THE EFFECTIVENESS OF ORGANIZATION BEHAVIOUR IN ENHANCING
THE EMPLOYEES PERFORMANCES IN MCDONALD'S, MALACCA

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SUPERVISOR'S AND PANEL APPROVAL

I/We, hereby declared that I/We had read through this thesis and in my/our opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor of Technology Management
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DECLARATION

I hereby declare that the Study titled " The effect of organizational behaviour on employees' behaviour in McDonald's franchise in selected locations in Malacca." submitted for the Bachelor of Technology Management (Technology Innovation) is my original work and the dissertation has not formed the basis for the award of any degree, associate ship, fellowship or any other similar titles.

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DEDICATION

I would like to dedicate the appreciation to my family members who supported me from spiritually and financially, beloved supervisor and panel who guided me throughout the research, housemates and course mates that assisted me through the journey of research.

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ABSTRACT

Organizational Behaviour is one of the main issues that a management team must be looking for. This behaviour will create some positive impact if the organizational comes with positive value towards their employees'. This study is to achieve the findings of this research about what the positive value that are needed for a organizational. This study were aimed the workers of the fast food restaurants which is McDonald's in Malacca. This study also discovered the issue on how to enhance the employees' performances in McDonald's, Malacca. The issues that involve in this study is leadership, team work, and internal communication in the organization.

So, through this research the findings of this research were to find the responsibility of the employers towards the employees in achieving the aim of the organization. Then, another finding is to find the relationship between the employers with the employees and also between the employees with the employees in having the positive team works in the organization. And lastly, to find the related internal communication within the organization of the McDonald's, Malacca.

The purpose of this study will analyse through the descriptive research design. Simple random sampling technique was respectively used to select the respondents for the study. Respondents for this study are 123 numbers of workers in the McDonald's, Malacca. Questionnaires were structured and have been used for data collection process. The collection of data will be analysed, interpreted, discussed, and will be presented in FYP 2.

Keywords: Organizational behaviour, Leadership, Team work, Internal communication, Fast food restaurants, McDonald's Organizational.

ABSTRAK

Tingkah Laku Organisasi adalah salah satu isu utama yang perlu dicari oleh pasukan pengurusan. Tingkah laku ini akan mewujudkan kesan positif jika organisasi mempunyai nilai positif terhadap pekerja mereka. Kajian ini adalah untuk mencapai penemuan kajian ini mengenai nilai positif yang diperlukan untuk organisasi. Kajian ini bertujuan para pekerja restoran makanan segera iaitu McDonald's di Melaka. Kajian ini juga menemui isu mengenai bagaimana untuk meningkatkan prestasi pekerja di McDonald's, Melaka. Isu yang terlibat dalam kajian ini adalah kepimpinan, kerja berpasukan, dan komunikasi dalaman dalam organisasi.

Oleh itu, melalui kajian ini penemuan kajian adalah bertujuan untuk mencari tanggungjawab majikan terhadap pekerja dalam mencapai matlamat organisasi. Kemudian, temuan lain adalah untuk mencari hubungan antara majikan dengan pekerja dan juga antara pekerja dengan pekerja dalam mempunyai pasukan yang positif bekerja dalam organisasi. Dan akhirnya, untuk mencari komunikasi dalaman berkaitan dalam organisasi McDonald's, Melaka.

Tujuan kajian ini akan dianalisis melalui reka bentuk penyelidikan deskriptif. Teknik pensampelan rawak mudah digunakan untuk memilih responden untuk kajian ini. Responden untuk kajian ini adalah 123 bilangan pekerja di McDonald's, Melaka. Soal selidik disusun dan telah digunakan untuk proses pengumpulan data. Pengumpulan data akan dianalisis, ditafsirkan, dibincangkan, dan akan dibentangkan dalam FYP 2.

Kata kunci: Tingkah laku organisasi, Kepimpinan, Kerja pasukan, Komunikasi dalaman, Restoran makanan segera, Organisasi McDonald's

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LIST OF ABBREVIATIONS AND SYMBOLS

FYP   : Final Year Project

PSM   : Projek Saujana Muda

OB   : Organizational Behavior

POS   : Perceived Organisational Support

H0   : Null (rejected)

H1   : H one (accepted)\

SPSS   : Statistical Package for Social Science

%   : Per cent

$<$: Greater-than

$>$: Less-than

$=$: Equals

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

There are many successful organizations on the world. Some of them are global organizations that have been extremely successful today. There are likewise numerous organizations in region enterprises in Malaysia including establishment, for example, boutique, bazaar, mart, eateries and so forth. A standout amongst the best establishments of fast food eateries in Malaysia is McDonalds.

