

**THE SHIP'S CREW PERCEPTION TOWARDS SHORE
MANAGEMENT IN RELATION WITH JOB SATISFACTION
AND INTENTION TO LEAVE**

By:

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**DECLARATION AND VERIFICATION REPORT
FINAL YEAR RESEARCH PROJECT**

It is hereby declared and verified that this research report entitled, **The Ship's Crew Perception towards Shore Management (In Relation with Job Satisfaction and Intention to Leave)**, by **MUHAMMAD HAFIZ BIN SANAI**, Matric No. **UK 15581**, have been examined and all errors identified have been corrected. This report is submitted to the Department of Nautical Science and Maritime Transportation as partial fulfillment towards obtaining the Degree in **Nautical Science and Maritime Transportation**, Faculty of Maritime Studies and Marine Science, University Malaysia Terengganu.

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DECLARATION

I hereby declare that this thesis entitled **The Ship's Crew Perception towards Shore Management (In relation with Job Satisfaction and Intention to Leaves)** is the result of my own research except as cited in the references.

Signature



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ABSTRACT

The concept of perception is not a new issue. This concept has been introduced since 1970's by Daryl Bem, the psychologist that has successfully invented the Self Perception Theory (SPT) that indicates the human perception as an account of attitude change. Since then, lot of study has been made by the psychologists around the world in order to gain better understanding about the concept of human perception. One of the famous studies about perception theory is made by Peter Lindsay and Donald A. Norman in 1977. In their study, they defined the perception as a joint result of the human experience and sensory stimulation which in the end will create a perception about something or someone. The understanding of human perception theory nowadays became a major important especially for the management level and professional. Today, the perception theory plays an important role in order for the management to identify the attitude, performance and satisfaction of the employees towards their job as well as towards the company itself. The increasing number of employment required the company to do much more complex perception research and study on their employee and future employee in order for the company to employ the well qualified and competence workers that will contribute to the company performance and achieving company objectives. Most of the time, the perception theory is used by the management in order to identify the job satisfaction of the employee as well as to identify the rate of turning over among the employee. The perception survey is normally used for this purposed. The survey will identify the reason and cause of the satisfaction as well as a reason for the employee to quit their job. This study has been made to identify the ship crew perception towards shore based management and it relationship with the job satisfaction and their intention to leave the company. For the purpose of this study, the data collection consist the primary data and secondary data as a supportive data. The primary data in this study are not being collected by anyone else before. The primary data coming from a questionnaire that has been distribute to the ship's crew. The survey consists of 50 set questionnaires being distributed to the ship crews in order to have their response. Secondary data is coming from an existing data that has been collected by previous researcher and being used as a supporting data in this study. The secondary data is collected in form of journal, previous research paper, web site and articles. The analysis of the data and information is carried out by using an easy methodology in time table, percentage and being represented by a number of charts using Microsoft Office. The major problem faced by the author in order to make this study is a limited number of respondents since only one company is willing to cooperate during the survey. Moreover, the survey question must first pass the company inspection before it can reach the ship crews. Most of the crews are satisfied with the company as well as their job hence improves the company performance. And it is proved to be true that the satisfied employee is willing to stay with the company compare to those who is unsatisfied with their job.

ABSTRAK

Konsep persepsi bukanlah sesuatu isu yang baru. Konsep ini telah diperkenalkan sejak tahun 1970-an oleh Darly Bem, seorang pakar psikologi yang telah berjaya mencipta Teori Persepsi Kendiri yang menghubungkan persepsi sebagai sebahagian dari perubahan sikap. Sejak itu, ramai ahli psikologi seluruh dunia telah menjalankan pelbagai kajian untuk lebih memahami konsep persepsi manusia. Salah satu kajian yang mashur adalah kajian teori persepsi oleh Peter Lindsay dan Donald A. Norman pada tahun 1977. Dalam kajian mereka, persepsi didefinisikan sebagai hasil daripada gabungan pengalaman manusia dan stimulasi dari rangsangan dimana akan menghasilkan tanggapan terhadap sesuatu atau seseorang. Pemahaman mengenai konsep persepsi pada masa kini menjadi sesuatu yang amat penting terutama untuk pihak yang terlibat dengan pengurusan dan professional. Teori persepsi adalah penting untuk pihak pengurusan memahami sikap, prestasi dan kepuasan pekerja mereka terhadap pekerjaan yang dilakukan dan juga terhadap syarikat itu sendiri. Peningkatan jumlah pekerja memaksa syarikat melakukan lebih banyak kajian persepsi yang kompleks terhadap pekerja dan bakal pekerja mereka dengan tujuan mencari pekerja yang benar-benar berkeelayakan dan mampu mencapai objektif syarikat. Kebanyakan kajian yang dijalankan adalah untuk memahami kadar kepuasan bekerja dan juga untuk memahami kadar berhenti bekerja di kalangan pekerja. Tinjauan mengenai persepsi pekerja biasanya digunakan untuk tujuan ini. Berdasarkan tinjauan ini, ia dapat mengenal pasti sebab yang mendorong kepuasan berkerja dan punca pekerja berhenti berkerja. Kajian ini dijalankan untuk mengenal pasti persepsi krew kapal terhadap pihak pengurusan didarat dan kaitanya terhadap kepuasan berkerja dan keinginan untuk berhenti. Untuk tujuan ini, data telah dikumpulkan melalui data primer dan data sekunder sebagai data sokongan. Data primer adalah data yang belum pernah dikumpulkan oleh mana-mana pihak sebelum ini. Ia terdiri daripada tinjauan melalui soal selidik yang telah dijalankan terhadap krew kapal. Tinjauan ini merangkumi 50 set soalan soal selidik yang diedarkan kepada krew kapal untuk mendapatkan maklum balas mereka. Data sekunder terdiri daripada data sedia ada yang digunakan sebagai data sokongan. Data ini terdiri daripada kajian yang dijalankan sebelum ini, jurnal, laman sesawang dan artikel. Analisa data dijalankan menggunakan kaedah yang mudah seperti jadual, peratusan dan ditafsirkan melalui carta menggunakan perisian Microsof Office. Masalah utama didalam kajian ini adalah bilangan responden yang terhad memandangkan hanya satu syarikat perkapalan sahaja yang bersetuju untuk membenarkan penulis menjalankan tinjauan soal selidik. Disamping itu, soalan soal selidik perlu melalui pemeriksaan oleh wakil syarikat sebelum dibenarkan diedarkan kepada krew kapal. Sebilangan besar krew kapal berpuas hati terhadap syarikat dan pekerjaan mereka, ini dibuktikan oleh prestasi syarikat yang memuaskan. Kajian ini juga membuktikan bahawa pekerja yang berpuas hati terhadap kerja yang dilakukan akan memilih untuk terus bersama syarikat berbanding pekerja yang tidak berpuas hati dengan pekerjaan mereka.