

ABSTRACT

The main purpose of the thesis is to study the impact of team effectiveness on job performance of the Baby Magic Company. The objective of the study is to determine the impact of team effectiveness in terms of work design, composition, context and process on job performance in terms of initiatives of work, quality of work and punctuality of work. The research methodologies used the correlation and linear regression methods. The researcher used SPSS for statistical analysis. The Correlation analysis by Pearson Correlation was used to determine the team effectiveness impact on job performance and the Regression analysis by Linear Regression was used to identify which element of team effectiveness was the most significant impact on job performance. A questionnaire, which consisted of fifty questions referred to demographic profiles, team effectiveness, job performance and was created corresponding to the conceptual framework.

The respondents consisted of approximately 405 permanent employees of the Baby Magic Company, which is the organization that the researcher works for. The questionnaire was the primary instrument of data collection. The questionnaires were distributed to 250 respondents. The returned and completed questionnaires were 203 copies represented by 81%. The data analysis was run by the SPSS program. The results of the study showed that the perceptions of respondents on team effectiveness were ranged in the “agree level” The perceptions of respondents on job performance were ranged in the “agree level” the overall results showed that there was a significant impact of team effectiveness on job performance.

Regarding the main findings in this research, the clear objective of task assignments helped the Baby Magic Company to perform tasks more effectively and the delivering task on time was the most important impact on job performance as well. From the researcher's observation and experience working with the Baby Magic's team, it was discovered that the team did not have the commitment to deliver task assignment on time. Therefore the clear objective including the vision and mission or task of the team should be clearly defined and accepted by everyone in the team. The team members had to agree on who was to do what and ensure that all members contributed equally in sharing the workload. The other factor also important to team effectiveness at Baby Magic was an open communication so that the team members felt free to express their feelings or ideas about the task as well as the group's operation. Lastly, the high mutual trust was an important aspect of team effectiveness building at the Baby Magic. High performance teams were characterized by high mutual trust among the team members. The members believed in the integrity however, trust was fragile which took long time to build.

