

**EMPLOYEE MOTIVATION, WORKPLACE ENVIRONMENT AND
WORKPLACE DIVERSITY INFLUENCE ON ORGANIZATIONAL
PERFORMANCE
: A CASE OF YAMAHA ELECTRONIC MANUFACTURING .**



MASTER OF SCIENCE (INTERNATIONAL BUSINESS)

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BY

MAZATUL NADIAH BINTI SAHIRI



UUM
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A Thesis Submitted to the Ghazali Shafie Graduate School of Government

Universiti Utara Malaysia

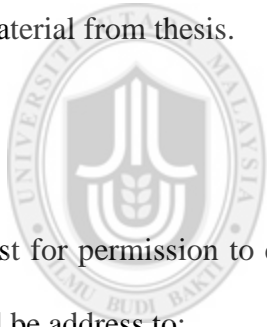
In Fulfillment of the Requirement for the

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ABSTRAK

Kajian ini bertujuan untuk mengkaji hubungan di antara faktor motivasi pekerja, persekitaran tempat kerja dan kepelbagaian tempat kerja ke atas prestasi organisasi firma pembuatan. Kajian ini dijalankan di syarikat Yamaha Electronic Manufacturing (YEM), iaitu sebuah firma dari Jepun yang terletak di Ipoh, perak, Malaysia. Tujuan utama adalah untuk mengenal pasti hubungan antara motivasi pekerja, persekitaran tempat kerja dan kepelbagaian tempat kerja ke atas prestasi organisasi YEM. Pada masa yang sama, kajian ini cuba mengenalpasti situasi semasa di syarikat berkenaan motivasi pekerja, persekitaran tempat kerja dan kepelbagaian tempat kerja. Reka bentuk kajian secara kuantitatif digunakan dan data kajian dikutip menggunakan borang soal selidik. Sejumlah 161 pekerja dari pelbagai jabatan dan latarbelakang demografi telah dipilih secara rawak sebagai sampel kajian ini. Setelah data dianalisa, hasil kajian menunjukkan bahawa ke semua tiga faktor sememangnya mempunyai hubungan yang signifikan dan secara positif dengan prestasi organisasi. Motivasi pekerja dan persekitaran tempat kerja mempunyai hubungan yang lebih kuat dengan prestasi jika dibandingkan dengan kepelbagaian tempat kerja.



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ABSTRACT

This research studies the relationship between employee motivation, workplace environment and workplace diversity factors on the organizational performance of a manufacturing firm. The study is conducted at Yamaha Electronic Manufacturing (YEM), which is a Japanese based firms located inIpoh,Perak, Malaysia.The primary objective is to identify the relationship between employee motivation, workplace environment and workplace diversity on organizational performance of YEM. At the same time, this study tries to highlight the current situation at the company in terms of employee motivation, workplace environment and workplace diversity. A quantitative research design were employed and date were collected using survey questionnaires. A total of 161 employees from various department and demographic background were randomly selected as a sample for this study. Upon data analysis, the result shows that all three variables do have a positive significant relationship with organizational performance. Employee motivation and workplace environment have stronger relationship with performance if compared to workplace diversity.



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June 2015.

TABLE OF CONTENTS

CONTENT	PAGE
Permission to Use	i
Abstrak	ii
Abstract	iii
Acknowledgement	iv
Table of Content	v-viii
List of Tables	ix-x
List of Figures	xi
CHAPTER 1 : INTRODUCTION	
1.1 Background of the Study	1-3
1.2 Problem Statement	3-6
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Definition of Key Terms	8
1.5.1 Organizational Performance	8
1.5.2 Employee Motivation	8
1.5.3 Workplace Environment	8
1.5.4 Workplace Diversity	8-9
1.6 Significant of the Study	9
1.7 Scope of the Study	9-10
1.8 Organization of Remaining Chapters	10

CHAPTER 2 : LITERATURE REVIEW

2.1	Introduction	11
2.2	Organizational Performance	11-16
2.3	Employee motivation	17-19
2.4	Workplace environment	19-20
2.5	Workplace diversity	20-23
2.6	Underpinning Theory	23
2.6.1	Goal Setting Theory	23-24
2.6.2	Maslow's Hierarchy of Needs Theory	24-25
2.7	Conceptual Theoretical Framework	25-26
2.7.1	Hyphoteses	26-27

