

**CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR**

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Title of Research Report : A Study on The Factors That Influence Employees  
Work Motivation in Sungai Petani Municipal Council

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I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.



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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

This chapter begins with the research background, followed by the problem statement, research questions, research objectives, scope of the study, significant of the study, the definition of terms and concepts used in this study and the lastly is conclusion.

### 1.2 Research Background

According to Mohammad & Anowar (2012) employee is the main driving force of any organisation that provides endless effort transform the decision that have being make by organisation into the action with the aim of achieving organizational goals. Therefore, workers are regarded as one thing that is supreme by organizational sources, and employee motivational issues have become a very important part of the human resource within the organization.

According to Ran (2009) motivation can be characterized as the procedure by employees that record on their power, course and perseverance of exertion toward achieving an objective. This demonstrate that motivation is originated from the individual itself included the procedure that can give the affected to the next which is the organization and employees. Motivation is a force acting on each employees that effect on their decision making an action and another. There are also the different culture will influence to the different types of motivation depend on difference person (Hofstede et. all, 2010).

According to Kivuva (2012) most organization today realise that by having the motivated workforce in their organization will increase in term of their performance that enables them to perform well in their work in long term at the same time helps to boost organization growth. Consequently the organization endeavour to give better workplaces, business contract term and welfare arrangements and in addition giving chances to the employees to develop and sustain their talents. In this study it emphasis on the factors that influence the employee's work motivation that come from many factors such as the working environment, training and salary.

### **1.3 Problem Statement**

The public service has so far unsuccessful to bring about the desired outcomes mainly in the service quality and delivery (Johari, 2012). This show while the Malaysian Public Service has verified increased number in formal public complaints from 2009 to 2010 (Malaysian Public Service Department, 2007). Even though the amount slightly released from 2010 to 2011, the overall complaint numeral is considering still at high level (Malek, 2006). Director of Service Division at Public Service Department, said they received many complaints of the public on the attitude of a handful of employee who did not comply with working hours and were at the shopping centre during the period (Utusan Online, Ogos 1, 2010).

According to Public Complaint Bureau Department (2012), the number of complaints on unsatisfactory service of public servant quality and performance has greater from 2275 cases to 2437 in 2009 and 2011 respectively. Thus, derived from earlier research and complaints statistics, Malaysian public servants delivery is still at disappointing