



**EMPLOYEE INCENTIVES, GOAL AND PERFORMANCE AND
MOTIVATION TOWARDS JOB SATISFACTION IN BERMAZ
MOTOR GROUP (BMG),
MAZDA, SHAH ALAM**

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2008290508**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) HUMAN RESOURCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
MELAKA**

MAY 2010

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration
(Hons) Human Resource**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2010

“DECLARATION OF ORIGINALWORK”



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“DECLARATION OF ORIGINALWORK”

I, **KHAIRINA BT KAMARULZAMAN** , (I/C Number: 870212-04-5120)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

May 2010

The Head of Program
Bachelor of Business Administration (Hons) Human Resource
Faculty of Business Management
Universiti Teknologi MARA
MELAKA

Dear Sir,

Rosmi Yuhasni bin Mohamed Yusuf

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**EMPLOYEES INCENTIVES, GOAL AND PERFORMANCE AND MOTIVATION TOWARDS JOB SATISFACTION IN BERMAZ MOTOR GROUP**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

KHAIRINA BT KAMARULZAMAN
2008290508

Bachelor of Business Administration (Hons) in Human Resource Management

ABSTRACT

This study is about the employee incentives, goal and performance and motivation towards job satisfaction. It studies about the employee job satisfaction in Bermaz Motor Group (BMG). It will cover three main ideas which are incentives, goal and performance. The objectives of this study are to determine what the incentives are offered by Bermaz Motor Group to their employees, to identify whether the employee are clear about the goals and performance set by BMG and to examine efforts made by BMG in motivating the employees. This research will use the probability sampling. The employees in operation level such workshop department faced a problem regarding incentive given by the company. They are not satisfied with the incentives given such bonuses are not sufficient. In terms of salary, the basic pay offered to the employees has different for the same position. The experiences and the different level of certificate have being the factors of the differences for the base pay. This situation has make some of the employees has not satisfy in how the company has categorize their workers based on this two factors. Their ability and credibility has been measure based on the experience even though they set for the same position. The result shows that all the employees' incentives, goal and performance and motivation will influence to job satisfaction.