



**FACULTY OF ADMINISTRATIVE SCIENCE  
& POLICY STUDIES**

**UNIVERSITI TEKNOLOGI MARA**

**BACHELOR OF ADMINISTRATIVE SCIENCE**

**FACTORS THAT LEAD TOWARDS EMPLOYEES' MOTIVATION IN  
SUNGAI PETANI, KEDAH.**

**MOHAMAD AFFAN AKRAM BIN MOHAMAD AZMI**

**2015165197**

**MOHD FARHAN NAJMI BIN MOHD AISHA**

**2016436992**

**DECEMBER 2018**

CLEARANCE FOR SUBMISSION OF THE RESEARCH PROJECT BY THE  
SUPERVISOR

NAME OF SUPERVISOR: ZULKIFLI BIN BAHARUD-DIN

TITLE OF THE RESEARCH PROJECT:

FACTORS THAT LEAD TOWARDS EMPLOYEE'S MOTIVATION IN SUNGAI  
PETANI

NAME OF STUDENT 1: MOHAMAD AFFAN AKRAM BIN MOHAMAD AZMI

2015165197

NAME OF STUDENT 2: MOHAMAD FARHAN NAJMI BIN MOHD AISHA

2016436992

I HAVE REVIEWED THE FINAL AND COMPLETE RESEARCH PROPOSAL AND  
APPROVE THE SUBMISSION FOR EVALUATION.



.....  
(ZULKIFLI BIN BAHARUD-DIN)

## DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

Signed



---

Name: Mohamad Affan Akram Bin Mohamad Azmi

Matric Number: 2015165197

Signed



---

Name: Mohd Farhan Najmi Bin Mohd Aisha

Matric Number: 2016436992

## **ABSTRACT**

The objective of this research is to study the factors that lead towards employees' motivation among bank employees in Sungai Petani, Kedah. Total respondents from 335 bank employees of selected bank in Sungai Petani, Kedah were selected randomly to fill the sets of questionnaires that consist of 3 sections which are Demographic (Section A), Reward Systems (Section B I), Job Promotion (Section B II), Work Structure (Section B III) and Employees' Motivation (Section C). The data were analyzed with the reliability Test, Normality Test, Descriptive Statistic, Correlation: Cronbach's Alpha and Regression Analysis by using Statistical Package for Social Science (SPSS) version 20.0. the results indicate that there is significance relationship between all independent variables that being tested. The reward systems have the moderate positive relationship while the job promotion and work structure have a strong positive relationship with employees' motivation among bank employees. The most significance factor lead towards employees' motivation among bank employees was the work structure by the employees.

## TABLE OF CONTENTS

### Chapter 1: Introduction

|     |   |   |
|-----|---|---|
| 1.1 | Background of the Study                     | 1 |
| 1.2 | Problem Statement                           | 2 |
| 1.3 | Research Questions                          | 4 |
| 1.4 | Research Objectives                         | 5 |
| 1.5 | Scope of the study                          | 5 |
| 1.6 | Significance of the Proposed Study          | 6 |
| 1.7 | Definition of Terms, Terminology & Concepts | 8 |

### Chapter 2: Literature Review & Conceptual Framework

|     |                       |    |
|-----|-----------------------|----|
| 2.1 | Introduction          | 11 |
| 2.2 | Employees' Motivation | 11 |
| 2.3 | Reward Systems        | 15 |
| 2.4 | Job Promotion         | 18 |
| 2.5 | Work Structure        | 21 |
| 2.6 | Conceptual Framework  | 22 |
| 2.7 | Hypothesis            | 26 |

### Chapter 3: Research Methodology

|     |                             |    |
|-----|-----------------------------|----|
| 3.1 | Introduction                | 28 |
| 3.2 | Research Design             | 28 |
| 3.3 | Unit of Analysis            | 29 |
| 3.4 | Sample Size                 | 30 |
| 3.5 | Sampling Technique          | 30 |
| 3.6 | Measurement/Instrumentation | 31 |
| 3.7 | Data Collection             | 32 |
| 3.8 | Data Analysis               | 38 |
| 3.9 | Pilot test                  | 40 |

### Chapter 4: Research Finding

|     |                                      |    |
|-----|--------------------------------------|----|
| 4.1 | Introduction                         | 44 |
| 4.3 | Profile Descriptive                  | 44 |
| 4.5 | Analysis based on Research Objective | 48 |
| 4.6 | Multiple Regressions                 | 53 |

### Chapter 5: Discussion and Conclusion

|     |                                |    |
|-----|--------------------------------|----|
| 5.1 | Introduction                   | 56 |
| 5.2 | Discussion on Research Finding | 56 |
| 5.3 | Discussion on Hypothesis       | 58 |