



UNIVERSITI TEKNOLOGI MARA

CAWANGAN KELANTAN

**THE STUDY OF FACTORS AFFECTING EMPLOYEES MOTIVATIONS
AMONG TELEKOM MALAYSIA (TM) STAFFS IN KOTA BHARU,
KELANTAN**

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Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 662)

Attached is the project titled **“The Study of The Factors Affecting Employees Motivation Among Telekom (TM) Staffs In Kota Bharu, Kelantan”** to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank You,

Yours sincerely,

.....

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ABSTRACT

The study was conducted at Telekom (TM) Kota Bharu. This research was targeted on employees who are working at the TM Kota Bharu. The objectives of this study are to identify the factors that affecting employee's motivation at TM Kota Bharu and to determine the relationships between salary factors, working condition factors, incentives factors and discipline factors at the TM Kota Bharu. Dependent variable for this research is employees motivation and Independent variables are the factors that affecting employees motivation. Researcher had identified four independent variables such as salary factors, working condition factors, incentives factors and discipline factors that affecting employee's motivation.

Data were collected through questionnaire that consists seven sections. For this research, the sample size will be 100 respondents. A simple random sampling technique was used as a procedure to determine the sample for this study and the result was analyzed by using SPSS. The findings of this study show that all independent variables which are salary factors, working condition factors, incentives factors and discipline factors had relationships between employee motivation and positively affecting employee motivation among TM staffs in TM Kota Bharu. From the result obtained in this study, researcher comes out with several recommendations in order to provide the alternative in increase the employees' motivation in TM Kota Bharu.