



**THE RELATIONSHIP BETWEEN INCENTIVES AND EMPLOYEE
PERFORMNCE: A STUDY OF THE ADMINISTRATIVE STAFF OF
UITM DUNGUN**

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Abstract

Incentive can be defined in generalized as the something that tends to motivate someone to greater effort. Employee will be offered the reward to motivate them to increase their performance or productivity. The study focus on the effect of the incentives toward the employees' performance. The incentives consist of pay increase, rewards, and promotion. The staff performance will be measure by the staff productivity. The finding of this research about the incentive given will more influence to the employee through the promotion. It will improve the productivity of works. It is because the promotion in the UiTM is very powerful to conduct employee involvement in their activities. The data collected through the sending questionnaires to the employees'.

CHAPTER 1

1.1 Introduction

Incentive can be defined in general as something that tends to motivate someone to greater effort. For example the employee will be offered the reward to motivate them to increase their performance or productivity.

Organizational performance is complex and indeed, a function of many variables. One multi-faceted variable that continues to receive attention from both academics and business professionals is organizational orientation. Though difficult to conceptualize and measure, organizational orientations directly influence organizational performance. An organizational orientation noted in recent literature, service orientation, has been shown

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