AN INVESTIGATION OF INTRINSIC AND EXTRINSIC MOTIVATION TOWARDS THE LEVEL OF EMPLOYEES' JOB SATISFACTION AT MAJLIS PERBANDARAN BENTONG (MPB), BENTONG PAHANG DARUL MAKMUR

EZUREEN FAZIATUL ASHIKIN BT ABD RAZAK

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.) UNIVERSITI TEKNOLOGI MARA (UiTM) FACULTY OF BUSINESS MANAGEMENT

JANUARY 2016

ABSTRACT

The study was conducted in order to identify the relationship between employee motivation and job satisfaction. There are two types of motivation which are extrinsic motivation and intrinsic motivation. According to the previous researchers, motivations depend on the employees' job satisfactions. If employees do not feel motivated, they will not feel fully satisfied with their jobs. The instrument used to conduct this survey was by distributing the questionnaires. The questionnaires were distributed to ninety-five (95) respondents in Majlis Perbandaran Bentong (MPB) by using the simple random sampling technique.

The findings of the data are clearly shows that the mean of the employees at Majlis Perbandaran Bentong (MPB) is moderately high and there is significant relationships between motivational factors and employee's job satisfaction. Therefore the alternate hypothesis is accepted.

It can be concluded that the majority of the respondents in Majlis Perbandaran Bentong was female and most of them were married. Most of the respondents were SPM holders and age between 36 years old to 44 years old with 1 to 5 years of working experience. The findings show that social relationship is the most significant among all those four motivation. Social relationship can be refer as the interpersonal relationship with the society which an individual will have more interaction with his or her job to develop more creative ideas in the organization. To conclude, social relationship among employees in Majlis Perbandaran Bentong (MPB) was high.

After the data were collected and analyzed, the purpose of recommendation for the organization is to increase the monetary rewards in order to motivate the employees to perform the work efficiently.

TABLE OF CONTENTS

Pa	age
LIST OF TABLES	i
LIST OF FIGURES	ii
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	
Research Objectives	4
Research Questions	4
Hypothesis	5
Significance of the Study	
Limitations of the Study	6
Definition of Terms	7
CHAPTER 2	
LITERATURE REVIEW	
Definition of Motivation	9
Intrinsic Motivation	
Extrinsic Motivation	.10
Job Satisfaction	.12
CHAPTER 3	
METHODOLOGY	
Research Design	
Sampling Frame	
Population	
Sampling Technique	
Sample Size	
Unit of Analysis	.16
Instrument	
Data Collection Procedures	
Validity of Instrument	
Plan for Data Analysis	.18
CHAPTER 4	
FINDINGS AND DATA ANALYSIS	
Introduction	
Section A: Demographic	
Reliability Analysis	
Section B: Analysis of Finding	.35
Section C: Correlation Analysis	.39
CHAPTER 5:	
CONCLUSION AND RECOMMENDATION	
Recommendations	
Recommendations for Future Research	
REFERENCES	.48

LIST OF TABLE

Table

Page

3.1 Plan for Data Analysis	19
4.1 Survey Return Rate	21
4.2 Gender of Respondents	22
4.3 Age of Respondents	
4.4 Marital Status of Respondents	26
4.5 Education Level of Respondents	
4.6 Working Experience of Respondents	
4.7 Position of Respondents	
4.8 The Rules of Reliability	34
4.9 Reliability Statistic	34
4.10 Descriptive Statistic for Self-Interest	
4.11 Descriptive Statistic for the total mean of Self-Interest	35
4.12 Descriptive Statistic for Rewards	
4.13 Descriptive Statistic for the total mean of Rewards	
4.14 Descriptive Statistic for Social Relationship	
4.15 Descriptive Statistic for the total mean of Social Relationship	
4.16 Descriptive Statistic for Leadership	
4.17 Descriptive Statistic for the total mean of Leadership	
4.18 Cohen's (1988) Guidelines for Interpreting Correlation based on r Value	
4.19 The Relationship between Self-Interest and Job Satisfaction	40
4.20 The Relationship between Rewards and Job Satisfaction	41
4.21 The Relationship between Social Relationship and Job Satisfaction	42
4.22 The Relationship between Leadership and Job Satisfaction	
4.23 The Relationship between Motivation Factor and Job Satisfaction	44

LIST OF FIGURE

Figure

Page

2.1	Conceptual Framework	13
	Gender of Respondents	
	Age of Respondents	
4.3	Marital Status of Respondents	27
	Education Level of Respondents	
	Working Experience of Respondents	
	Position of Respondents	