

A STUDY ON RELATIONSHIP BETWEEN FOUR DRIVE THEORY
TOWARD EMPLOYEE'S MOTIVATION AT SARAWAK CHIEF
MINISTER OFFICE, PETRA JAYA, KUCHING, SARAWAK

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- 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.
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ABSTRACT

Purpose – The purpose of this study is to identify the level of agreement regarding Four Drive Theory toward employees' motivation as well as to determine the relationship between the Four Drive Theory and employees' motivation among the employees in Telekom Malaysia Berhad, Kuching Sarawak.

Methodology – This study used stratified sampling technique to select sample size of respondents who are consist of employees at Telekom Malaysia Berhad, Kuching, Sarawak. Then, the data was collected using structured questionnaires which consist of three sections. Section A will focuses on demographic background of respondents, Section B is focusing on motivation and Section C is focus on the Four Drive Theory using Likert-scale. After that, the data were analyzed using statistical analysis which consists of mean, median, mode, standard deviation and correlation analysis.

Findings - Based on the findings of this study, it was identified that the employees in Telekom Malaysia Berhad, Kuching, Sarawak were agreed that all drives in Four Drive Theory help in motivate them in the workplace. Furthermore, there is significant positive relationship between Four Drive Theory and employees' motivation. There is a significant positive relationship between Drive to Acquire, Drive to Bond, Drive to Defend and Drive to Learn toward employees' motivation.

Conclusion – In this section, the researcher conclude that it is important for employers to aware on how to motivate the employees in the workplace. By using Four Drive Theory, all drives must be fulfilled in order to motivate the employees. The employees are motivated as they have been rewarded and recognized by their managers for their hardworking (Drive to Acquire), they have good relationship with their employers and the coworkers (Drive to Bond), the company protected them from outside threats (Drive to Defend) and they have the opportunities to learn new things and given interesting tasks in the workplace (Drive to Learn).

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CHAPTER 1

INTRODUCTION

Background of the Study

Motivation can keep us working and help us complete tasks, yet there are many definitions of motivation and much disagreement over its precise nature. These differences in nature and operation of motivation are apparent in various theories. According to Schunk, Pintrich and Meece (2014), motivation has been conceptualized in varied ways including inner forces, enduring traits, behavioral responses to stimuli, and sets of belief and effects. Rashid (2010) also said that motivation can also be perceived as an individual process that energizes, directs and sustains behavior. Furthermore, motivation is the internal drive that causes an individual to take action (Nelson, 2010).

An individual motivation is influenced by biological, intellectual, social and emotional factors. According to Susan (2008), motivation is a complex, not easily defined, intrinsic driving force that can also be influenced by external factors. This is concurred by Rashid (2010) who stated that social motivation is the desire for love, affection and belonging. These needs are the requirement of every human being and can be satisfied through relationships McShane and Von Glinow (2003) stated that motivation is a feature that exists in an individual which has the potential to change