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MOTIVATION AMONG CALL CENTRE OPERATION EMPLOYEES
IN ASTRO GS SHOP SDN BHD AT BANGSAR SOUTH, KUALA
LUMPUR



UUM

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Universiti Utara Malaysia

MASTER OF SCIENCE (MANAGEMENT)
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APRIL 2019

**MOTIVATION AMONG CALL CENTRE OPERATION EMPLOYEES IN
ASTRO GS SHOP SDN BHD AT BANGSAR SOUTH, KUALA LUMPUR**



**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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in Partial Fulfillment of the Requirement for the Master of Sciences (Management)**



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Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

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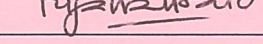
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ABSTRACT

Motivational encouragements of employees contribute to more participation to a higher quality of human resources in the organization and consequently give better performance in respective organizations. The purpose of this study is to determine the relationship of independent variables (Salary, working environment, training development, performance recognition, supervision and work life balance) and motivation among call centre operation employees in Astro GS Shop Sdn Bhd at Bangsar South, Kuala Lumpur. The research conducted using survey method and a total of 75 questionnaires were distributed to the call centre employees in Astro GS Shop Sdn Bhd at Bangsar South, Kuala Lumpur. Sample size was selected using simple random sampling. To test the hypotheses of research study, researcher used descriptive, correlative, and multi regression analysis using SPSS version 22. Job motivation was selected as the dependent variable and 6 hypotheses have been developed. Multiple regression analysis showed that .704 factor explained in the research study. Pearson correlation analysis showed that the all result hypotheses are accepted and have positive relationships between job motivations. Finding and suggestion for future research studies and recommendations are suggested for manager implementation in a workplace context.

Keywords: *Motivation, Salary, Working Environment, Training Development and Supervision*

ABSTRAK

Motivasi menggalakkan pekerja menyumbang memberi lebih banyak perhatian kepada kualiti sumber manusia yang lebih tinggi dalam organisasi dan memberikan prestasi yang lebih baik dalam organisasi. Tujuan kajian ini adalah untuk menentukan pembolehubah bebas hubungan (Gaji, persekitaran kerja, pembangunan latihan, prestasi pengiktirafan, penyeliaan dan keseimbangan kehidupan kerja) diantara motivasi pekerja di bahagian pusat khidmat pelanggan di Astro GS Shop Sdn Bhd. Kajian ini dibuat menggunakan kaedah kaji selidik yang mana sebanyak 75 borang soal selidik diagihkan kepada pekerja di bahagian khidmat pelanggan yang bekerja di Astro GS Shop Sdn Bhd Bangsar South, Kuala Lumpur. Saiz sampel telah dipilih menggunakan persampelan rawak mudah. Untuk menguji hipotesis kajian penyelidikan. Kajian yang digunakan untuk analisis deskriptif, korelasi, analisis regresi berganda dan ujian analisis menggunakan SPSS versi 25. Tahap motivasi dipilih sebagai variabel dependen dan 6 hipotesis telah dikembangkan. Analisis regresi berganda menunjukkan bahawa faktor .704 dijelaskan dalam kajian penyelidikan. Analisis korelasi Pearson menunjukkan bahawa semua hasil pembolehubah diterima dan mempunyai hubungan positif diantara tahap motivasi pekerja. Keputusan dan cadangan untuk kajian masa hadapan juga dicadangkan kepada pihak pengurus untuk mempertingkatkan lagi pengurusan di dalam organisasi.

Kata kunci: *Motivasi, Upah, Persekitaran Kerja, Latihan Pembangunan dan Seliaan*

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LIST OF ABBREVIATIONS

PDPA-Personal data protection act (PDPA)

SPSS-Statistical Package for Social Sciences (version 22)

IVR -Inter-active voice response



CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Motivation is an important thing in organizations to control and manage the employees' satisfaction during work at the workplace. High motivation level among employees in an organization will also give better performance among employee at the workplace. Motivation in organizations is an important thing and necessary because of it can change and improve employees' behaviour and attitude at the workplace Asrabi et al., (2013). Batman and Snell (1996) another researcher in the motivation field mentioned that motivation affect employees performance and also gives direct motivation for the employees to achieve their objectives at the workplace. As a result, motivation is one of the important things that affect employees' job performance and leads the employees towards achieving the vision and objective at the workplace. According to Stella (2008) mentioned that managing employees' motivation and striving to achieve the long term goal an organization or workplace have a lot of issues and highly challenging.

