



**MARA UNIVERSITY OF TECHNOLOGY
ALOR GAJAH BRANCH, MALACCA**

**FACULTY ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**

TITLE OF STUDY:

**“The Relevant Practices of ERG Theory of Motivation Toward
Job Satisfaction”**

A Case Study At Kastam Di Raja Ayer Keroh , Malacca

BACHELOR OF CORPORATE ADMINISTRATION (HONS)

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DECLARATION

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29 February, 2004

Dear Mr,

Submission of the Final Project Paper

Enclosed herewith is the research entitling “The Relevant Practices of ERG Theory of Motivation toward Job Satisfaction. A Case Study at Kastam Di Raja Ayer Keroh.

2. The purpose of this research is to identify the meaning and the job satisfaction among the workers based on ERG Theory contribution.

3. It hope that, this thesis will meet the requirement of the Faculty Of Administrative Science and Policy Studies. I appreciate all the guidance and support that have been given upon the process of completion this research.

4. I hereby declare that the work contained in this research report is original and my own except duly identified and recognized.

Thank you, for your kindness in accepting this project paper.

Thank you,



(NURFAIZA IBRAHIM-2002606146)

ABSTRACT

Job satisfaction is very important while perform the job in the organization. Some people did not know how important job satisfaction when perform the job. This research tries to introduce ERG Theory of Motivation to achieve job satisfaction.

ERG Theory of Motivation was introduce by the Clayton Alderfer. This theory include the Existence Needs (Physiological, safety and security) , Relatedness Needs (Social and Self- Esteem) and Growth (self- actualization). From the Literature review, all this need will influence the level of job satisfaction.

The researcher was select Kastam Di Raja Ayer Keroh as the location of the study. 50 Respondents was select randomly to answer the question. To analyze the data, SPSS had been used.

Finding and analysis shows that there are many not significant associations between job satisfaction and independent variable. But if we look at the ranking of the independent variable, we see that shelter can give positive association to the job satisfaction.

The researcher also provides several recommendations at the last of this chapter. The manger of the organization can used this recommendation to increase the level of satisfaction.

Finally , the researcher found that ERG Theory is not really relevant to practice at public organization,.

ACKNOWLEDGEMENT

As the final student Bachelor of Corporate Administrator (Honors) majoring in General Administration, is a part of the course requirement to undergo an internship with selected organization which is prior to the graduation. I'm assigned to complete a research paper, which is related to the respective organization.

Allah all the mighty, the mercy of giving me inner strength and opportunities to complete this research.

Alhamdulillah this research would not have been possible without support of many people , a few whom deserve special thank. I gratefully acknowledgement to my advisor Associate Professor Rozalli Hashim who is responsible in giving me valuable idea, guidance and cooperation in completing this research. He convince me that I could and should undertake and presented this research as good as possible for my future purpose. I'm really appreciated for valuable advisory an a way, he tough me that I would never forget.

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