



**Faculty of Administrative Science  
& Policy Studies  
University Teknologi MARA**

**Bachelor of Administrative Science**

**Motivational Factors That Lead to Employee Engagement in Majlis  
Perbandaran Sungai Petani (MPSPK), Kedah**

**Nurul Fathinah Binti Abdull Razak**

**2016307105**

**Lyana Aryani Binti Mohd Ali**

**2016328655**

**December 2018**

## CLEARANCE FOR SUBMISSION OF THE RESEARCH PROJECT BY THE SUPERVISOR


Name of Supervisor : Mr Zulkifli Bin Baharud-din

Title of Research Report : Motivational Factor That Lead to Employee  
Engagement in Majlis Perbandaran Sungai Petani  
(MPSPK), Kedah.

Name of Student I : Nurul Fathinah Binti Abdull Razak

Name of Student II : Lyana Aryani Binti Mohd Ali

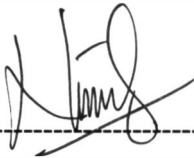
I have reviewed the final and complete research proposal and approve the submission of the report for evaluation.

  
.....  
(Mr Zulkifli Bin Baharud-din) 26/12/2012

## DECLARATION

We hereby declare that the work contained in this research proposal is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

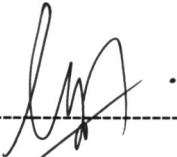
Signed



Name: NURUL FATHINAH BINTI ABDULL RAZAK

Matric No: 2016307105

Signed



Name: LYANA ARYANI Bı. MOHO ALI

Matric No: 2016328655

# CONTENTS

	<b>PAGES</b>
Clearance for submission of the research project by the supervisor	i
Declaration	ii
Acknowledgement	iii
Contents	iv
List of Tables	vi
List of Figures	vii
 <b>Chapter 1: Introduction</b>	
1.1 Introduction	1
1.2 Problem statement	2
1.3 Research question	4
1.4 Research objective	4
1.5 Scope of the study	5
1.6 Significance of the study	6
1.7 Definition of terms/concepts	7
1.8 Conclusion	9
 <b>Chapter 2: Literature Review &amp; Conceptual Framework</b>	
2.1 Introduction	10
2.2 Employee engagement	11
2.3 Underlying theory	13
2.4 Factors that lead to dependent variable	15
2.5 Variables related to this study	18
2.6 Conceptual Framework	24
2.7 Relationship between independent variables and dependent variables	25
2.8 Conclusion	27
 <b>Chapter 3: Research Method</b>	
3.1 Introduction	28
3.2 Research design	28
3.3 Unit/level of analysis	29
3.4 Sample size	30
3.5 Sampling technique	31
3.6 Measurement/Instrumentation	32
3.7 Data collection	37
3.8 Data analysis	38

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Employee engagement can be defined as the emotional commitment that employees feel towards their organizations and the actions they take to ensure the organization's success. Engaged employees means work with passion and feel an emotional connection to their company. They drive innovation and move the organization forward. They are characterised as being loyal, committed, and productive and deliver results (Allen, 2014). Employees who are engaged in their work and committed to their organizations give companies crucial competitive advantages including higher productivity and lower employee turnover. Thus, it is not surprising that organizations of all sizes and types have invested substantially in policies and practices that foster engagement and commitment in their workforces (J.Vance, 2006). In addition, employee engagement can help to improve organizational performance and create a competitive advantage hence many organizations are struggling to actually engage their people (Bridger, 2015).

Towers Perrin (2007) found that organisations with the highest percentage of engaged employees increased their operating income by 19 per cent and their earnings per share by 28 per cent year-to-year (Robertson-Smith & Markwick, 2009). Other than that, engaged employee also describes how employee is aware of business context and works with colleagues to improve performance within the job for the benefit of the organizations (Patro, 2013).