THE RELATIONSHIP BETWEEN FOUR DRIVE THEORY OF MOTIVATION AND

EMPLOYEES' JOB PERFORMANCE AT WESTERN DIGITAL (M) SDN BHD

PETALING JAYA, SELANGOR

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AUTHOR'S DECLARATION

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"DECLARATION OF ORIGINAL WORK"

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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.

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ABSTRACT

This objective of the study was to discover the relationship between four drive theory of motivation and employee's job performance. This study was conducted at Western Digital (M) Sdn Bhd Petaling Jaya, Selangor included 86 employees as the sample size of this survey. The research design that has been used is correlational research and the sampling technique used was stratified sampling techniques. The motivational factors that researcher analyzed was Drive to Acquire, Drive to Bond, Drive to Comprehend and Drive to Defend that can affect Job Performance. The result of this study shows that there was moderate strength, positive direction and significant relationship between two variables which is Drive to Acquire and Drive to Bond towards Job Performance. For Drive to Comprehend and Drive Defend, it shows that there is high strength, positive direction and significant relationship towards Job Performance. It is recommended that future analyst should enlarge the number of respondent and conduct the future research in government organization.

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CHAPTER 1

INTRODUCTION

Background of the Study

According to Chockalingam and Deniz (2000), job performance refers to as the measure of actions, outcomes and behavior that employees engage in or bring something that related to the contribution toward the organization. Job performance can be define as the central construct in industrial or organizational psychology (Austin & Villanova 1992). This was supported by Gul (2012) which stated that employee performance enhances the profitability of the organization. Jia-Fang (2010) also stated that struggle by the top management not only improves the employee performance but also creates positive image of the firm worldwide. In addition to that, managers have to know and determine the factors that can lead to deteriorate of employees' performance. According to Farooq (2011), managers are trying their level best to develop the employee's capabilities, ultimately creating good working environment within the organization. Thus, there were some reasons of applying the Drive Theory of motivation to increase the job performance.

Drive Theory consist of four drives which are drive to acquire, drive to bond, drive to comprehend, and drive to defend. According to Nohria (2002), drive to acquire means people seek to acquire things that help them to support their sense of well-being