



**EXTRINSIC AND INTRINSIC FACTORS THAT INFLUENCES EMPLOYEE'S
MOTIVATION AT MALAYSIA EXTERNAL TRADE DEVELOPMENT
CORPERATION (MATRADE)**

MUHAMAD SHAHRUL FAZRIN BIN ABD. AZIZ

2014863708

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
MELAKA, CITY CAMPUS**

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ABSTRACT

“EXTRINSIC AND INTRINSIC FACTORS THAT INFLUENCES EMPLOYEE’S MOTIVATION AT MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION (MATRADE)”

This research objective is to study the extrinsic and intrinsic reward that influences employee’s motivation at Malaysia External Trade Development Corporation (MATRADE). The independent variables that are involved in this research are pay and interpersonal relationship for extrinsic factors, whereas for intrinsic reward we have recognition and job design.

A descriptive research design was adopted, with MATRADE being the focus organization. The study population comprised of two hundred and sixty-five (265) employees working in various departments. Convenience sampling (non-probability sampling) was used in this research as a sampling technique. Questionnaire was adapted specifically for this study and used as a data collection instrument. A set of descriptive statistics including pie-chart and frequency tables were used to present the results of the study.

Based on past researchers, there are many factors which influences employee’s motivation. However, in this research, the researcher study on four factors that could influence on employee’s motivation; they are pay and interpersonal relationship for extrinsic factors, as well as recognition and job design for intrinsic factors. Results of the present study showed that the most influential factor that affects employee’s motivation at MATRADE is pay. It also shows that pay has a positive correlation relationship with employee’s motivation at MATRADE.

SPSS version 20.0 was then used by researcher in order to conduct reliability analysis, frequency analysis, correlation analysis and multiple regression analysis. At the end of this paper, the researcher then provided several recommendations for MATRADE in order to increase their employee’s motivation and to allow further researchers to improve their research paper.

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