



UNIVERSITI TEKNOLOGI MARA

THE RELATIONSHIP BETWEEN MOTIVATIONAL FACTORS AND JOB
PERFORMANCE AMONG NON-EXECUTIVES STAFF AT WESTERN
DIGITAL KUCHING

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ABSTRACT

This research was conducted to examine the relationships between motivational factors and job performance among the employees at Western Digital, Kuching. The main objective of this research was to investigate the relationship between motivational factors and job performance among non-executives staff at Western Digital, Kuching. In this study, there are three factors of motivational been tested *Salary*, *Promotion* and *Job Security*. Besides that, this study was guided by one research question, is there any relationship between motivational factors and job performance among the employee? This study was based on 86 non-executives staffs at Western Digital, Kuching as the respondents. The Person correlation was conducted to investigate the degree of association between the independent variables and dependent variables thereby achieving the objective of study. The research found that all the variables were positive, weak motivational factors but the relationship was significant.

For future recommendation, the researcher would add on two more factors for motivation such Training and Working Environment because this two factor also useful to measure the relationship between the motivational factors and job performance in the developed organizations. Besides that, the research also can focus on an ethnicity. Malaysians that has many culture and language to communicate, does ethnicity could affect the relationship motivational factor and job performance? Moreover, future researcher also can conduct same research at Government sector.

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TABLE OF CONTENTS

ABSTRACT.....	i
ACKNOWLEDGEMENT	ii
CHAPTER 1	1
INTRODUCTION	1
Background of the Study.....	2
Statement of the Problem	3
Research Objective.....	5
Research Question.....	5
Significance of the Study	5
Limitations of the Study.....	5
Definition of Terms.....	6
CHAPTER 2	8
LITERATURE REVIEW	8
Motivation.....	11
Salary	13
Promotion	15
Job Security	16
Job Performance.....	17
Findings.....	19
Conceptual Framework	21
CHAPTER 3	22
METHODOLOGY	22
Research Design.....	23

CHAPTER 1

INTRODUCTION

This chapter discuss the overview of the research that been conducted. It covered on the background of study to understand the concepts of relationship between motivation (independent variables) and the job performance (dependent variable) at HGST Malaysia Sdn. Bhd or known as Western Digital Kuching. Next section, problem statement, it identified any problem that occurs in the organization. The research continued to the research objective, research question, significant of study and limitation of study. Therefore, different types of variable are stated to determine whether it affects employees' job performance which consists of three primary variables such as salary, promotion and job security. A brief discussion of this study is provided to elaborate more on the factors that affects job performance among the employees. Hence, this research was conducted to observe the relationship between motivation and job performance among employees in order to find out the findings or outcome of this research.