

Transformational Leadership Style towards the Quality of Service in Forwarding Activity

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Abstract: This research focuses on the leadership styles of top management towards the quality of services in forwarding activity in one of private sector company at Malaysia. Top management plays an important role in variety of leadership style. Leadership style highlighted clearly can boost the motivation of the employees in many aspects. So that the company able to perform better as they have motivated employees which striving towards achieving the desired goals. It is definitely that good manager might bring good employees. This research is focus on transformational leadership styles towards the quality of services in forwarding activity. This research will be held in one of private sector company at Malaysia.

Index Terms: Keywords:- Transformational Leadership, Forwarding Activity, Quality Services.

I. INTRODUCTION

Leadership is the process of influencing individuals and groups in their actions and minds to achieve organizational goal (Ariffin, et al., 2009). There is difference between manager and manager. Manager just deliver the task to the employee but a manager deliver task to the employee and in the same time manager provide the guideline. To achieve quality of service in the organization, the organization should have a compatible manager. Manager require a good leadership styles to manage the organization. There are three sorts of leadership styles which are charismatic leadership, transformational leadership and emotional intelligence and leadership effectiveness. Leadership effectiveness is for the performance management system whereby the manager evaluate on their innate abilities, knowledge or skill and how well they achieve business output (Rosete and Ciarrochi, 2005). Every managers should have Trust element in their leadership style. Trust is a belief either through words, actions or decisions act opportunistically (Ariffin, et al., 2009). There are five dimensions in trust which are integrity, competence, consistency, loyalty and openness.

Quality of service is a process of managing the quality

deliver to a customer according to the customer expectation. It is basically can be evaluate on how well 3 a service has been provided, so as to improve each quality in the future and increase customer satisfaction (Millen and Maggard, 1997). Most of company prioritize customer's satisfaction as their main goals. Other than that, it will become the benchmark to increase their performance however resource allocation for quality of service is needed to achieve customer satisfaction. The company need to maintain their quality of service because consumers have variety of services that they can choose from other company. Quality of service can delivered through better service attitude of staff, faster respond from the service provider and respond to customers enquires. The relationship between transformational leadership styles and the quality of services in forwarding activity can be seen through the output given by the employees and customer satisfaction. This can be demonstrated by the input given by the manager towards the employees and the output generated by the employees for the company.

II. LITERATURE REVIEW

Transformational leadership style which includes charisma, scholarly incitement and individualized thought. Transformational leadership alludes to procedures which change over people and associations. Specifically, transformational authority alludes to the capacity to provoke people to need to change and progress. After that, researcher will explain about trust elements which are integrity, openness, consistency, loyalty and competence. It will briefly explain how transformational leadership style may lead to a high quality of service in forwarding activity.

According to Scovetta and Ellis (2014), Leader and manager have different term which can be categories according to their respective roles and behavior. Leadership enable manager to influence their people to do the things that they need to be done and what they should done (Cribbin, 1981). Meanwhile from other scholar, leadership is the process of influencing individuals and groups in their actions and minds to achieve organizational goal (Ariffin, et al., 2009). There are some important roles of leadership which are shares organization's vision with the employee, role model to their employee, builds new culture in the organization and discovers talent. Stogdill (1950) states, leadership may be considered as the strategy or show of affecting the activity of a created assembling in its attempts toward target setting and objective achievement.

Revised Manuscript Received on 04 May 2019

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When the employees know the organizational goals clearly, the organization can improve quality of services and automatically can generate more income to the organization. Leadership is a social effect handle in which the manager searches for the ponder collaboration of subordinates with a true objective to accomplish organization goals (Nanjundeswaraswamy and Swamy, 2014). Leadership is a fundamental organization ability, including the ability to encourage a get-together of people toward shared objective. It is sort of initiative core interests on the improvement of employees and their needs (Nagendra, 2016). Leadership can be characterized as a social impact handle. It includes deciding the gathering or organizational goals, methods in achieving these targets, and affecting gathering support and culture (Erkutlu, 2008).

