



**EMPLOYEES MOTIVATION: A CASE STUDY IN TABUNG BAITUMAL  
SARAWAK**

**NURUL SHARMILA BINTI MATALI**

**2012464332**

**BACHELOR OF BUSINESS MANAGEMENT (HONOURS)**

**MAJOR IN MARKETING**

**UNIVERSITY TEKNOLOGY MARA**

**KOTA SAMARAHAN**

**JUNE 2014**

## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim,

First and foremost, Thank you to our Almighty Allah S.W.T, for giving me strength to undertake and complete this research project which I found quite challenging as there were many obstacles that I had to overcome with.

Next, my profound appreciation goes to my advisor, Mr. Abang Sulaiman Abang Naim who has helped me a lot in completing this project. He was quite insistent on the meeting, consultations, draft proposal and meeting the deadlines. His entire support and encouragement has made this research success. I would like to thank to Madam Noraida Omar as my second advisor who plays a vital role in accessing my work.

I would like to thank the employees of Tabung Baitulmal Sarawak for their willingness to participate and support by answering the questionnaires as well as those people who helped me in distributing the questionnaires to them.

Last but not least, I would like to thank to my family especially my parents for being supportive. They are indeed the pillar of my strength. Thank You.

Wassalam,

NURUL SHARMILA BINTI MATALI

Bachelor of Business Management (Major in Marketing)

Faculty of Business Management

UITM Sarawak, Kota Samarahan Campus

DECLARATION

I, the undersigned, hereby declare that Employees Motivation: A Case Study of Tabung Baitulmal Sarawak is my own original work and that I have not previously in its entirety or in part submitted in at any University for a degree. Where appropriate, the resources I have used and quoted have been properly acknowledged and referenced.

Signed:



NURUL SHARMILA BINTI MATALI

2012464332

TABLE OF CONTENTS

| CONTENTS          | PAGE                                                 |
|-------------------|------------------------------------------------------|
| Title page        | i                                                    |
| Acknowledgement   | ii                                                   |
| Declaration       | iii                                                  |
| Table of Contents | iv                                                   |
| List of Tables    | viii                                                 |
| List of Figures   | x                                                    |
| <br>              |                                                      |
| CHAPTER ONE       | INTRODUCTION                                         |
| 1.0               | Introduction 1                                       |
| 1.1               | Background of Study 2                                |
| 1.2               | Background Information of Tabung Baitulmal Sarawak 3 |
| 1.2.1             | Vision and Mission of Tabung Baitulmal Sarawak 4     |
| 1.3               | Problem Statement 5                                  |
| 1.4               | Research Objectives 6                                |
| 1.5               | Research Questions 6                                 |
| 1.6               | Significant of Study 7                               |
| 1.7               | Limitation of Study 7                                |
| 1.8               | Definition of Terms 7                                |
| <br>              |                                                      |
| CHAPTER TWO       | LITERATURE REVIEW                                    |
| 2.0               | Introduction 8                                       |
| 2.1               | Concept of Motivation 8                              |
| 2.2               | Role of Motivation 9                                 |
| 2.3               | Employees Motivation 9                               |

## CHAPTER ONE

### INTRODUCTION

#### 1.0 Introduction

In the organizational context, performance is usually defined as the extent to which an organizational member contributes to achieving the goals of the organizational. Employees are primary source of competitive advantage in service-oriented organization (Luthans & Stajkovic, 1999). Employee performance is frequently described as a joint function of ability and motivation and one of the most important tasks facing a manager is motivating employees to perform to the best of their ability (Moorhead & Griffin, 1998). In fact, motivation is one of the most important in affecting employee performance.

Wegner and Miller (2003) described motivation as something that energized individuals to take action and which concerned with the choices the individual makes as part of his or her goal-oriented behavior.

Work motivation is the set of internal and external forces that initiate work-related behavior, and determine its form, direction, intensity and duration. Work motivation is a middle-range concept that deals only with events and phenomena related to people in a work context. The definition recognizes the influence of both environmental forces (e.g. organizational reward systems, the nature of the work being performed) and forces inherent in the person (e.g. individual needs and motives) on work-related behavior (Pinder, 1998). We cannot actually see work motivation nor can we measure it directly (Devadass, 2011). The paper contributes theoretically by providing a description of many different factors that contribute to work motivation.