

MidoceanUniversity
Faculty of Management
Bachelor of Project Management



The impact of leadership on employee performance. A Case Study on Sign
Restaurant Chain in Saudi Arabia

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Graduation Project – 1

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1. Chapter 1: Introduction

1.1. Research Background:

One of the main goals of project management is to create a team or even a separate organization to focus efforts on the success of the project's purpose and requirements more efficiently. Since the project usually includes a series of interconnected tasks that have cost, quality, and performance constraints, it was necessary to highlight the performance of employees who contribute significantly and directly to the success of the project and the continuation of the brand according to the plan and the importance of maintaining performance efficiently and with quality and influencing it through positive leadership.

Few previous studies have examined the impact of leadership on employee performance. Most have narrow research scopes, and some lack the importance of presenting practical ways to make leadership a direct cause of institutional success and a management style that is extremely important for influencing employees and thus the organization as a whole.

Every organization should ensure that the right leader man their organization in order to achieve their set goals and or objectives. Ibrahim A. U. and Daniel C. O. (2019)

Saudi Arabia is in a state of continuous development and has promising future visions, and project managers, executives and every team leader need to delve deeper into leadership and pay attention to the human side in addition to the practical side to bridge the gap created by negative leadership that prevents efficiency in achieving goals.

Many companies underestimate leadership despite the presence of its various methods and its clear impact on employee performance and on creating a positive environment that enhances efficient production. We conclude from this that it was the loophole that made water creep in and destroy the ship despite the good foundation.

The research aims to examine the impact of leadership on employee performance and to develop guiding principles that help professionals apply

them practically and encourage the development of the performance of officials for a better work environment and satisfactory performance.

1.2. Research Problem:

More research and investigation is needed in the field of management and leadership to fill in the theoretical and practical gaps and uncover the obstacles that hinder the accomplishment of organizations and projects, worker contentment, and the caliber of their outcomes.

To improve effective practical practices, researchers seek to do so through renewed studies. The research problem in this study includes the areas of theoretical gaps and practical gaps.

1.2.1.Theoretical Gaps:

- Although there is research on the impact of leadership styles on employee performance, there is a great need to focus on leadership as a whole and its comprehensive impact, even in creating a competitive advantage, In a competitive business environment, organizations rely on their leaders to facilitate the changes and innovations required to maintain competitive advantage. In reality, with work pressures, individuals have become interested in a positive work environment and see it as an irresistible advantage, ignoring other temptations. O. A. Kehinde & H. A. Banjo(2014).
- There is a lack of understanding that the role of the leader is not limited to achieving goals and delivering what is required, but also to inspiring others, strengthening their sense of belonging, training them, and communicating strongly. When you become a leader, success is all about growing others.Jack Welch.

1.2.2. Practical Gaps:

- The lack of research on the direct impact of employee performance and, consequently, on organizational performance.
- The need to expand empirical research to measure the extent to which organizations and individuals are affected by negative leadership.
- Neglecting the human aspect of work, which is in fact a fundamental factor in creating a positive and harmonious culture among all members of the organization.

This study addresses the main research question:

“How Leadership Affects Employee Performance?”

1.3. Research Significance:

The significance of this research stems from its exploration of both theoretical and practical dimensions, which aids in identifying and bridging gaps, thereby contributing to the development of work environments and enhancing the overall performance of the organization. This is accomplished by thoroughly examining the influence of leadership on employee performance.

1.3.1. At the theoretical level:

- Leaders move away from their default and preferred styles, opting instead for a leadership approach that aligns with their team's characteristics, what suits them best, and the goals that need to be accomplished. The research outlines seven principal leadership styles.
- Expanding and developing theoretical models, studying two aspects—negative leadership and positive leadership—and setting guidelines for highly effective, highly satisfying practices.

1.3.2. At the practical level:

- Boost creativity and innovation:
Leadership plays a decisive role in enhancing organizational creativity (Mumford et al., 2002; Amabile et al., 2004), launching and driving innovation projects (Stoker et al., 2001; Bossink, 2007), and implementing innovation projects and overcoming resistance (Gilley et al., 2008). Somech (2006) concludes that corporate leaders are the key drivers, who either promote or inhibit innovation management in the organization. (Peter Kesting et al., 2015).
- Achieving goals, quality performance and high productivity.
- Coach the team if it is frustrated and build it to be more effective.
- Decision makers in small and large institutions and projects benefit from gaining information and guidance that helps in choosing positive officials and leaders who will not be a cause of future losses for the organization or a cause of a lack of attracting talent.
- Create a clear culture within the organization that makes everyone contribute and participate to achieve the vision.

1.4. Research Questions:

The current study aims to answer the following main question in addition to sub-questions that must be answered: **“How Leadership Affects Employee Performance?”** This question is answered through several aspects of leadership and its impact on employee performance.

