UNIVERSITI TEKNOLOGI MARA

THE DETERMINANTS OF MOTIVATIONAL FACTORS AND EMPLOYEE PERFORMANCE AMONGST SUPPORT STAFF AT UNIVERSITI MALAYSIA KELANTAN

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ABSTRACT

This study is an attempt to address the determinants of motivational factors and employee performance amongst support staff at Universiti Malaysia Kelantan (UMK). The study elaborates on the conceptual framework, hypotheses and research design. Relevant literatures review for the conceptual framework such as how one theorizes or logically reasonable relationship between factors that has been part of the importance of this study. Hence, it justify the importance of the conceptual framework whereby it enables the researcher to hypothesize as well as to test the relationship between the variable involved in order to expand the understanding of the related area of the research study. The dependent variables are employee performance and independent variables are work itself, recognition, monetary reward, job security. Then as a study of hypothesis testing, this focuses on the nature of a particular group relationship or on the independence of two or more factors in a scenario. After that, analysis for correlation and regression is conducted statistically. 226 respondents at UMK were selected using stratified random sampling amongst support from 20 departments from 3 campuses. From the analysis, it shows that monetary reward, job security and work environment are the most significant motivational factor that influences employee performance amongst support staff at UMK. There are also several recommendations for further research, including realistic evaluation that expected would benefit from the extension and further testing of the theory that has been developed.

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CHAPTER 1

INTRODUCTION

1.1   Background of The Study

The importance of employee performance and work motivation is steadily growing in any organisation or company. In recent years, there has been an increased interest to discover the relationship between motivation and employee performance because motivation influences employees' sense of responsibility in performing their duties (Azar & Shafighi, 2013). Therefore, the focus of this study is to discover the determinants of motivational factors and employee performance amongst the support staff in Universiti Malaysia Kelantan (UMK henceforth), a public university located in Kelantan, Malaysia.

Employees are the heart of any organisation. An employee, by definition, is a person hired to do a specific job by an employer. After an application and interview process, the employee is hired by the employer resulting in his selection as an employee. Employee collaboration cannot be replaced by anything else for any company to run efficiently and without interruption.

According to Sawaneh et al. (2018), motivated employees devote their energies and skills to their work, thereby implementing and achieving organisational policies and blueprints. This improves workplace ethics and accelerates the motivation and employee performance amongst the staff. The motivational process often starts with someone recognising the employee's unfortunate need.

Nowadays, employees have become the primary strength of any business in which employees make continuous efforts to drive the decisions of organizations into action in order to achieve their objectives. Whereas, the motivating factor for employees is becoming part of the organizational strategy. Motivation, however, is an element that encourages an person to choose the job, to continue skillfully and to work. Therefore, this research was conducted to discuss the determinants of motivational factors and employee performance in a public tertiary institution in Kelantan. Even though there are many factors that can influence employee performance, the focus of this study is on motivational factors.