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EMPLOYEES RELATIONSHIP, EMPLOYEE PERCEPTIONS, AND BEHAVIOR AND ATTITUDES OF EMPLOYEES FACTORS AFFECTING ORGANIZATIONAL GOAL OF COSMETICS COMPANY IN MYANMAR

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Abstract

This research aims to employee relationship, perceptions and behaviors and attitude of employees affecting organizational goal. Employee relationship can improve productivity, communication, trust, collaboration and positive work environment in this study. Perception can enhance interpreting information, communication and problem-solving skill. In this study, behavior and attitude of employees can enhance employee morale, job satisfaction, better team work and positive work environment. Improving positive behavior and attitude of employees result in lower turnover rates for the company. Improving employee behavior and attitude of employees providing opportunities for professional growth and clear communication also contribute to a positive workplace culture, and improving organizational goal and organizational achievements and improving positive mindset and open communication and growth opportunities. The three independent variables of this study are employee relationship, perceptions and behaviors and attitude of employee's factors. The sub-variables of employee relationship factors include communication, trust and respect. The sub-variables of perceptions factors include work place culture, leadership style and work life balance. The sub-variables of behavior and attitude of employees include positive attitude, strong work ethics and collaboration contribute to a conducive work environment. The dependent variable of this study is the organizational goal of Cosmetics Company in Myanmar. Quantitative research was used for the collection of the data for this research. Online questionnaires were sent out to the respondents, which include multiple choice questions for demographic data and include regarding both independent and dependent variables. The data analysis methods used were descriptive statistics and multiple linear regression analysis. The results supported all the three proposed hypotheses, showing that is a positive relationship between the independent variables (employee relationship, perceptions and behaviors and attitude of employees) and the dependent variable (organizational goal).

Keywords: Organizational Goal, Employee Relationship, Employee Perceptions, Behavior and attitude of employees.

Introduction

This study focuses on the Impact of employee relationship, employee perceptions, and behavior and attitudes of employees' factors affecting organizational goal of cosmetics company in Myanmar. A company's goals are one of its most important components since they act as a road map for accomplishing objectives throughout time (Spacey,2023). A good environment encourages collaboration and improves overall morale and enhances communication and productivity. According to the author (Martic,2023) employee relationship impacts organizational goal. (Mahesh,2023) defined that organizational goal lead the employees and the whole organization's achievement and organizational goal leads all organizational member where organization is going and how it is going to achieve desired

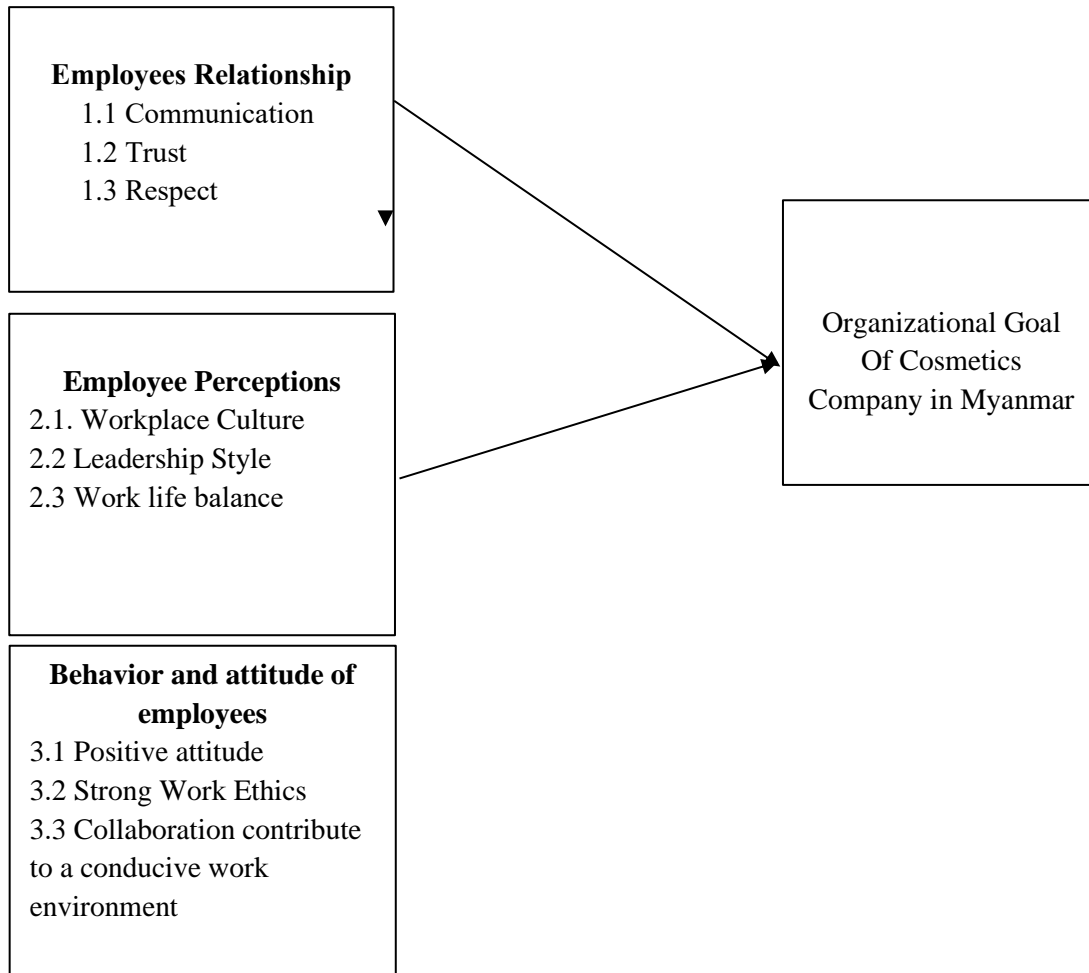
goal. Perceptions are one of an important role in organizational goal. Employee's behavior and attitude is one of the important factors of organizational goal. Good attitudes and Positive behaviors enhance organizational goal.

