THE IMPACT OF INTRINSIC AND EXTRINSIC REWARDS TOWARD EMPLOYEES MOTIVATION IN CELESTICA ELECTRONICS SDN BHD

NUR KHAIRIYAH BINTI ANAND

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BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (HUMAN RESOURCE MANAGEMENT)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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NUR KHAIRIYAH BINTI ANAND

2014156499

Bachelor of Business Administration

(Hons.) Human Resource Management

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ABSTRACT

The purpose of this study is to investigate the impact of reward system towards the employee motivation at Celestica Electronics Sdn Bhd. The reward system is divided to two independent variables; Intrinsic Reward and Extrinsic Reward. The dependent variable of this study is Employee Motivation. Since there are sample frame, the researcher use simple random probability sampling design. 92 questionnaires was distributed to the targeted respondent which is the managerial level workers at Celestica Electronics Sdn Bhd. the reliability analysis shows that all the values of all the questions in the questionnaire are excellent. Multiple regression analysis shows that extrinsic rewards impact employee motivation more that intrinsic reward does. Result of the findings also shows that both intrinsic and extrinsic rewards have impact on the employee motivation. This study provided few recommendations to help the organisation to increase their employee motivation.