



**WORKPLACE MOTIVATION AMONG THE  
TECHNICIANS OF RAISEVEST SDN BHD**

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**APRIL 2009**

## **DECLARATION OF ORIGINAL WORK**



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### **“DECLARATION OF ORIGINAL WORK”**

I, Noor Asikin Bt Ab Rahman, (I/C Number: 861122-29-5076)

Here by, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

30<sup>th</sup> April 2009

The Head of Program  
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Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**A STUDY ON HOW TO INCREASE WORKPLACE MOTIVATION AMONG THE TECNICIANS OF RAISEVEST SDN BHD**" to fulfill the Requirement as needed by the Faculty of Business Management, Universiti Technology MARA

Thank you.

Yours sincerely

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Motivation is the set of reasons that determines one to engage in a particular behavior. The term is generally used for human motivation but, theoretically, it can be used to describe the causes for animal behavior as well. According to various theories, motivation may be rooted in the basic need to minimize physical pain and maximize pleasure, or it may include specific needs such as eating and resting, or a desired object, hobby, goal, state of being, ideal, or it may be attributed to less-apparent reasons such as altruism, morality, or avoiding mortality.

Motivation is used in the workforce not just to attract individuals to that organization but to keep them there. One definition of motivation "has to do with a set of independent/dependent variables relationship that explain the direction, amplitude, and persistence of an individual's behavior, holding constant the effects of aptitude, skill, and understanding of the task, and the constraints operating in the environment" (Campbell & Pritchard, 1976).