

THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND WORK MOTIVATION AMONG EMPLOYEES IN HOTEL INDUSTRY IN KUCHING, SARAWAK

Ng Suk May¹
Nur Fatimah Abdul Bandar
Ida Juliana Hutasuhut
Fatahah Yahya

ABSTRACT

This study is conducted to investigate the relationship between organizational culture and work motivation among employees in the chosen hotel in Kuching, Sarawak. Independent variable in this study is the dimensions of organizational culture; leadership, communication, and reward system. Besides, the dependent variable is the level of work motivation towards organizational culture. This is a survey research which involves the use of questionnaire to collect the data. Sixty-three (63) employees were randomly chosen for this study. The questionnaire used is an adaptation questionnaires from the previous researcher. The data was analyzed using a Statistical Packages for Social Science Version 20.0 (SPSS version 20.0). The result of this study showed a significant relationship between organizational culture and its elements towards work motivation. This significant relationship was shown by leadership, communication as well as reward system.

Keywords: Organizational culture, Work motivation

INTRODUCTION

Nowadays, the concept of organizational culture that applied in an organization has become a significant theme in area of management and business research. It is to deal with a range of organizationally and individually desired outcome such as motivation, loyalty, turnover intentions, and satisfaction. In such a way, organizational culture is used as an effective tool to measure the way a business functions in today's business environment. A positive culture would create a positive work environment and improve the performance of an organization in different ways. Thus, members would possess a positive colleague interactions and approach tasks in a way that helps them to achieve personal satisfaction and meet organizational goals. Takada and Westbrook (n.d.) found that culture plays a significant role in employee retention. This could lead organizations to move toward an organic culture with an emphasis on motivators in order to make their organizational culture more conducive to higher employee retention. Through this research, component that found in the organizational culture includes three main components, which is leadership, communication, and reward system. Based on these three components, this research is to determine whether the organizational culture that applied in the organization can influence employees' work motivation.

¹ Faculty of Cognitive Sciences and Human Development, Universiti of Malaysia Sarawak, 94300 Sarawak
456