Objective of the study

1. To study the impact of Employee Relationship factor (Communication, Trust, Respect) on Organizational Goal.
2. To study the impact of Perceptions factor (Workplace Culture, leadership style, work life balance) on Organizational Goal.
3. To study the impact of work Behavior and attitude of employee (Positive attitude, Strong Work Ethics, Collaboration contribute to a conducive work environment) on Organizational Goal.

Scope of the study

Conceptual Framework



Hypotheses Test

1. H1 is the impact of Employee Relationship factor (Communication, Trust, Respect) on Organizational Goal.

2. H2 is the impact of Employee Perceptions factor (workplace culture, leadership style, work-life balance) on Organizational Goal.

3. H3 is the impact of Behavior and attitude of Employees factor (Positive attitude, Strong work Ethics, Collaboration contribute to a conducive work environment) on Organizational Goal.

Literature Review

Item no.	Authors (Year)	Finding	Variables
1	(Spacey, 2023)	A company's goals are one of its most important components since they act as a road map for accomplishing objectives throughout time.	Organizational Goal
2	(Martic, 2023)	According to the author employee relationship impacts organizational goal	Employee Relationship
3	(Jolaoso, 2023)	effective communication makes that sender and receiver purpose is clear.	Communication
4	(Fonseca, 2023)	company culture also affecting sales, profit, employee morale and organization productivity.	Workplace culture
5	(Taygerly, 2022)	strong work ethics is a set of moral principles, values and attitudes about how to act at work.	Strong work ethics
6	(Christing, 2023)	Employees who having positive attitude done more workload than Negative attitude employees.	Positive attitude

Methodology

Population and Sample

Population is Probation, Daily, and Monthly employees who work at Cosmetics Company in Myanmar. Based on Yamane's table for sample size, selecting over 100,000 populations with 400 sample sizes is required to be collected with a precision level of +5% for reliability.

Type of Research and Tool

Quantitative research was adopted to collect the data from the 400 respondents, and the convenience sampling technique which is non-probability sampling method was used to collect the data by using the Google forms. The questionnaire divided in to six categories consists of 10 sections. 1) Demographic data (10 questions for gender, age, marital status, education, total number of jobs, current organization type, type of employee, total working years, management level and monthly income. 2) Independent variable 1 (9 questions for Communication, trust, and respect). 3) Independent variable 2 (9 questions for workplace culture, leadership style, and work life balance). 4) Independent variable 3 (9 questions for Positive attitude, Strong work Ethics and Collaboration contribute to a conducive work environment). 5) Dependent variable question (9 questions for Employee Engagement, Operational Efficiency and Innovation), and 6) Additional comments (paragraph).

