

**STRATEGIC ROLES OF MOTIVATIONAL  
FACTORS IN INSPIRING EMPLOYEES  
COMMITMENT TO COMPANY**

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**Master of Business Administration  
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STRATEGIC ROLES OF MOTIVATIONAL  
FACTORS IN INSPIRING EMPLOYEES  
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By

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Thesis Submitted to the Centre of Graduate Studies,  
Universiti Utara Malaysia,  
in Partial Fulfilment of the Requirement for the Degree  
of Master of Business Administration

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This declaration is to clarify that all of the submitted contents of this thesis are original in its stature, excluding those, which have been, acknowledge specifically in the references. All the work process involved is from my own idea and work. All of the content of this thesis has been submitted as a part of partial fulfillment of Master of Business Administration. I hereby declare that this thesis project is the work of my own excluded for the references document and summaries that have been acknowledge.

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## **ABSTRACT**

The hospitality industry playing vital role in tourism industry world wide and its employees play an important role in tendering the service to the potential customers. This study examines the strategic roles of motivation factors among the Berjaya Georgetown Hotel employees. This study focus on why employees choose to work in Berjaya Georgetown Hotel and determine the most significant motivational factor for Berjaya Georgetown Hotel employees. Besides that, this study also identifies differences between genders in term of preference towards the motivational factors. Finally, study about the relationship between motivational factors towards employee's motivation. The researcher uses nine independent variables to test the relationship towards the employee's motivation. Thus, the data was gathered through distributed questionnaires answered by 70 employees from Berjaya Georgetown Hotel. Data was analysed using SPSS v.11 where frequency distribution used to analyse demographic variables and descriptive statistics used to analysed motivational factors. Regression analysis was used to test the relationship between the motivational factors towards employee's motivation. The results revealed that the main reason employee chose to work in Berjaya Georgetown Hotel was based on 'salary', 'fringe benefit' and 'interesting job'. Research finding revealed that the most significant motivational factors were first 'salary', second 'opportunities for advancement' and third 'fringe benefits'. Data revealed that the male employees in Berjaya Georgetown Hotel preferred 'salary' as first choice but the female employee's preferred 'working environment' as their significant motivational factor. The findings also show that there was positive relationship between nine motivational factors towards the employee's motivation.

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BGH	Berjaya Georgetown Hotel	22
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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter forms an introductory part of the project and its give general overview of the entire research process. This study mainly discuss about the motivation level of the Berjaya Georgetown Hotel employees. This chapter discuss the background of the study, background of Berjaya Georgetown Hotel, the problem statement, research questions, research objectives, and significance of the study, scope and limitations of the study, definition of the terms and organization of the thesis.

#### **1.2 Background of the study**

The hospitality industry playing vital role in tourism industry world wide and its employees play an important role in tendering the service to the potential customers. The service sector has been a major player in the growth of the Malaysian economy. Malaysian hospitality industry is experiencing healthy escalation in hotel related services. In Malaysian Tourism Industry Forecast to 2012 report the Minister of Tourism Malaysia YB Dato Sri Dr Ng Yen Yen said tourism contributed nine percent to the country's Gross Domestic Product in 2009 and generated RM 1 billion per week. In Malaysia the hotel industry is a one of promising industry. The contribution of the hotel industry to the national economy is plentiful. According to Malaysian Association of Hotel, at this time there are approximately 180 4-stars and above hotels contributing to a total room supply of 54,175. The government assists to achieve greater development for many tourism related industries by implementing of

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