sense of the world, capture and conceptualize experience and then communicate that experience to others; and "programming" addresses the way people code (mentally represent) their experience and adopt regular and systematic patterns of response'.

NLP has also been defined by Brown and Turnbull (2000, p. 5) as:

'A term used to refer to a range of ideas and techniques that relate to how we communicate with each other and with ourselves.'

Table 2. 1: Neuro-linguistic Programming Term

"Neuro"	• The nervous system through which experience is received and processed by the five sense (Hall & Belnap, 2000) • A person's neurological system and is based on the idea that people interpret and experience the world around them through their senses. The sense are translated into both a conscious and an unconscious thought process. (Ready & Burton, 2008) • People's thinking patterns, as referred to in NLP theory. The suspicion is that the word "neuro" is simply used to feed on the notion of scientific credibility (Roderique-Davies, 2009)

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	• relates to the approach individuals absorb and filter data through their senses, specifically sight, hearing, taste, smell and kinaesthetic (touch or emotional feeling) (Burn, 2005) • Neurology or human brain and nervous system, in which relates to the ways human process information gathered from the five senses. (Zulkifli, 2015)
"linguistic"	• Relating to language and non-verbal communication that the human mind files, codes and give meaning to. (Hall & Belnap, 2000) • How words and body language influence a person's experience, how they conceptualise it and how they subsequently communicate in to others. (Ready & Burton, 2008) • Relates to the method individuals interpret their experiences through language, not only in words however through symbols, as well as gestures and postures. (Burn, 2005) • Language systems, including the verbal and nonverbal language used to code, organise, and attribute meanings to human's internal representations of the world, and to interact or communicate both internally and externally. (Zulkifli, 2015)
"Programming"	• The ability to achieve specific desired goals and results by organising one's communication and neurological system. (Hall & Belnap, 2000) • How experiences are internally coded, meaning how internal processes, strategies and thinking patterns are used to make decision, solve problems and assists in learning. (Ready & Burton, 2008) • Pattern that are generated from (Yemm, 2006)

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