Validity Test

The online questionnaire was checked for validity and approved by the advisor.

Reliability Test

30 samples, the data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with total reliability of 0.977. The required value to be accepted is 0.7-1.00.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

Result

Demographic Data

The most significant number of Gender is female (52.5%), age range is 25-35 years old (48.0%), the background is High school/Diploma (48.3%), working year of experience is more than 2 years (30.3%). A greater number of respondents are middle management (30.8%). Lastly, the majority of the respondents are full-time employees (37.5%).

Mean and Standard Deviation

- Employee Relationship Factors: (\bar{x} = 3.99, SD = 0.373), Agree
- Employee Perceptions Factors: (\bar{x} = 4.04, SD = 0.433), Agree
- Behavior and attitude of Employees Factors: (\bar{x} = 4.05, SD = 0.401), Agree
- Job Satisfaction: (\bar{x} = 4.02, SD = 0.386), Agree

Multiple linear regression

1. Employee Relationship vs Organizational Goal: Accepted with Adjusted R-square = 0.386, F = 82.886, *P \leq 0.05 (Communication = .000, Accepted, = .005, Accepted, and Retirement plan = .000, Accepted)
2. Employee Perceptions vs Organizational Goal: Accepted with Adjusted R-square = .499, F = 131.987, *P \leq 0.05 (Workplace culture = 0.000, Accepted, leadership style = 0.000, Accepted, and work life balance = 0.002, Accepted)
3. Behavior and attitude of Employee vs Organizational Goal: Accepted with Adjusted R-square = 0.593, F = 193.094, *P \leq 0.05 (Positive attitude = .000, Accepted, Strong work Ethics = .000, Accepted, and Collaboration contribute to a conducive work environment = .000, Accepted)

Conclusion

Demographic Data

The most of respondents were in age range 25 – 35 years old who had the background in High school/Diploma. Most participants working year of experience is more than 2 years. Most of the respondents are middle management and full-time employees.

Attitudes towards variables

- **Independent Variable 1:** Employee Relationship Factors, the most respondents satisfied with the respect, followed by the communication and trust. Overall, participants satisfied with employee relationship factors.
- **Independent Variable 2:** Employee Perceptions Factors, the most of the respondents satisfied with the workplace culture, followed by leadership style and work-life balance. Overall, Participants satisfied with employee perceptions factors.
- **Independent Variable 3:** Behavior and attitude of employees' Factors, the most respondents satisfied with the Positive attitude, Strong work ethics, and Collaboration

contribute to a conducive work environment. Overall, participants satisfied with the behavior and attitude of employees.

Hypotheses

H1: Employee Relationship (Communication, Trust, Respect) have a significant impact on Organizational Goal.

H2: Employee Perceptions factor (workplace culture, leadership style, work-life balance) have a significant impact on Organizational Goal.

H3: Behavior and attitude of Employees factor (Positive attitude, Strong work Ethics, Collaboration contribute to a conducive work environment) on Organizational Goal.

Recommendation

The results of this study may help with decisions and purposes related to management. Even if all of the hypotheses are validated, the study could be enhanced for more in-depth analysis and conclusions in the future. There were a few procedural limitations in this study, thus the suggestions listed below might be taken into account for further research on a related idea.

First of all, it should be considered in future research to expand the data collection. The focus of my study was workers in Myanmar, and due to the political climate in our nation, I conducted an online poll. (Nazef,2023) defined that need to train employees and manager effectively will reduce communication breakdown and improve communication between employees and their manager. (Kaado,2023) defined that you have positive attitude in your workplace, you work done effectively and improving your work. (Asana,2022) defined that Collaboration is one of the key factors to boost your team performance. (Campell,2022) defined as strong work ethics are essential thing to the success of any company but difficult to define and measure.

This research was done using quantitative methodology. Qualitative research could be utilized in future studies to have a better knowledge of the organizational goal and the contributing factors. This research methodology yields comprehensive and detailed data that can be utilized to guide management decisions, including attitudes, sentiments, and behaviors. Additionally, openness to the research study is fostered by qualitative research. In addition to giving the researcher fresh, uncharted territory, it enables the respondents to broaden their perspective.

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