



“WORK MOTIVATION:
STRATEGIES TO MOTIVATE EMPLOYEES IN
BANK PERTANIAN MALAYSIA BERHAD (AGROBANK)
BAHAU BRANCH”

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

APRIL 2010

DECLARATION OF ORIGINAL WORK



BACHELOR BUSINESS ADMINISTRATION
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Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or oversea 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 resources of my information have been specifically acknowledged

Signature:

Date:

LETTER OF SUBMISSION

28th April 2010

The Head of Program
Bachelor of business Administration (Hons) Marketing
Faculty of Business Management
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “WORK MOTIVATION: STRATEGIES TO MOTIVATE EMPLOYEES IN AGROBANK BAHAU BRANCH” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

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ABSTRACT

The purpose of this study is to identify the strategies that can be used to motivate employees in Agrobank Bahau Branch. In this study, the researcher tries to focus on the strategies that can motivate employees in Agrobank Bahau branch. There are several strategies that can contribute to motivate the employees which are salary, reward, staff training and information availability and communication. Agrobank is the continuity of the former Bank Pertanian Malaysia. Major activities of the company are providing financial and banking services with focus to agriculture sector.

As for the respondent, the researcher chooses the employees in Agrobank Bahau Branch itself. The researcher used interview as a research methodology and there are five respondents involved in the interview. The researcher selects the respondent through their understanding about the need from the researcher and also their position and of course their seniority level. The researcher also uses external secondary data which is published materials and computerized database in for the guidance and better understanding on completing the research. In this study, the researcher used explanation and table as a data presentation and of course for the findings. As a conclusion, all the strategies which are salary, rewards, staff training and information availability and communication are very helpful in motivate the employees. At last, the researcher recommends the company to implement new reward structure, consider major components of salary structure, keep all the employees in training and conducts a group meeting.

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