



**MOTIVATION AT WORKPLACE  
- A CASE STUDY AT ROYAL MALAYSIAN CUSTOMS  
DEPARTMENT**

**MAGDALINE NICHOLAS  
2003603068**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS) (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN**

**MAY 2007**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS) (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN**

**“DECLARATION OF ORIGINAL WORK”**

**I, Magdaline Nicholas, (I/C Number : 761026-13-5306)**

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.
- Thus 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: 5 May 2007

# TABLE OF CONTENT

<u>CHAPTERS</u>	<u>DESCRIPTIONS</u>	<u>PAGE</u>
	DECLARATION OF ORIGINAL WORK	ii
	LETTER OF SUBMISSION	iii
	APPROVAL	iv
	ACKNOWLEDGEMENT	v
	TABLE OF CONTENTS	vi
	LIST OF TABLES	vii
	LIST OF FIGURES	viii
	LIST OF DEFINITION OF TERMS AND ABBREVIATION	ix
	ABSTRACT	
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	
	1.1 Background of the Study	1
	1.2 Problem Statement	3
	1.3 Research Objectives	4
	1.4 Research Questions	4
	1.5 Scope of the Study	5
	1.6 Significance of the Study	5
	1.7 Limitation of the study	6
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	
	2.1 Introduction	7
	2.2 Definition of Term	
	2.2.1 <i>Motivation</i>	11
	2.2.2 <i>Herzberg's Hygiene – Motivator (Two-Factor) Approach</i>	12
<b>CHAPTER 3</b>	<b>RESEARCH DESIGN AND METHODOLOGY</b>	
	3.1 Introduction	14
	3.2 Population and Sample of the Study	14
	3.3 Instrument	15
	3.4 Pilot Study	19
	3.5 Data Collection Technique	20
	3.6 Data Analysis	20

## ABSTRACT

The purpose of this research is to find out the factors that motivate employees in Royal Malaysian Customs Department. Objectives of this study are to study the relationship between employee motivation and gender, age, department, position, and marital status of employee in Royal Malaysian Customs Department and also identify the top five motivational factors among employee in Royal Malaysian Customs Department. Information gather in this study will eventually help the organization of Royal Malaysian Customs Department to further improve their employee motivation after discover the factors that demotivate the employees. This case study will be conducted amongst the employees of Royal Malaysian Customs Department. Data was collected from 100 employee of Royal Malaysian Customs Department from various sections by distributing the questionnaires.

The findings indicate that there are no significant differences in each of the motivational factors between male and female, employee in different age and different marital status. However, the difference in means score is significant among employees in different section in agreeing the relationship with colleagues as a motivational factor, while the status and recognition have a significant influence to employees of different position. This study also discovered the top five motivational for employee in Royal Malaysian Customs Department, (i) work itself, (ii) company policy and administration, (iii) responsibility, (iv) achievement and (v) relationship with colleagues. It also concluded that the employees of Royal Malaysian Customs Department are demotivated because of these factors, (i) salary, (ii) status, (iii) work condition, (iv) autonomy, (v) freedom and (vi) recognition. By identify these factors the organization can find a ways to improve their employees motivation.

# CHAPTER 1

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

The main objective of the organization is to achieve higher productivity in term of profit or quality. To achieve this objective, the employees have an importance role to ensure that their organization is active and productive. As we know that work occupies a major part of our lives, in terms of both time spent and importance. It contains the potential for many forms of gratification, challenge and satisfaction (Robert Galang Lagang, 1985). In order to get the best output from the employees, the organization needs to make sure that their employees are satisfy with their jobs and to their employees so that they will always feel motivated and keep on giving their best in their jobs.

The Royal Malaysian Customs Department under the Ministry of Finance is a government agency that responsible for the administration, law enforcement and collection of duties and taxes. As a government and service provider agency, Royal Malaysian Customs Department must put them self ahead in order to be on of the agency that can collect much revenue to the countries through few activities that have to be done by all the employees in Royal Malaysian Customs Department in the whole Malaysia.

Such activities that normally help Royal Malaysian Customs Department to achieve their objectives to collect revenues are by increase the enforcement