



**MOTIVATION AT WORKPLACE**

**A CASE STUDY AT FEDERAL AGRICULTURE AND  
MARKETING AUTHORITY**

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## **ABSTRACT**

The main purpose of this research is to identify the factors that motivate employees in Federal Agriculture and Marketing Authority (FAMA) in Kuching, Sarawak. The objective of this study are to find what is the reason that effect employee motivation, to find the best way to improve staff motivation and to find the factors that influence employee towards their motivation.

This study will be conducted among the employee of FAMA Kuching. Data for this study are collected from 80 employees from various departments by using questionnaire. The information from this study can be used by FAMA in order to improve their employee motivation level.

The findings will be measure from the mean score. This study also has discovered the top five motivational factors and demotivation factors for employee in FAMA Kuching. The top five motivational factors are i) responsibility, ii) relationship with colleagues, iii) company policy and administration, iv) work itself and v) achievement. The top five demotivation factors are i) salary, ii) recognition, iii) work condition, iv) autonomy and freedom and status. By knowing these factors, the organization can find the ways for improvement.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This section provides the background of the study, problem statement, research objectives, and research questions, scope of the study and limitations, significance of the study and definition of terms.

### 1.1 Background of the Study

The most important factor that moves every human being to achieve his or her goal in life is motivation. Motivation guide principle that enables people to stay focused on the path of success regardless of the challenges that may be encountered. This include personal as well as professional goals and targets (Baumeister & Voh, 2004). Motivation also refers to a process governing individual choices different forms of voluntary activities (Vroom, 1964). From the statement above, motivation is very important and it can be used to determine how much efforts an individual's puts in their work.

There are two types of motivation, which is intrinsic or extrinsic. Intrinsic motivation derives from within the person. It's also refers to the direct relationship between workers and the task that usually self-applied (Afful-Broni, 2012). According to Afful-Broni, the examples of intrinsic motivation are the achievement, accomplishment, challenge and competence. However, Extrinsic motivation comes from the work environment, external to the person, good salary, benefits and various forms of supervisions are good examples of this type of motivation (Mankoe, 2006)

## CHAPTER 2

### LITERATURE REVIEW

This chapter discusses the review of selected literature that is related to motivation of the employees in the Federal Agriculture and Marketing Authority.

#### 2.1 Introduction

The term “motivation” was originally derived from the Latin word *movere*, which means “to move”. According to Atkinson (1964), Motivation is the contemporary (immediate) influence on the direction, vigor, and persistence of action. Campbell and Pritchard (1976) also mention that motivation has to do with a set of independent or dependent variable relationships that explain the direction, amplitude and persistence of an individual’s behaviour, holding constant the effects of aptitude, skill and understanding of the task, and constraints operating in the environment. Bartol and Martin (2008) also describe that motivation is a power that strengthens behavior, gives route to behaviour and triggers the tendency to continue. From all the explanation clearly can be seen that individual must be satisfied about their determination in work. Motivation is a set of courses concerned with a kind of strength that boosts performance and directs towards accomplishing some definite targets (Kalimulla et al, 2010)

#### 2.2 Factors Affecting Employee’s Motivation

Based on Houran (2010), employee only want to earn reasonable salary and payment. Money is the fundamental inducement; no other incentive or motivational technique comes even close to it with respect to its influential value (Sara et al, 2004). Kalimulla et al (2010) also suggests that reward can give satisfaction to the employee which is also influences their performance of working. To use salaries as a motivator effectively,