

## THE INFLUENCE OF STAFF ENGAGEMENT ON THE PERFORMANCE OF PRIVATE HIGHER EDUCATION INSTITUTIONS IN MALAYSIA

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### ABSTRACT

*The performance of an organization is comprised of several key factors, including strategic planning, operations, financial management, compliance with legal requirements, and organizational development. The goals of an organization are significantly improved when employees have a comprehensive understanding of the responsibilities and obligations they are responsible for. To establish performance expectations, monitor progress, and achieve desirable outcomes, management, leaders, and employees must maintain continuous communication with one another. The degree to which employees enthusiastically pursue the business's goals, demonstrating excitement, dedication, and involvement, is referred to as staff engagement. Staff engagement is a crucial component of an organization's effectiveness. The purpose of this article is to investigate the influence of staff engagement on the overall performance of Malaysian private institutions. During this study, the researcher employed a quantitative approach to data collection and analysis. The method of purposive sampling that was used in this analysis did not rely on probability. The evaluation of the partial least squares structural equation path model (PLS-SEM) was carried out with the assistance of SmartPLS 4. 2. The findings of the research, which establish a substantial positive association between Staff engagement (SE) and performance (OP) of private institutions in Malaysia, are demonstrated by the analytical results ( $\beta = 0.474$ ,  $t = 7.571$ ,  $p < 0.01$ ). These findings provide additional support for the accuracy of the research conclusions.*

**KEYWORDS:** Staff engagement, Organizational Performance, Private, University, Malaysia