



ACKNOWLEDGEMENT

UNIVERSITI TEKNOLOGI MARA

**DOES INTRINSIC MOTIVATION INFLUENCE THE
LEVEL OF JOB SATISFACTION? A CASE STUDY ON
STAFF OF BANK ISLAM MALAYSIA BERHAD IN
KOTA KINABALU**

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EXECUTIVE SUMMARY / ABSTRACT

There are some of the methods of motivation we know from the psychology of human beings. Human beings by nature loves to be respected, to be honored, to be rewarded, to be praised, to be recognized, to be appreciated, etc. Therefore, the roles of management are to or recommend such practices that embrace employees' feelings or desires. In this study, there are five intrinsic motivations that need to be tested in term of its level of influence towards employees' job satisfaction. A total of 66 respondents BIMB staff in Kota Kinabalu were successfully surveyed have given valuable information especially in the context on Islamic Bank rather than conventional commercial banking. The study found that there are significant relationship between intrinsic motivations and job satisfaction for BIMB staff in Kota Kinabalu. Moreover, there are few interesting areas of recommendation would be discussed later from this study.