



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**THE RELATIONSHIP BETWEEN MOTIVATION AND EMPLOYEES
PERFORMANCE AT PERODUA SALES SDN BHD**

Prepared by:

ALIF SYAMIL BIN ARSHAD

2011623506

ALIF FADHLI BIN KHALID

2012229212

Prepared to:

MADAM KHALILAH BINTI IBRAHIM

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

MELAKA CITY CAMPUS

1st JULY 2014



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**THE RELATIONSHIP BETWEEN MOTIVATION AND EMPLOYEES
PERFORMANCE AT PERODUA SALES SDN BHD**

Prepared by:

ALIF SYAMIL BIN ARSHAD

2011623506

ALIF FADHLI BIN KHALID

2012229212

Prepared to:

ASSOC PROF ZAIHAN BINTI ABD LATIP

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

MELAKA CITY CAMPUS

1st JULY 2014

Letter of Submission

Alif Syamil Bin Arshad 2011623506

Faculty of Business Management,

University Teknologi MARA,

Melaka City Campus, Melaka

1st July 2014

The Project Advisor

Madam Khalilah Binti Ibrahim

Lecturer of International Business

Faculty of Business Management,

University Teknologi MARA,

Melaka City Campus, Melaka

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project title 'The Relationship between Intrinsic Motivation and Extrinsic Motivation Toward Employee Performance at Perodua Sales Sdn Bhd 'is to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA Melaka City Campus.

Thank You.

Sincerely,

Alif Syamil Bin Arshad

2011623506

Bachelor of Business Administration (Hons) Marketing

Madam Khalilah Ibrahim
Lecturer International Business
Faculty of Business Management
Universiti Teknologi MARA Melaka
Melaka City Campus

1st July 2014

Dear Sir/Madam,

Submission of the Thesis Report on “The Relationship between Intrinsic Motivation and Extrinsic Motivation toward Employee Performance in Perodua Sales Sdn Bhd”

I am pleased to submit this thesis report on “The Relationship between Intrinsic Motivation and Extrinsic Motivation Toward Employee Performance in Perodua Sales Sdn Bhd” is prepared for the purpose of fulfilling a requirement of the course of study in final semester.

This report helped me to know the valuable knowledge about motivation that affect the employee performance. I have tried my level best to collect the information for the report. I hope the report will give a fair idea on the concerned issue. I wish that you would be very pleased to accept my report and oblige thereby.

Sincerely,

Alif Syamil Arshad

2011623506

Bachelor of Business Administration (Marketing)

ABSTRACT

The study investigated the influence of extrinsic and intrinsic motivation on employee's performance. Subjects for the study consisted of one hundred workers of Perodua Sales Rawang sdn bhd. Data for the studies were gathered through the distributions of questionnaire to the employees of Perodua Sales sdn bhd. The data collected were subjected to appropriate statistical analysis using Pearson Product Moment Correlation Coefficient, and all the findings were tested at 0.05 level of significance.

There are three research objectives need to be achieve, which the first research objectives is to identify the level of performance towards Perodua Sales Sdn Bhd. The second objectives are to identify a relationship between intrinsic motivation and extrinsic motivation towards employee performance. The third research objectives are to determine which motivational most influence staff performance at Perodua Sales Sdn Bhd.

Based on the result, it shows that all the research objectives are accomplished. The first research objectives show that the level of employee's performance towards Perodua Sales Sdn Bhd is high for intrinsic motivation. The second research objectives result shows that, there are relationships between the intrinsic motivation and extrinsic motivation toward employee's performances. For the third research objective, the most influences motivational towards employees performance is intrinsic motivation. The result shows that, the Beta of intrinsic motivation is higher than the Beta of extrinsic motivation that is 0.432 for intrinsic motivation and 0.328 for extrinsic motivation. So, the most influence factor is intrinsic motivation.

In order to get result for this research, SPSS program has been used as analyze data from the information that has been gathered.