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Questionnaires

Dear respected respondents

I am Wan Mohammad Shahrom Bin Wan Abdullah, final semester student of Master of Science management in Universiti Utara Malaysia. I hereby attached questionnaires to study on the **motivation among call centre employee in Astro Go Shop Sdn Bhd at Bangsar South Kuala Lumpur.**

The questionnaire is divided into three parts which is part A, part B and part C. For each question there is no right or wrong answers. Please be informed that your identity and all information provided will be kept confidential. The information will be analysed as a group rather than individual. My appreciation for your cooperation and time to answer all questions.

You're sincerely: Wan Mohammad Shahrom Bin Wan Abdullah

Appendix A: Questionnaires

SECTION A: DEMOGRAPHIC PROFILE

This section is for your background details. Please answer all of the questions frankly and honestly. This will help in the analysis of the survey results. Please tick at the appropriate box.

1. Gender: ☐ male ☐ Female

2. Age

- ☐ Below 25 years
- ☐ 25-30 years
- ☐ 31-35 years
- ☐ 36-40 years
- ☐ above 40 years

3. Ethnicity

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Others: _____ (please specify)

4. Highest level of education:

- ☐ Diploma
- ☐ Degree
- ☐ Master
- ☐ PhD
- ☐ Others: _____ (Please specify)

5. Marital status

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

6. Estimated monthly personal income:

- ☐ Below RM2,000
- ☐ RM2,000-RM2,999
- ☐ RM3,000-RM3999

() RM4,000 and above

7. How many years have you worked for your current employer:

() less than 1 year

() 1 year - 4 years

() 5 years -10 years

() more than 10 years

SECTION B: MOTIVATION LEVEL

Please complete the following questionnaire with specific regard to the below enquiry, by placing a cross (x) in the appropriate box.

According to the 5 likert-scale; From 1 to 5 : 1:Strongly

Disagree; 2:Disagree; 3:Uncertain; 4:Agree; 5:Strongly Agree

Statement	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Salary					
1. The salary that I received has driven me to work harder					
2. I am satisfied with my salary					
3. I receive a commensurate salary with what I have performed in my job					
4. I am being rewarded if my output is good					
5. I love my salary for the time being					
6. I do part time job outside because of my salary is not enough					
Working Environment					
1. I closely engage with my supervisor and co-workers					
2. There is an atmosphere of trust and mutual respect within the organization					
3. I have enough tools and resources to do my job well					
4. I am satisfied with the organizational working environment including air conditioning, light and the surroundings					
5. I feel enthusiastic about instructions given by supervisor or					

manager					
6. I do much more of what is required for me to help company to enhance the productivity of work					
Training and Development					
1. I am satisfied with the current training provided					
2. I am happy with the way employees are evaluated					
3. Training and development is important for my job growth					
4. I received update training which is required for my position					
5. My coaching sessions are meaningful and motivational					
6. Training and development is important for my potential advance					
7. The job training is an effective tool for me to learn new skills					
Recognition and Performance					
1. I get enough recognition from my immediate supervisor					
2. I am satisfied with my opportunities for promotion					
3. I get notified when I do a good job					
4. I can feel my efforts are rewarded the way they should be					
5. There is really a big change for promotion on my job					
6. My pay amount is fair for the work I do					
Supervision					
1. I can count on my supervisor when I encounter difficulties in my work					
2. I get on well with my supervisor					
3. My supervisor is friendly towards me					
4. My supervisor encourages and supports my career development					

5. I have significant autonomy in determining how I do job					
6. I can decide on my own how to go about doing my work					
7. I have considerable opportunity for independence and freedom in how I do my job					
Work Life Balance					
1. It easy for me to balance the demands of my work and my personal and family life					
2. I have sufficient time away from my job to maintain adequate work and personal/family life balance					
3. When I take a vacation I am able to separate myself from work and enjoy myself					
4. I feel that I am successful in balancing my work and personal/family life					
5. I always feel drained when I go home from work because of work pressure and problems					
6. I have sufficient flexibility in my current job to maintain adequate work and personal and family life balance					

SECTION C: JOB MOTIVATION

Statement	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Job Motivation					
1. Doing my job well really motivated me to work					
2. I am really excited when going to work					
3. I am enthusiastic about my job for the time being					
4. I feel real enjoyment in my job					
5. I'm rarely feel my job is taking for granted					

6. I give considerable attention on my job					
7. I give considerable effort on my job					

Thank you for your cooperation to participate in this survey