- How does directive leadership affect employee performance?
- How does supportive leadership affect employee performance?
- How does participative leadership affect employee performance?
- How does achievement leadership affect employee performance?

1.5. Research Objectives:

The general objective is exploring the relationship between leadership on employee performance. The sub-objectives:

- identifying the effect of directive leadership on employee performance at Sign Restaurant Chain in Saudi Arabia .
- Identifying the effect of supportive leadership on employee performance at Sign Restaurant Chain in Saudi Arabia.
- Identifying the effect of participative leadership on employee performance at Sign Restaurant Chain in Saudi Arabia.
- Identifying the effect of achievement leadership on employee performance at Sign Restaurant Chain in Saudi Arabia.

1.6. Research Hypotheses:

The Main hypothesis H1: There is a statistically significant relationship between leadership on employee performance.

- **The first sub-hypothesis, Ha:** There is a statistically significant relationship between directive leadership on employee performance.
- **The second sub-hypothesis, Hb:** There is a statistically significant relationship between supportive leadership on employee performance
- **The third sub-hypothesis, Hc:** There is a statistically significant relationship between participative leadership on employee performance.
- **The fourth sub-hypothesis Hd:** There is a statistically significant relationship between achievement leadership on employee performance.

1.7. Research Model:

The figure below illustrates the relationship between the research variables and the hypotheses as follows:

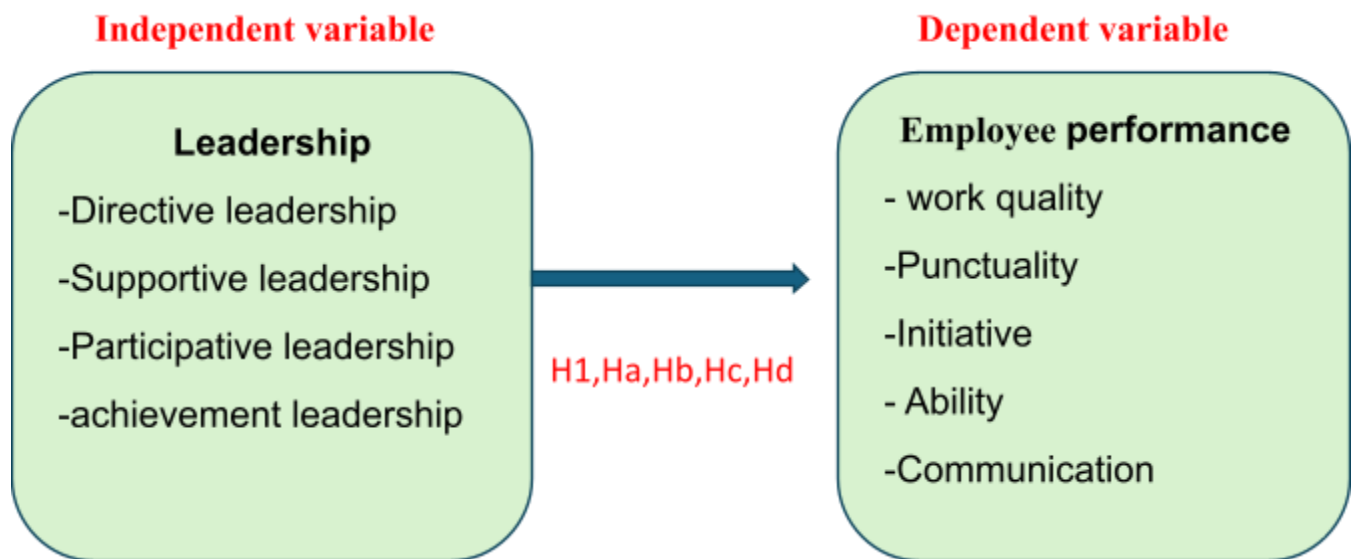


Fig.1: Research Model, Designed by the researcher.

1.8. Empirical Study:

Sign started in 2022, and the brand continues to expand as the branches reach about 12 branches so far in 2024. The brand is famous on social media and in real life, which has made it always crowded for what they offer, from distinctive design to delicious burgers every time!

Maintaining this high level of performance requires investing in managers and employees, who are crucial to consistently delivering the best burgers to customers. Sign ensures food quality by offering refunds if the food is not to the customer's liking, a policy rarely found in today's restaurants. In conclusion, examining the influence of leadership on employee performance at Sign Burger highlights its significance within the industry and demonstrates the relationship and impact of these two variables.

