

# **The Impact of Promotion Practices on Employee Performance in Private Companies in Saudi Arabia**

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## **الفصل الثالث: منهجية البحث**

### **Chapter Three: Research Methodology**

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#### **3.1 مقدمة**

#### **3.1 Introduction**

This chapter explains the research methodology adopted to investigate the impact of promotion practices on employee performance in private companies in Saudi Arabia. It describes the research design, operational definitions of the research variables, target population, sampling technique, data collection methods, data types, and statistical analysis procedures used to achieve the objectives of the study and test the proposed hypothesis.

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#### **التعريفات الإجرائية لمتغيرات البحث**

#### **3.2 Operational Definitions of the Research Variables**

##### **3.2.1 ممارسات الترقية (المتغير المستقل)**

##### **3.2.1 Promotion Practices (Independent Variable)**

Promotion practices refer to the human resource management policies and procedures that regulate employee advancement to

higher positions based on merit, qualifications, performance, experience, fairness, transparency, and equal opportunities. In this study, promotion practices represent the independent variable expected to influence employee performance.

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### أداء الموظفين (المتغير التابع) 3.2.2

#### 3.2.2 Employee Performance (Dependent Variable)

Employee performance refers to the extent to which employees effectively perform their assigned duties and contribute to achieving organizational goals. It includes productivity, work quality, efficiency, teamwork, commitment, and achievement of organizational objectives.

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### تصميم البحث 3.3

#### 3.3 Research Design

This research adopts a **quantitative descriptive research design** using a cross-sectional survey approach. The quantitative method is suitable because it enables the researcher to measure the relationship between promotion practices and employee performance objectively through statistical analysis.

A structured questionnaire will be distributed to employees working in private companies in Saudi Arabia to collect the required data.

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### مجتمع البحث وطرق وتقنيات أخذ العينات 3.4

#### 3.4 Research Population and Sampling Techniques

The target population consists of employees working in private companies in Saudi Arabia.

Since reaching the entire population is difficult, the study will employ a **convenience sampling technique**. Approximately **250 employees** will be selected to participate in the study. This sample size is considered appropriate for conducting statistical analysis and testing the research hypothesis.

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### طريقة جمع البيانات 3.5

#### 3.5 Data Collection Method

The study will collect both **primary** and **secondary** data.

Primary data will be collected through a structured online questionnaire using a **Five-Point Likert Scale**, ranging from:

- **1 = Strongly Disagree**
  - **2 = Disagree**
  - **3 = Neutral**
  - **4 = Agree**
- **5 = Strongly Agree**

Secondary data will be obtained from books, scientific journals, previous studies, and other academic sources related to promotion practices and employee performance.

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### أنواع البيانات 3.6

#### 3.6 Types of Data

## البيانات الأولية

### Primary Data

Primary data will be collected directly from employees through the questionnaire prepared for this research.

## البيانات الثانوية

### Secondary Data

Secondary data will be collected from academic books, peer-reviewed journals, conference papers, government reports, and previous research studies to support the theoretical framework and literature review.

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## إجراءات التحليل الإحصائي 3.7

### 3.7 Statistical Analysis Procedures

The collected data will be analyzed using the **Statistical Package for the Social Sciences (SPSS)**.

The following statistical methods will be applied:

- Descriptive Statistics (Frequencies, Percentages, Means, and Standard Deviations).
- Reliability Analysis using **Cronbach's Alpha**.
  - Pearson Correlation Analysis.
  - Simple Linear Regression Analysis.
- Hypothesis testing at a significance level of **0.05**.

These statistical techniques will determine whether promotion practices have a significant impact on employee performance.

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### 3.8 خاتمة الفصل

### 3.8 Chapter Summary

This chapter presented the research methodology adopted in the study. It discussed the operational definitions of the variables, research design, target population, sampling technique, data collection methods, types of data, and statistical analysis procedures. The next chapter will present the data analysis, findings, and hypothesis testing results.