

THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND  
EMPLOYEE MOTIVATION AMONG SUPPORT STAFF AT UNIVERSITI  
MALAYSIA SARAWAK (UNIMAS)

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## **ABSTRACT**

Organizations should consider emotional intelligence as an important aspect for them to increase the success of the organizations in achieving higher goals through their employees' motivation. The purpose of this study is to investigate the relationship between emotional intelligence (EI) and employee motivation. Previous studies have been focused more on Middle East organization which resulted in lack of literature in setting place and environment of Malaysia. Data were collected using Emotional Intelligence and Employee Motivation Questionnaire with Cronbach's alpha of 0.842 and 0.628 respectively and was analyse using IBM SPSS v23. This study used convenience sampling and 108 individuals support staff were chosen from 3 departments (Administration, Human Resource and Finance). The results show a significant correlation between emotional intelligence along with its subset, including self-awareness, self-management, social awareness and relationship management with the motivation of the employees in UNIMAS.

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter described the background of the study, statement of problem, research objectives, research questions, research hypotheses, significance of the study, limitations of the study, and definition of terms.

#### **Background of the Study**

In today's globally competitive, the success of an organization depends on the effectiveness of employee motivation (Yazdanifard, 2014). He also explained for achieved motivating today's human capital by engaging their minds and captive their hearts can using incorporating social and emotional intelligence. Because of that, the organization can't achieve and can't run their goals without motivating their employees (Zameer, 2014). In order to compete with others, the organization needs to develop their own strategies to achieve their goals and objectives. It can increase their performance to survive in this world. Everyone knows that business environment always changes. One of the most important in this field is a role in Emotional Intelligence (EI, henceforth) shown by employee motivation to help manager and employees survive in this organization (Jorfi, 2012). This is supported by Magdy (2015) that both managers and employees should learn how to understand each other's emotion. This enables them to communicate effectively, make decisions and solve problems.