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ASSIGNMENT QUESTION:

FACTORS THAT INFLUENCE MOTIVATION LEVEL AMONG CLEANERS OF SUNWAY LAGOON

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DECLARATION FORM

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Date : 28/6/2018

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BISMILLAHIRRAHMANIRRAHIM...

My research that entitles 'The Factors That Influence Motivation Level Among Cleaners of Sunway Lagoon' has finally complete for the subject MKT672 for this semester.

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CHAPTER 1

INTRODUCTION

To study the factors that influence in motivating the staff in Sunway Lagoon. There are several reasons why I choose to conduct this study because by doing this research I are able to answer those relevant factors that give such influence on how staff's in Sunway Lagoon motivate themselves in doing their work every day, what motivate them to come to work every day and why they choose to work as a staff in Sunway Lagoon. Based on this chapter, I will discuss about the background of the studies and how the studies prove that the research is relevant. It is also including the problem statement, research question, research objectives, and scope of the study, hypothesis, limitation and the significance of the study which will be explained below.

1.0 BACKGROUND OF THE STUDY

Staff motivations in working out their tasks are part of the staff direction in order to achieve their goals in their career performance which in the outcome they will feel either they satisfied or not satisfied with what they are doing every day by working with Sunway Lagoon. Underlying assumptions of motivation include people having the capacity for responsible actions, a natural aspiration to learning and understanding things, and the desire to do ill at work and play (Robert E. Ankli & Ralph Palliam, 2012).

Bartol & Martin (1998) have classified the major theories in motivation into three categories which is needs theory, cognitive theory and reinforcement theory. The most popular that being used is needs theory which owing to Abraham Maslow (Maslow, 1970) and being known as Maslow's motivation theory of hierarchical needs. The hierarchy includes five basic levels of need, which is it supposed to be satisfied consecutively (Rafikul Islam & Ahmad Zaki Hj. Ismail, 2008). This research will be done by using this Malsow's theory.

The report's findings of a thorough study to establish the factors that have influenced the success of staff motivation also direction and how this factors can be applied in Sunway Lagoon in order to develop their motivation in doing their work every day. Also central to the research study is exploration of the role and responsibility of participating staffs and their contributions to and expectations from the organization.

I realized that lack of the staff's motivation could be lead or derived from the lack of believe in themselves when they think that they are not capable to run their job nicely especially for a new employee, lost the confidence in completing the tasks when no one believes that they are have the capability to do it and also the challenges in work not fulfilled the staffs satisfaction (Desmond Daly & Brian H. Kleiner, 1995). Holver a good leadership, cooperation and responsibility among the staff's plays bigger roles in achieving a common goals. Having and working towards a common goal, under dedicated, dynamic and faithful leadership with an active and energetic membership plays a great role in the success of a consortium.

With current economics' condition it is hard to not have lots of factors on staff's motivation that makes them motivate themselves to keep their work and not changing to others when the price of groceries and petrol are increasing while the paycheck is still the same. This could be harder for them to keep motivated. Also in this country, that is cannot be predictable also could lead to the up and down of the motivation itself. Which is this is not good when they are start to get sick, things become confused and they cannot stand the condition anymore so it could lead to the higher turnover because of they feel de-motivated.

To assist in the possible improvement of staff's motivation in Sunway Lagoon I need to understand the Maslow's theory first and after that I need to know what are the factors that influenced the staff's motivation in completing their tasks every day and also I need to identify what is the impact on the staffs in Sunway Lagoon when they are being motivated towards a same direction and goals.