1.9. Research methodology:

- Research philosophy : Positivism
- Research approach : Deductive
- Research strategy : Case study
- Research choice : Quantitative
- Time horizon : Cross-sectional
- Data collection and analysis techniques: Questionnaire and statistical analysis

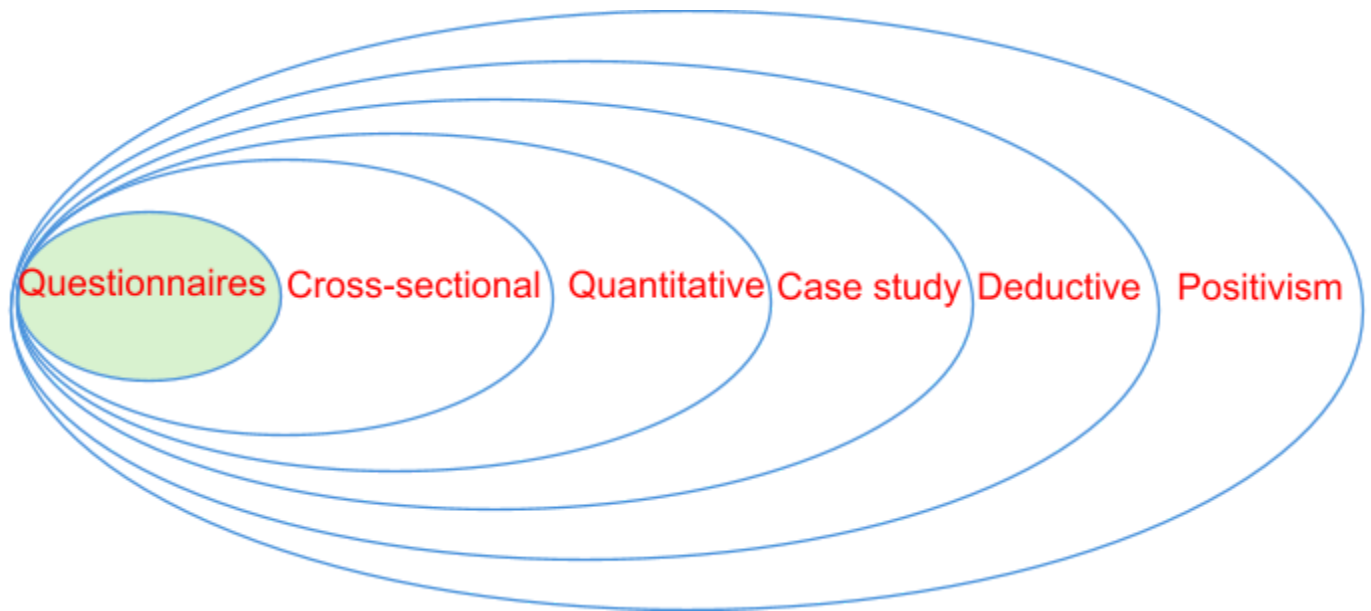
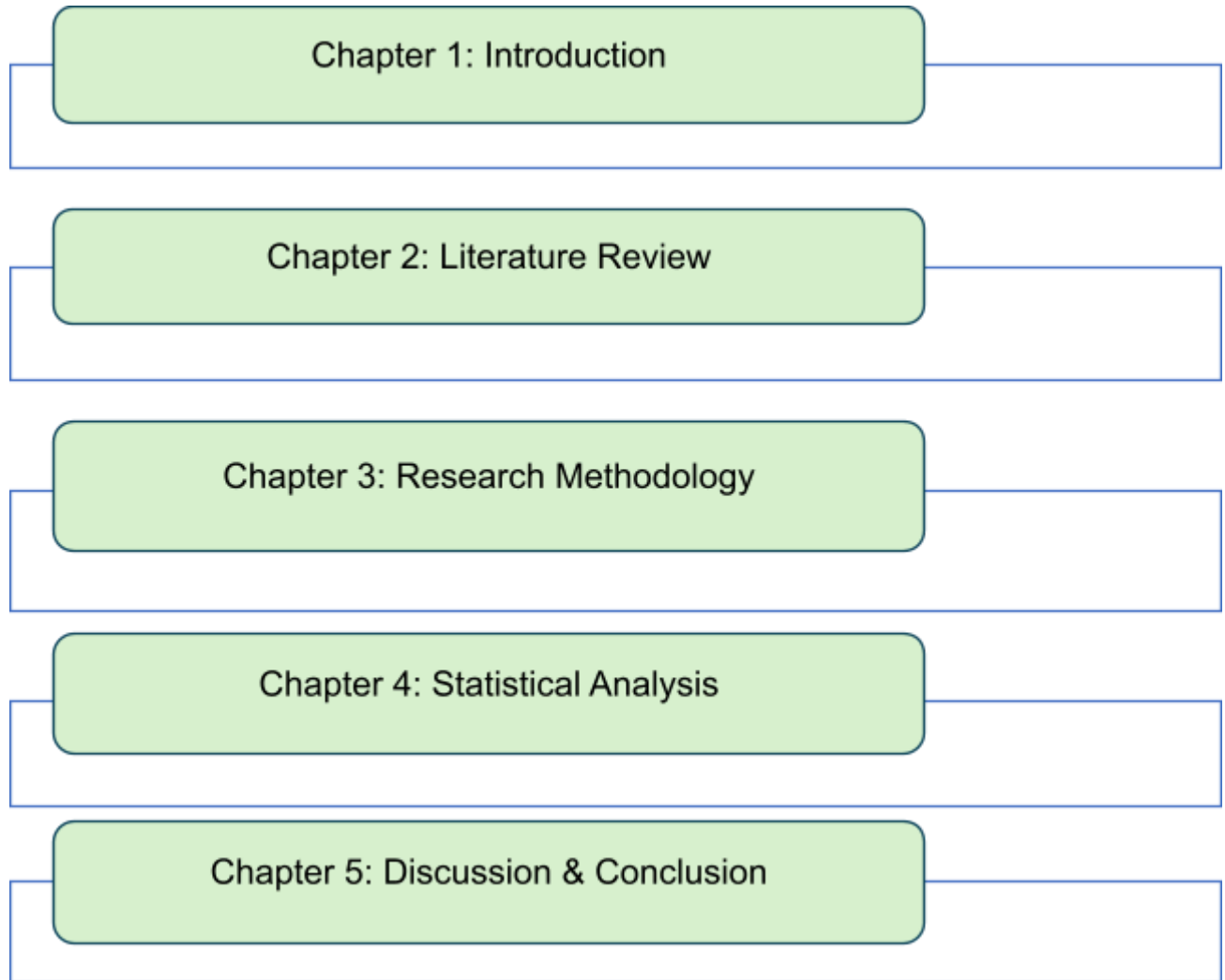