Organization behavior offers three major methods for understanding this specific circumstance; individuals as organizations, individuals as assets and individuals as individuals. Most importantly, organizations are individuals; and without individuals there would be no organizations. In this way, if directors are to comprehend the organizations in which they work, they should first comprehend the general population who make up the organizations.

As resources, individuals are one of the organization's most profitable resources. Individuals make the organization, manage and coordinate its course, and vitalise and revitalize it. Individuals settle on the choices, handle the issues, and answer the inquiries. As managers progressively perceive the estimation of potential commitments by 24 their representatives, it will turn out to be increasingly essential for managers and workers to get a handle on the complexities of hierarchical conduct. At last, there are individuals as individuals - a contention got from the straightforward idea of humanistic administration. Individuals spend an expansive

piece of their lives in; hierarchical settings, for the most part as workers. They have a freedom to expect something consequently past wages and advantages. They have a freedom to anticipate that fulfilment and will learn new aptitudes. A comprehension of hierarchical conduct can enable the chief to better value the assortment of individual needs and' desires.

Organization Behavior is worried about the qualities and practices of representatives in segregation; the attributes and procedures that are a piece of the organization itself; 'and the qualities and practices straightforwardly coming about because of individuals with their individual needs and inspirations working inside the structure of the organization. One can't comprehend a person's conduct totally without getting the hang of something about that person's organization. Additionally, he can't see how the organization works without; examining the general population who-influence it to up. Consequently, the organization impacts and is affected by people.

The investigation of Organization Behaviour (OB) is extremely stimulating and testing as well. It is identified with people, gathering of individuals cooperating in groups. The examination turns out to be all the more difficult when situational factors interface. The investigation of hierarchical conduct identifies with the normal conduct of a person in the organization. No two people are probably going to act in a similar way in a specific work circumstance. It is the consistency of a manager about the normal conduct of a worker. There are no absolutes in human conduct. It is the human factor that is contributory to the profitability subsequently the investigation of human conduct is vital. Extraordinary significance along these lines must be joined to the investigation.

Numerous components decide a person's conduct in the working environment. Directors and in addition representatives have been formed by their way of life, and by the organization's way of life. These impacts influence the way workers impart and cooperate with each other, and with administration. Similarly, a supervisor's correspondence is enormously impacted by outside variables. Every representative convictions impact their morals, and feeling of moral duty. Correspondence shapes worker discernments, and encourages managers to

comprehend representative's observations. Distinctive types of correspondence, both verbal and non-verbal, must be utilized to guarantee that every statistic inside a company's various groups is achieved both adequately and effectively.

Krishnaveni, R; Ramkumar, and N (2006) made an attempt to break down and decide the relationship and effect of HRD atmosphere on motivational need fulfilment (Role) of the people in the organizations. Five organizations from various segments that are in presence for over two decades are chosen for the investigation. The centres level chiefs of different divisions are taken as tests. The polls identifying with HRD atmosphere and motivational need fulfillment (Role) were controlled to them. The discoveries demonstrate that in every one of the cases, the relationship is sure and now and again, it is exceedingly corresponded, which demonstrates that 'HRD atmosphere' definite affects motivational need fulfillments HRD of the people in the organization, which thus, prompts the general execution of the organization.

Cheney and Tim D (2006). Puts forward a basic leadership demonstrates for organizations to use in their quest for "business morals," and "social obligation." Creators at that point give a few recommendations to how to all the more effortlessly adjust such a model. We hear a great deal nowadays about "corporate morals," "business morals," and "social obligation." The greater parts of us have some thought what these terms mean, however it frequently appears somewhat fluffy. This can make it an overwhelming errand for administrators to receive procedures to address these ideas. A moral manages ideas of good and bad, and involves activities to some degree past the legitimate essentials. Social obligation tends to mean using the partner model and considering to a more prominent degree the interests of those affected by corporate choices and activities. One approach to think about the way in which morals and social duty apply in the corporate or business setting is to approach it as a component of basic leadership process. That is the thing that chiefs do; they decide. The accompanying methodology may be useful as an approach to upgrade "business morals" and "social obligation" through a more extensive basic leadership process.

An individual takes with them a state of mind that influences both their own and additionally work environment condition. While some depict a disposition as

condition subordinate, it is characterized as "a determined mental condition of status to feel and carry on in a great or ominous path toward a particular individual, question, or thought. It is imperative to comprehend the meaning of state of mind as it is specifically connected to the way an individual carries on. For instance, if a man has a battle with their life partner outside of work, the resulting terrible mentality can adversely influence their efficiency for the duration of the day. Given this immediate connection amongst appearance and occupation execution, different strategies can be actualized by an organization to enable their representatives to encounter uplifting states of mind. Organizations should know their workers all around ok to apply the best techniques that will accomplish the best outcomes feasible for both the organization and representative.

