

Universiti Utara Malaysia

**FACTORS CONTRIBUTE TO EMPLOYEES
MOTIVATIONS TOWARDS INDIVIDUAL OUTPUT
PERFORMANCE IN TELCO COMPANY**

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APPROVAL

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OUTPUT PERFORMANCE IN TELCO COMPANY**

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DECLARATION

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 Science (Management) program. I hereby declare that this thesis project is the work of my own excluded for the references document and summaries that have been acknowledge.

August 28, 2009

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ABSTRACT

Many researches have been done on employee motivation. There are so many factors reveals can promotes to employee motivation. However, none of the experiential study has contended the relationship of employee motivation with an individual output performance. Thus, the purpose of this exploratory study was To identify the best factor promotes to employee motivation and to see the relationship between employee motivation and individual performance. The rationale for the study derives from the researcher's desire to understand more on the association of employee motivation towards the output performance and use these insights to guide the development of employee affairs especially on motivation and performance. The research has been conducted using survey method which 250 number of respondents have answering the questionnaire. Data from the study were then been analyzed using SPSS (*Statistical Package for Social Science*) to produce the accurate findings. This research revealed factors that promotes more on employee motivation and the relationship between individual output performance with motivated employee. The research also suggests that organization or management team should aware of each individual behavior in order to seek the motivation factors as each individual hold difference character.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Over the decades, there are so many researches have been done on motivational aspects of employees. Employees motivation is actually as the extended of motivation research done by the famous theorist Abraham Maslow in his 1943 research paper name “A Theory of Human Motivation”.

On his research paper, Maslow introduced a hierarchy of needs that explained five levels of basic human needs. He categorized basic needs as physiological needs, safety and security needs, needs of love, needs for self esteem and needs for self-actualization. According to Maslow, human beings are motivated by unsatisfied needs, and that certain lower factors need to be satisfied before higher needs can be satisfied.

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