

**THE RELATIONSHIP BETWEEN EMPLOYEE  
MOTIVATION AND JOB PERFORMANCE AMONG  
SUPPORT STAFF: A CASE STUDY AT KOTA SAMARAHAN  
MUNICIPAL COUNCIL**

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**JULY 2019**

## ABSTRACT

This study is applying Maslow's Theory Hierarchy of Needs in investigating the relationship between employee motivation and job performance among support staffs at Kota Samarahan Municipal Council. This study utilized correlation research design applied quantitative research approach. The convenience sampling technique was chosen and 5-point Likert scale measuring respondents' level of agreement of employee motivation (individual needs, personal preferences and work environment) and job performance. The analysis indicates that motivational factors (individual needs, personal preferences and work environment) had significant relationships with job performance. Being motivated by fulfilling the employees' needs, personal preferences and creating conducive work environment by the management available make employees feel safe, happy and enjoy their work. In addition, appreciating employee contribution by manager would assess indirectly make them stay with the company. The findings of this study would give benefit to employees by providing enough information that helps employee to understand that motivation can affect their job satisfaction. Besides that, this study also helps the organization to realize importance of providing good working environment and re-evaluate their policy in fulfilling the needs of their employees in order to retain employees with the organization. This study incorporated the Hierarchy of Needs Theory in analyzing the motivation factors towards job performance focusing on Kota Samarahan Municipal Council.

Keywords - *Motivation, individual needs, personal preferences, work environment, job performance.*

## TABLE OF CONTENTS

AUTHOR’S DECLARATION.....	i
ABSTRACT.....	ii
ACKNOWLEDGEMENT.....	iii
TABLE OF CONTENT.....	iv-v
LIST OF TABLES.....	vi
LIST OF FIGURE.....	vii
LIST OF APPENDICES.....	viii
CHAPTER 1.....	1
INTRODUCTION	
Background of the Study .....	1
Statement of the Problem .....	3
Research Objectives .....	4
Research Questions.....	4
Significance of the Study.....	4
Limitations of the Study .....	5
Definition of Terms .....	5
CHAPTER 2 .....	7
LITERATURE REVIEW .....	7
Definition.....	7
Sub-Topics.....	8
CHAPTER 3.....	13
METHODOLOGY .....	13
Research Design .....	13

## **CHAPTER 1**

### **INTRODUCTION**

This chapter described the background of the study, limitations of the study and definitions of terms.

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

Job performance was the set of worker activities or an operation used by an employee in order to achieve their desired organizational goals (Amiri, Moghimi & Kazemi, 2010). Job performance was the most essential focus among academician and administrative in higher education sector where the performance level will deteriorate if the motivation level of employee drops. (Ghaffari, Burgoyne, Nazri, Shah & Salleh, 2011). The qualities of employees influenced job performance and the person with high level of motivation will achieve more desired result and success in workplace. Motivation started with the root word, motive something that caused a person to act.

According to Gredler, Broussard and Garrison (2004) broadly defined motivation as the attribute that moves us to do or not to do something. Motivation was important in the organization as it can boost the morale among the employees in order to achieve their desired goals.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **Introduction**

The purpose of the study was to identify the relationship between employee motivation and job performance. The literature review focused on what were individual needs, personal preferences, work environment as well as the job performance.

#### **Job Performance**

Job performance was major concern for all organizations. There were various job performance factors such as the pay, the job itself, promotion opportunities, support from supervisors and relationship with co-workers did affect employee's performance. According to Fisher (2012), better performers were usually the people who are satisfied with their jobs.

A study was done by Mohd Said et al. (2015), between the effect of motivation towards job performance with the total of 169 respondents that been selected from non-academic staff of departments in University Teknologi Mara, Terengganu discovered that there was positive relationship between job performance and personal preferences, working environment and individual needs. As for result, it showed that the motivation factors of non-academic staff at UiTM were come fro