K. Aswathappa; and (2002) contemplated human conduct, dispositions and execution in organizations offering some incentive included learning for people at all organization behaviour. He additionally expounded that Organization Behaviour can be viewed as a deliberate effort to comprehend the conduct of individuals in organization which they are 65 a necessary part. Hierarchical conduct like organization behaviour, for this reason, draws upon different orders like brain research, human science, humanities, political science, financial matters et cetera. The field of OB is both energizing and complex. OB has developed as a particular field of study. It is an unmistakable subject matter with a typical group of information. OB is additionally a connected field. It applies the information increased about individual gatherings and the impact of structure on conduct keeping in mind the end goal to influence organizations to work all the more successfully. It speaks to just the behaviour to deal with administration.

1.2 Organization Structure Studies of Organization

Holtzhausen, and Derina. (2002) investigated the impacts of organization structure on the advertising capacity. It additionally centres on the impacts of assisting changes on an interior correspondence work in a substantial South African organizational. In this organizational inward correspondence specialists were

designated at divisional level. They needed to supervise the race of a correspondence champion in each cost focus in the division. Overview investigate led year and a half after the procedure usage found the auxiliary changes prompted enhanced data stream and eye to eye correspondence. Workers improved utilization of hierarchical media and depended less on the grapevine. Despite the fact that the procedure made representatives less frightful to talk honestly and enhanced worker manager correspondence, these impacts were less articulated. The examination affirmed the critical connection between advertising methodology and organization structure, especially for correspondence directors and interior correspondence experts in extensive organizational.

Burrows, Bryan (1989) attempted to relate nature of false work erection to the organizational and ability of work force included. The examination included field examination utilizing an example of fifty-four destinations all through England and Wales where distinctive sorts of false work courses of action were being raised by a scope of organizational and faculty. By the foundation of a thorough technique for assessing nature of workmanship of false work development this was the main investigation which empowered quality models to be looked at crosswise over changed sorts of false work game plans.

Moreover this examination, joined with a sociological investigation, empowered an evaluation to be made between organizational, skill and quality, which to the creator's information, has not been embraced preceding this examination. Resulting examinations of the information utilized the two models of organizational: the financial and word related requests. These showed that all locales basically embraced similar strategies and suppositions. Any deeds to formalize the administration of the procedure of control of false work, along the lines of the methodology sketched out in the Code of Practice for False work, were restricted in degree and their level of accomplishment. The examination found that the nature of false work on building locales was by and large of a lower standard than on structural designing destinations. This was observed to be ascribed to the ability of the civil engineering areas. This examination tends to the organizational structure of the business on the loose. Though exceptional, in that it prompts a transitory item,

the false work process might be viewed as a microcosm of the general development process.

The conclusions introduced in this proposal have importance to the present issues of worry to the business: capability, expertise deficiencies, preparing and quality (include safety) and the usage and viability of Quality Assurance plans achievement. The examination found that the nature of false work on building locales was for the most part of a lower standard than on structural designing destinations. This was observed to be ascribed to the fitness of the manual workforce. This investigation tends to the organizational structure of the business on the loose. Though exceptional, in that it prompts a brief item, the false work process might be viewed as a small-scale version of the general development process. The conclusions revealed in this theory have significance to the present issues of worry to the business: capability, aptitude deficiencies, preparing and quality (include safety) and the usage and adequacy of Quality Assurance plans.

1.3 Organizational Behaviors and Its Impact on Employees Behavior

Organizational behavior helps in foreseeing human conduct in the organizational setting by drawing a reasonable refinement between singular conduct and gathering conduct. Organizational conduct does not give answers for all unpredictable and diverse conduct riddles of associations. It is just the shrewd judgment of the supervisor in managing a particular issue that can attempt to take care of the issue. Organizational behavior just helps with making judgments that are gotten from viable suspicions; judgment that considers the essential factors basic the circumstance; judgment that are brought out due acknowledgment to the unpredictability of individual or gathering conduct; judgment that expressly considers the administrators possess objectives, intentions, hang-ups, blind sides and shortcomings.

Organizational behavior offers a few plans to management in the matter of how human factor brought to be legitimately underlined to accomplish

organizational destinations. Barnard has watched that an association is a lack of collaboration of at least two individuals. This proposes since an association is the collaboration of people, they brought to be given sufficient significance in dealing with the association. Organizational behavior gives chance to administration to investigate human conduct and endorse implies for detail it to a specific course. Understanding Human Behavior conduct gives understanding the human conduct every which way in which the individuals cooperate. Hence, organizational behavior can be comprehended at the individual level, relational level, bunch level and between assemble level. Organizational conduct breaks down 'why' and 'how' an individual acts especially. Human conduct is a mind boggling wonder and is influenced by countless including the mental, social and social effects.