Fig.2: Research methodology for the project Designed by the researcher.

1.10.The Suggested Project Structure:



2.Chapter 2: Literature Review

References

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Appendix

Appendice

Kind regards,

Please kindly answer this questionnaire which is designed to collect data for a research entitled “The Impact of Leadership on Employee Performance. A Case Study on the Sign Restaurant Chain in Jeddah, Kingdom of Saudi Arabia” .

Leadership: is a soft ability that influences others to achieve goals.

Employee performance: is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him.

I assure you that your answers will be treated with complete confidentiality and will only be used for scientific research purposes.

I thank and appreciate your valuable effort in advance and your cooperation, which will have a great impact on the success of this study.

Link of the questionnaire:

<https://forms.gle/fGsydHEdJpYWKHBe8>

Personal questions:

Gender:

- ☐ Female
- ☐ Male

Age:

- ☐ Less than 20 Yrs
- ☐ 20-35 Yrs
- ☐ 35-50
- ☐ أكبر من 50 سنة - above 50

Qualification:

- ☐ Less than Secondary
- ☐ Secondary
- ☐ bachelor's
- ☐ Master

Experience:

- ☐ Less than 3 years
- ☐ 4-6
- ☐ 7-10
- ☐ Above 11 years

The first variable: leadership: the art to influence others to achieve goals
Depending on the dimensions: Directive, Supportive, Participative, achievement.

Dimensions	Question	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Directive	-The leader told me what to expect from my performance. -Leaders always provide specific instructions for each complex task. -The leader will direct the employees before the assignment is given.					
Supportive	- Leaders are able to create a conducive work atmosphere. - Leaders always pay attention to the welfare of employees. - Leaders are able to grow and develop employee abilities. - The leader supports me in emergencies and problems.					
Participative	- Leadership provides freedom of opinion - Leaders always consider suggestions given by employees - Leaders always lead to guide their employees.					

achievement	- Leaders set a series of goals with their employees. - Leaders invite employees to participate in achieving goals. - Leaders can generate confidence in employees to complete tasks.					
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Source: (Dedi Iskamto,2020).

The second variable: Employee performance: the degree to which employees accomplish work requirements. Depending on the dimensions: Work quality, Punctuality, Initiative, Ability, Communication.

Dimension	Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Work quality	- I do a job with the quality standards set. - I do a job with calculation and accuracy. - I don't let the speed of completion affect the quality of my work.					
Punctuality	- always come and go home according to schedule. - I always do my work on time. - For me, completion of work on time is important and must be achieved.					
Initiative	- In completing work I am able to work independently. - I already know how to do a good job.					

	- I offer suggestions and to improve the work.					
Ability	- The work I have done has reached the target set by the company. - I am able to complete the job beyond the specified target.					
Communication	- For me, coordinating with superiors and working with colleagues is important. - I can work together with colleagues in carrying out the assigned work.					

Source: (Dedi Iskamto,2020).