

## **KESAN FAKTOR KEPUASAN DAN KESETIAAN TERHADAP PRODUKTIVITI PEKERJA**

(Effects of Satisfaction and Loyalty Factors towards Employee Productivity)

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### *ABSTRAK*

Tenaga kerja merupakan faktor penyumbang kepada produktiviti organisasi dan seterusnya menjadi penentu kepada kelangsungan kejayaan dan kemajuan sesebuah negara. Justeru keprihatinan pihak pengurusan organisasi dalam memenuhi kebajikan dan keperluan pekerja diharap dapat meningkatkan tahap kepuasan mereka terhadap pekerjaan yang dilakukan. Kajian ini dijalankan untuk mengenal pasti faktor-faktor kepuasan pekerja yang mempengaruhi kesetiaan dan produktiviti pekerja serta menentukan kesan kesetiaan terhadap produktiviti mengikut organisasi sama ada kerajaan atau swasta. Seramai 270 responden di Selangor terlibat dalam kajian ini dengan 137 responden terdiri daripada kakitangan kerajaan dan 133 responden dalam kalangan kakitangan swasta. Hasil kajian mendapati hubungan antara pekerja mempengaruhi produktiviti pekerja bagi kedua-dua kategori pekerja yang dikaji. Keputusan ini dapat dilihat menerusi analisis model dalaman menggunakan Permodelan Persamaan Struktur-Kuasa Dua Terkecil Separa (PLS-SEM). Selain itu, kesetiaan juga jelas mempengaruhi produktiviti pekerja. Hasil ujian perbandingan min menunjukkan wujud perbezaan signifikan tahap kepuasan pekerja swasta dan kerajaan bagi faktor gaji, hubungan antara pekerja, peluang kenaikan pangkat, peluang meningkatkan kemahiran dan penyeliaan serta min tahap persetujuan kesetiaan responden terhadap organisasi terbabit.

*Kata kunci:* swasta; kerajaan; hubungan antara pekerja

### *ABSTRACT*

Workforce of an organisation is a contributing factor to the productivity of the organisation and indicates the success of development of a country. Hence, concerns of the organisation's management in meeting the welfare and needs of employees can increase the level of satisfaction of employees of the work performed. This study is conducted to identify factors of employee satisfaction that affect employee loyalty and productivity and determine the impact of employee loyalty towards employee productivity whether in the government or private sector. A total of 270 respondents in Selangor are involved in this study with 137 of them are public sector employees and 133 are private sector employees. The study finds the relationship among employees affect worker productivity for both categories. This result can be seen through the inner model analysis using Partial Least Square-Structural Equation Modelling (PLS-SEM). In addition, employee loyalty also clearly affect employee productivity. The comparison of mean test results show that there are significant differences in the level of satisfaction of private and government employees on salary, employee relationships, promotion opportunities, skills and supervisory opportunities, and the level of consent of the respondent's loyalty to the organisation.

*Keywords:* private; public; relationship among employees

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