

**MEASURING EXTRINSIC AND INTRINSIC MOTIVATION FACTORS DRIVE
TO LOYALTYAT MISC BHD**

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2014

Abstract

The purpose of conducting this study is to identify the relationship between intrinsic and extrinsic motivation and loyalty at MISC BHD. This study has six objectives. The first objective is to examine which factor between intrinsic and extrinsic can increase loyalty among employees at MISC BHD. The second objective is to compare between male and female employees who are highly influenced by the intrinsic motivation at MISC BHD. The third objective is to compare between male and female employees who are influenced by the extrinsic motivation at MISC BHD. The fourth objective to compare between male and female employees that influence at MISC BHD. The fifth objective is to determine the relationship between intrinsic factors towards loyalty at MISC BHD. The sixth objective is to determine the relationship between extrinsic factors towards loyalty at MISC BHD. This study utilized convenience sampling techniques. The data of this study is collected using questionnaires which require respondents to rate the motivation level for them to be loyal in an organization. Likert scales are used to get the results. The comparison is measured using regression. Based on the findings, there is a positive relationship between intrinsic, extrinsic and loyalty. Even though their level of loyalty is low, most of the employees have been working for more than 15 years.

Acknowledgement

Alhamdulillah and thanks to Allah for giving me the strength to finish this research on time. First of all, I would like to express my greatest gratitude to my supervisor, Miss Musramaini Bt Mustapha and also to my lecturer of Research Method, Dr. Hajah Mas Anom Bt Abdul Rashid. Thanks to both of them who have given me their precious time to guide, to give ideas, comments and the most important thing is to give me support in order to complete this study.

I also would like to express my appreciation to all staff of MISC BHD for their cooperation and support while working with this research. Their sincere and honest answer while answering the questionnaire given really helps me in completing this research. Also to Miss Ailina Bt Razali, Manager of Technical Career and Development and Miss Barjiz Hallaj Rahmatullah, Manager of Project Shared Services that give permission to distribute the questionnaire and also in helping with the distribution process.

Not to forget my fellow friends who have also contributed in finishing this study especially to my team members. Last but not least, I would like to express my gratitude to my family especially my parents who always support me throughout completing this study.

Thank you

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