Positive organizational grant depends on the possibility that comprehending to the approaches to "empower human magnificence in associations will open potential, uncover conceivable outcomes, and encourage a more positive course of human and organizational welfare" Cameron et al., (2005). The impulse for the developing enthusiasm for degenerate conduct is the expanding predominance of this kind of conduct in the work environment and the colossal expenses related with such behavior Peterson,(2002).

Arokiasamy, et al., (2010) analyzed the impact of Perceived Organizational Support (POS) on the organizational behavior of representatives working in the regulatory part in Malaysia. To clarify the POS impact, the organizational social ideas were recognized for this investigation which is work fulfillment, full of feeling duty and turnover aim. The reason for this examination is to recognize the apparent organizational help identified with the activity fulfillment, emotional responsibility and turnover aim.

Lewin, Jeffrey E, Johnston, and WesleyJ, (2000) inspected the effect of cutting back and rebuilding on organizational intensity. Given the potential negative impacts of scaling back, the test for the association is to shield surviving representatives' states of mind and practices from dissolving profitability, quality and client benefit when execution is basic. In the event that organizations lessen headcount without updating procedures and structures, remaining representatives

essentially should go up against more work, bringing about an exhausted staff with a high potential for worker burnout. At last, efficiency, quality and client administration will endure. In any case, by upgrading procedures and structures and by giving the preparation and direction required, the rest of the representatives can perform more profitable work.

1.4 Problem Statement

Organizational behavior is one of the main issues that always have been talked about in many companies. This behavior will help the organization to ensure the employees will give the best quality on their performance. It does also can helps the employees to improve their motivation which can also improve their performance in the best quality. In other words, organizational behavior is the study on how the way people interact within groups where there are normally attempt to create more efficient in business organization towards the employers and the workers. The complex nature of human being in organization also could be seen by identifying the causes and the effect of that behavior.

However, team-based approaches to organizing work have become very popular in the last two decades. In many instances, organizations have decided to redesign work (at considerable effort and expense) from individually oriented jobs in traditional workgroup structures to more autonomous team structures. In traditional workgroups, employees perform production activities but have no management responsibility or control over planning, organizing, directing, staffing, or monitoring, whereas in semi-autonomous teams employees both manage and execute major production activities. It is hoped that structuring work into the teams will enhance effort, cooperation, communication, skill utilization, learning, and problem solving when compared with more independent forms of work design.

So, in studying the organizational behavior will help the employers to motivate the workers bringing a good organizational performance.as every individual are differs from each other, therefore this topics will help the organizational or the

company to apply appropriate tools and techniques in accordance with the nature of individual employees. This way will help the company to achieve the company goal properly.

1.5 Research Questions

A research question is an answerable analysis into a specific issue. It is the first step in a research project. As the early step, when we have an idea of what we want to study, the research question is the first active step in the research project. This research will cover the following question:

1. Is there the significant correlation between organizational behaviors towards employees' performance in McDonalds, Malacca?
2. Is there the significant correlation between the organizational behavior and the employees' performance in McDonalds, Malacca?
3. Is there the significant variable on the organizational behavior towards the employee performance in McDonalds, Malacca?

1.6 Research Objectives

According to Sunders (2012), research objectives will express _how' we intend to structure the research process to answer the research question. Furthermore, the objective should also relate with the question as it 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. The objectives of the study are stated below:

1. To find the significant of the organizational behavior that enhances the employees' performance of McDonalds in Malacca.
2. To determine the correlation between organizational behavior and employees performance in McDonalds, Malacca.

3. To identify the variables of organizational behavior towards on employees' performance in McDonalds, Malacca.

1.7 Research Scope

The research will be conducted on employers and the employees In McDonald's in Malacca. The study used survey questionnaires that will be distributed to the several around chosen respondent which are they having worked in McDonald's around 3 months and above. The limitations of the study could be small research area, as there are limited times to complete the research if the study were made in broader are.

1.8 Limitation of the Study

The research is restricted to only select McDonald's locations in Malacca. This research has been used in selected McDonald's franchise companies in Malacca. For this survey it's may be inadequate to generalize the results on the impact of organizational behavior on employees behavior.

1.9 Significant Of Study

This research is conducted because of the importance of organizational behavior on the workplace become an issue in nowadays. This study will provide information about the effects on the workers in McDonald's depends on the organizational behavior on their workplaces. This information actually find the beneficial of the organizational behavior in which to improve the employee motivation at their workplaces, so that, they can produce high quality of performances.