

Abstract

The purpose of this study is to identify the relationship between intrinsic and extrinsic motivation and loyalty at HICOM Automotive Manufactures (M) Sdn. Bhd. (HAMM). This study has six objectives. The first objective was to examine which factors between intrinsic and extrinsic can increase loyalty among employee at HICOM Automotive Manufactures (M) Sdn. Bhd. The second objectives was to compare between male and female employee that influence by the intrinsic motivation at HICOM Automotive Manufactures (M) Sdn. Bhd. The third objective was to compare between male and female employee that influence by the extrinsic motivation at HICOM Automotive Manufactures (M) Sdn. Bhd. The fourth objective to compare between male and female employees that influence at HICOM Automotive Manufactures (M) Sdn. Bhd. The fifth objective was to determine relationship between intrinsic factors towards loyalty at HICOM Automotive Manufactures (M) Sdn. Bhd. The sixth was to determine relationship between extrinsic factors towards loyalty at HICOM Automotive Manufactures (M) Sdn. Bhd. This study utilized convenience sampling techniques. The data collected by using questionnaire that required respondents to rate the motivation for them to loyal in organization. It was measure using four point of Likert scales. The comparison measure using regression. Based on finding, there was positive relationship between intrinsic, extrinsic and loyalty

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