

THE RELATIONSHIP BETWEEN EXPECTANCY THEORY
AND EMPLOYEE'S MOTIVATION AT CONTENT GROUP IN
MEASAT BROADCAST NETWORK SYSTEM SDN. BHD.
(ASTRO)

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ABSTRACT

The on-going issue that all employers should understand is motivating their employees regardless of industry and hierarchy level in an organization. One of the most commonly used theories in work motivation which explains the process individuals use to make decision on various behavioral alternatives is Expectancy Theory. The purpose of this research paper is to apply expectancy theory to better understand the employee motivation in an organization and to confirm the reliability of the theory. The employee motivation will be determined by measuring the employee's behavior and engagement to the company. The proposed expectancy theory model will be addressed with a survey to the employees in an organization. The results of this study will suggest the three components that best explain the process of motivating employees.

Keywords: Expectancy theory, employee motivation, employee engagement, expectancy, instrumentality, valence.

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CHAPTER 1

INTRODUCTION

Background of the Study

Besides perception, personality, attitudes and learning, motivation was a very important element of behavior. A motivated person definitely will perform well in completing their tasks. Motivation is an inner drive as well as an external encouragement to behave in some particular way. Usually, a motivated person will be a lot more encouraged to perform work in a way that will lead them to the desired rewards. The level of employee's performance relies not only their actual skills but also on the level of motivation each person demonstrates while performing their tasks (Burney et al., 2007).

It is recognized that the companies which know how to use and invest in the resources can grow faster. This would result in making a smart business strategy on the emerging markets. Motivation is one of the strategies that can be use by the employers to enhance effective job performance among workers in organizations which indirectly will contribute to the success of the organization too. This concern becomes even more important and difficult because people are more motivated by other things than money that may include personal growth, job security and acknowledgement on their good performance in work.