According to Margi Gordon (2003), leadership is about working with people to do new things in a world which is continuously unpredictable and brisk developing. We require organization that are versatile and temperate, and organizations are involved individuals. Leadership is not by any stretch of the imagination associated with specialist. It is about enacting people to deal with 13 the most difficult issues and to do their best work. Activity is embedded in every one of us, however the key is to open our individual eagerness which will give us the courage to do things that appear troublesome, uncertain or even upsetting. There is clear leadership assumes as key part in organizational achievement (Judkrue, 2012). In any case, leadership has become the main factor for organization achievement after falling into conflicts a few times. Various reviews in the field of leadership have demonstrated that methodologies in the investigation of initiative have logically advanced in this manner prompting recommendation of various leadership styles. Leadership style is considered as the key driver for building up an imaginative culture, an imaginative work environment and advancement. Along these lines, it is critical for managers to learn diverse sorts of leadership to guarantee that the best initiative style is utilized for the issue or circumstance. Therefore, leadership culture need to get along with leadership styles in an adaptable way (Plekhanova, et al., 2012). Leadership style administration consequently turns into an essential undertaking for the quality of service and execution.

Leadership style is the manner that the manager influencing individuals and groups in their actions and minds to achieve organizational goal. According to Marturano and Gosling (2008), leadership style is seen as the blend of qualities, attributes, abilities and practices that managers utilize when connecting with their subordinates. Leadership style will change the employees upon various social profiles. Leadership style in an organization is one of the components that play huge part in improving the integrity ethics and duty of the people in the organization (Nagendra, 2016). Taking after areas incorporate a couple of the past leadership theories and styles. These theories may still be rehearsed by a couple of fruitful managers and managers. Leadership style must guarantee that the workplace environment condition is an intellectually inviting space where individuals can open their psyches for inventiveness, sharing their thoughts and supporting them. It is imperative to note that any

phenomenal, successful, solid forms, innovations, strategies, methodologies and thoughts not work on the off chance that they not locate the correct workplace (Plekhanova, et al., 2012). A manager can be characterized as a man who assigns or affecting others to act to complete indicated objective. Today organizations require powerful managers who comprehend the complexities of the quickly changing worldwide condition. On the off chance that the undertaking is very organized and the manager has great organization with the workers, nature of organization will be high with respect to the employees. The way of leadership is regularly observed as applying particular abilities at various times inside a venture's life cycle. When the manager choose wrong leadership style it tends to influence the employees producing poor quality of service.

Transformational leadership includes charisma, scholarly incitement and individualized thought. Managers utilizing charisma create energy in subordinates and make dedication. Managers utilizing scholarly incitement inspire subordinates to think inventive ways, know about issues, and think about arrangements. Managers utilizing individualized thought focus to the requirements and abilities of their subordinates, supporting subordinates in their individual development through some drilling (Dussault and Frenette, 2015). Transformational leadership alludes to procedures which change over people and organization. Specifically, transformational leadership alludes to the capacity to provoke people to need to change and progress. It incorporates the assessment of thought processes and needs of individuals from the organizational and the fulfillment of their needs. Transformational leadership is the procedure through which an individual submits himself or herself to the prosperity of the organizations and makes organizations which increment the level of thought processes and confidence of subordinates. It is the leadership style which considers the necessities of employees while being touchy to the distinctions that exist in an organizational (Eliophotou and Ioannou, 2016).

A. Integrity and Quality Service

Integrity refers to being direct and honesty (Federation of European Accountants, 2009). Integrity is one of the three key pillars. Integrity means, a term used to describe a person's level of honestly, moral commitments, and willingness to do what's right and which refers to truthfulness. A manager must have integrity because the employees can follow without any confuses. Without integrity, no manager can be fruitful in light of the fact that employees and customers will lose confidence in themselves when they fail to deliver something. Individual of integrity will not twist facts for individual advantage, they will support and shield what is correct, they will be mindful so as to keep guarantees and they can be depended on to come clean. The managers that display trustworthiness are direct with themselves and additionally other individuals, pick up from slips and are continually amid the time spent self-change (Mihelic, et al., 2010). They demonstrate others on how it is done and expect as a considerable amount of others

as they do of themselves. They accept obligation to be judgmental about fundamental decisions and attempt to modify fighting interests while in the mean time spent accomplishing basic organizational goals.

B. Openness and Quality Service

Openness is part of change depicts the degree to which people feel constructive about change in their workplace (Griffin, et al., 2009). The employees are encouraged to provide new idea before any decision would be made. The problem can be seen when the employees themselves trying to exclude from participating in voicing their ideas due to lacking of knowledge or experience. Due to resistance to change by the employees, it is hard for the manager to implement any of these leadership styles in order to achieve organizational goals. The vision gives a rousing setting to change, while singular openness to work part change shapes the way an 23 individual encodes, deciphers, and at last reacts to this specific circumstance. Openness demonstrates an abnormal state of scholarly and passionate improvement in a man (Mohan and R.Mulla, 2013).