CHAPTER 3 : METHODOLOGY

3.1	Introduction	28
3.2	Research Design	28
3.3	Population and Sampling Design	29
3.4	Data Collection Procedures	30
3.5	Data Collection Method	31
3.6	Survey Questionnaire Development	32
3.7	Pilot Study	33-34
3.8	Data Analysis / Techniques	34
3.9	Summary	34

CHAPTER 4 : DATA ANALYSIS AND FINDINGS

4.1	Introduction	35
4.2	Survey Response Rate	35
4.3	Demographic Data	35
4.3.1	Gender	35-36
4.3.2	Age	36
4.3.3	Race	37
4.3.4	Religion	37-38
4.3.5	Status	38
4.3.6	Years of Employment	39
4.3.7	Position	39-40
4.3.8	Department	40-41
4.4	Descriptive Analysis Mean and Standard Deviation	41
4.4.1	Organizational Performance	42-43
4.4.2	Employee motivation	43-44
4.4.3	Workplace environment	45-46
4.4.4	Workplace diversity	47-48
4.5	Hyphoteses Testing	49
4.5.1	Pearson Correlation	49-50
4.5.2	Hyphoteses 1	50
4.5.3	Hyphoteses 2	51
4.5.4	Hyphoteses 3	51
4.6	Summary	51

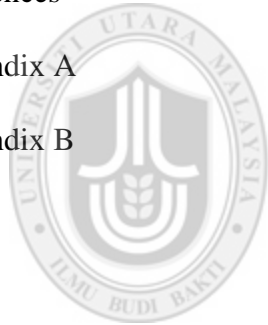
CHAPTER 5 : DISCUSSION AND CONCLUSION

5.1	Introduction	52
5.2	Discussion	52
5.2.1	Organizational Performance and Employee Motivation	52-53
5.2.2	Organizational Performance and Workplace Environment	54
5.2.3	Organizational Performance and Workplace Diversity	55
5.3	Research Contribution	56
5.4	Limitation of the Study and Recommendation for Future Research	57
5.5	Conclusion	58

References

Appendix A

Appendix B



LIST OF TABLES

TABLES	PAGE
Table 1.1: Sales quantity and value of YEM in 2014	4
Table 2.1: Summary of Previous Studies Influence	16
Organizational Performance	
Table 3.1: Fact and Figures YEM 2014	26
Table 3.2: Contents of Questionnaire	29
Table 4.1: Gender of Respondents	32
Table 4.2: Age of Respondents	32
Table 4.3: Race of Respondents	33
Table 4.4: Religion of Respondents	34
Table 4.5: Status of Respondents	34
Table 4.6: Years of employment of Respondents	35
Table 4.7: Position of Respondents	36
Table 4.8: Department of Respondents	37
Table 4.9: Means and Standard Deviation for	39
Organizational Performance	
Table 4.10: Means and Standard Deviation for	41
Employee Motivation	
Table 4.11: Means and Standard Deviation for	43
Workplace Environment	
Table 4.12: Means and Standard Deviation for	45
Workplace Diversity	

Table 4.13: Strength of the Relationship

46

Table 4.14: Pearson Correlation

46



LIST OF FIGURES

FIGURES		PAGE
Figure 1.1	Sales value of YEM in 2014	5
Figure 2.1	Maslow's Hierarchy of Needs	23
Figure 2.2	Conceptual Framework of The Study	24



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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In today's global business environment, multinational corporations (MNC) face huge challenges in order to successfully survive in the current highly competitive international business market. As a consequence, MNCs should continuously improve their performance in order to remain competitive in their industry for a long period of time. Performance of the firm depends very much on the performance of the employees working at that company. According to Covey (2004), organizational performance is related to the development of personnel's performance in terms of knowledge, skills and experiences of the employees. As a consequence, it is important to conduct a study on the factors that may influence organizational performance. Previous studies have identified many factors that may influence firm's performance and three of them are employee motivation, workplace environment and workplace diversity.

Highly motivated employees are expected to directly influence the firm's performance by contributing positively towards their work. Previous study proved that motivation of employees may increase if they get their expected reward and recognition that will initially contributes to high performance (Kalimullah et al, 2010). The employees will also put more effort for achieving organizations goal if they are motivated. Motivation actually can give success to organization because it enhances employees to do their work with full concentration and determination. Hence, there will be more output from the

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