

A Study on the Factors Shaping Employee Performance in Malaysia's Food and Beverage Industry

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ABSTRACT

This study investigates the factors influencing employee performance in Malaysia's food and beverage industry. The research is structured into several chapters, each addressing key aspects of the study. The first chapter introduces the research background, problem statement, research questions (both general and specific), and the significance of the study. It highlights the potential contributions of this research to society, government, and economic growth by identifying the factors that impact employee performance. The second chapter provides a detailed discussion of the dependent variable, employee performance, and the independent variables, which include leadership styles, extrinsic rewards, kitchen layout, and employee burnout. This chapter elaborates on how these factors influence employee performance and presents a research framework to illustrate the relationships between the independent and dependent variables. Additionally, it connects the independent variables to relevant theoretical foundations. The third chapter outlines the research hypotheses, defines the dependent and independent variables, and discusses the reliability and validity tests used in the study. It also identifies the target population and explains the sampling method, specifically the non-probability purposive sampling technique. Furthermore, this chapter details the use of SPSS for data analysis, providing a comprehensive overview of the methodological approach.

Keywords: Employee Performance, Food and Beverage Industry, Leadership and Rewards