C. Loyalty and Quality of Service

According to Antoncic and Antoncic (2011), loyalty of employees exists in the company when workers have confidence in the targets of the organization, acknowledge the goals as their own, work for the regular welfare, and need to remain in the organization. Loyalty define as the degree to which both manager and subordinate bolster each other's activity and decisions (Dienesch and Liden, 1986). Most of manager is usually focus on technology, logistics and supply chain as their leadership style. It became organization challenges because they neglecting managing the human asset (Navaretnam, 2011). People, who play out their obligations due to their loyalty, do all things considered in light of the way that they are presented to make each important stride and finishing the mission and vision of their boss.

D. Competence and Quality of Service

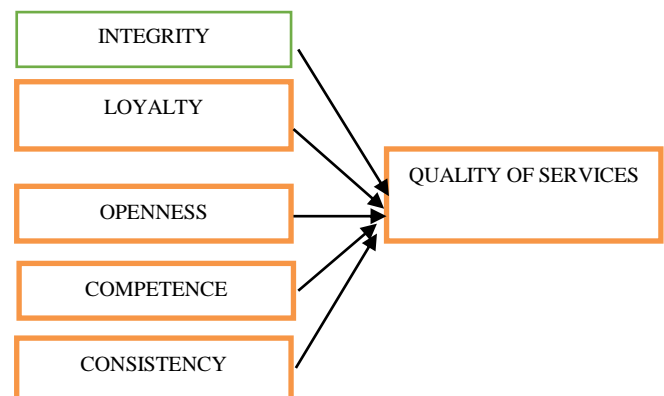
Competence known as ability to apply or utilize a game-plan of related learning, aptitudes, and limits required to effectively perform principal work points of confinement or assignments in a portrayed work setting. Limits every now and again fill in as the clarification behind wellness decides that choose the level of learning, limits, and cutoff points required for accomplishment in the work environment and what's more potential estimation criteria for evaluating competency achievement. According to Pagon, et al., (2008), there are a couple leadership competences that have been demonstrated on numerous occasions as compulsory for powerful leadership. These join the competency bundles of vision and target setting, social aptitudes, self-learning and concentrated ability as to the specifics of the business in which the manager works. Additionally, ordinarily referenced abilities incorporate respectability or validity, correspondence, specific expertise, varying qualities perception, making others, happens presentation, change organization, social aptitudes, basic considering, fundamental leadership, political sharp, key or visionary considering, customer focus, business aptitudes, group

leadership and influence skills.

E. Consistency and Quality of Services

According to Kristina (2002), consistency behavior with compelling leadership and administration, and the particular sorts of aptitudes that contribute toward viable management. Training is very important for every each of the employees in order to make them more skillful and knowledgeable. Therefore, when they are well-trained, it is easier for the manager to use any one of the leadership styles. This is because, different leadership styles can be implemented based on certain knowledge and skills obtain by the employees as a whole. For example, the use of autocratic style would be effective only when the employees are able to work with a small supervision, high morale, and independent and obey with any instructions. Consistency indicates to the most productive change in focused activity as per new, purposefully recognized key goals and heading (Lamberg, et al., 1999). Despite the circumstance, the subjective mindfulness and capacities of the organizational on-screen characters assumes a critical part. According to Antonio (2008), consistency assumes a key part as a driver of confide in organizations and is a methods for bringing morals into management theory and practice. Consistency has the biggest impact on execution management works on, implying that viable associations have solid societies that are very organized, comprised and legitimately coordinated (Ovidiu-Iliuta, 2014).

F. Theoretical Framework



III. CONCLUSIONS

In this chapter, the researchers have clarified which sampling method was used and who are their target participants. Data collection is one of the important stages in conducting a research. People can have the best research design in but if they cannot collect the required data they will not able to complete the project. Data collection is very demanding jobs which need trough planning, hard work, patience, perseverance and more to be able to complete the task successfully. Data collection starts with determining what kind of data required followed by the selection of a sample from a certain population. After that, researcher needs to use a certain instrument to collect the data form the selected sample.



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