



STUDY ON IS MONEY THE BEST MOTIVATOR TOWARDS JOB  
PERFORMANCE IN PUBLIC SECTOR: CASE STUDY IN UiTM  
KOTA KINABALU SABAH

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Job performance has been identified as the significant key for organizations to gain competitive advantage and superior productivity. Although competitive advantage is more relevant to private sector, it can be extended to public sector by including serving the public because it is the ultimate objective of the public sector. Study by Vermeeren et al. (2009) has proved that job performance could help public organization to improve service delivery. Realizing its importance, public organizations seem to pay attention on job performance in relation to formulating policies and enhance service delivery (Leeuw, 1996).

In many organizations, people believe that job performance is more beneficial to them, their customer and more importantly, to their organization (Cook and McCaulay, 1997 ; McKendall and Margulis, 1995) Since job performance is crucial to government services, high job performance among employees is a significant challenge for management to provide excellent services to the public at all levels. However, what exactly affecting government servant job performance needs to be discovered first. Thus this research tends to know what exactly drive the job performance among employees of government agencies in Malaysia.

This study attempts to see the influence of monetary factors in the performance of employee in public sector which is employee in Uitm Kota Kinabalu Sabah. According to Cascio (n.d). Compensation which includes direct cash payment,