



**FACTORS INFLUENCING SALES FORCE MOTIVATION:
A PERSPECTIVE OF CAR SALES ADVISORS IN KUCHING,
SARAWAK**

**ROSYAIEMA BINTI MUSTAPHA
2011212238**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA SARAWAK**

JULY 2017

TABLE OF CONTENT

CHAPTERS	DESCRIPTIONS	PAGE
	Declaration of Original Work	ii
	Letter of Transmittal	iii
	Acknowledgement	iv
	Table of Contents	v
	List of Figures	vii
	List of Tables	viii
	Abstract	ix
1	INTRODUCTION	
1.1	Background and scope of study	1
1.1	Scope of Study	2
1.2	Problem statement	2
1.3	Research Question	4
1.4	Research Objective	5
1.5	Significance of study	6
1.6	Limitations	7
1.7	Definition of Terms	8
2	LITERATURE REVIEW	
2.1	Overview	9
2.2	Car Sales Advisor	9
2.3	Motivation	9
2.3.1	Maslow's Hierarchy of Needs Theory	10
2.3.2	Hertzberg's Dual Factor Theory	12
2.4	Compensation	13
2.5	Recognition	14
2.6	Training	15
2.7	Conceptual Framework	17
3	RESEARCH METHODOLOGY	
3.1	Research Design	18
3.2	Sampling Frame	19
3.3	Population	19
3.4	Sampling Technique	19
3.5	Sample Size	20
3.6	Unit of Analysis	20
3.7	Data Collection Procedure	21
3.8	Research Instrument	21
3.8.1	Questionnaire Design	21
3.8.2	Questionnaire Survey	22

ABSTRACT

Retaining efficient and experienced workforce is very crucial in any organization. Motivated employees can help an organization to be more competitive in the market. This research discussed on the major factors of motivation, specifically; compensation, recognition and training. The data was collected randomly from car sales advisors selling numerous brands in Kuching, Sarawak. There were 100 questionnaires distributed and returned accordingly. The participation in survey was voluntary and confidentiality of responses was ensured. The statistical analysis showed that compensation is the most influencing factor that motivates car sales advisors. Recommendations for the management has been discussed as well.

Keywords: Motivation, Compensation, Recognition, Training.

CHAPTER 1

INTRODUCTION

1.1 Background of Study and Scope of Study

Background of Study

Automotive industry in Malaysia is growing rapidly since 1980. According to Malaysian Automotive Association, to summarize the data extracted from the website (Source: http://www.maa.org.my/info_summary.htm), total vehicle registered as per year 2015 was 666,674 units compared to 97,262 units in 1980. Behind these figures, lies a workforce called car sales advisor with the main task to sell vehicles and ensure to meet their company sales target each year.

Targets are mainly used for motivating specific behaviors, establishing expectations, evaluating and rewarding performance (Santos & Bourne, 2008). Sales target is also known as the job performance that each car sales advisor should present to their superior. Regardless any circumstances, car sales advisor must meet the individual sales target in order to sustain their job. To meet the sales target may be difficult to some of them especially in current economic situation. Prospects are easy to get but not all can be turned into customers. These are some of the challenges faced by car sales advisor today that leads to momentum reduction in their work performance and satisfaction. In order to maintain and boost sales figure, motivation plays as an important factor for a car sales advisors' performance.

CHAPTER 2

LITERATURE REVIEW

2.1 Overview

This chapter will discuss in detail about motivation and the motivation factors that influence the car sales advisors' performance. Here, the term compensation, recognition and training will be elaborated for a better understanding to facilitate further analysis.

2.2 Car Sales Advisor

Sales advisor is also known as sales executive, sales representative and salesperson. Specifically in automotive industry, car sales advisor are the frontliners that sell new and used vehicles. A good salesman should possess many skills such as persuasive skills and negotiation skills. The major task is selling, as supported by John Lidstone (1995), "Selling-the art and skill of persuading people to buy products, services or ideas-is not a unitary activity." On top of that, there are several other key duties such as showing car to prospects, offer test drive and assist customer in coordinating the vehicle financing.

2.3 Motivation

According to Leslie W. Rue/ Lloyd L. Byars, 2007, motivation means getting people to exert a high degree of effort on their job. Supported by John Lidstone (1995), "Motivation is then concerned on the one hand with the understanding each individual salesman's and saleswoman's internal needs and emotions and then