

SITI ATTIYAH NAMIRA BINTI ABAS

BTech

2019

UTeM

THE RELATIONSHIP BETWEEN WORKS  
MOTIVATION AND JOB PERFORMANCE IN  
SMALL-MEDIUM FOOD AND BEVERAGE ENTERPRISE AT MELAKA

SITI ATTIYAH NAMIRA BINTI ABAS

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## **SUPERVISOR'S APPROVAL**

“I/We hereby acknowledge that this project paper has been accepted as part  
fulfillment for Bachelor Degree of Technopreneurship”

Signature : \_\_\_\_\_

Name of Supervisor : PROF. DR. AHMAD ROZELAN YUNUS

Date : \_\_\_\_\_

Signature : \_\_\_\_\_

Name of Panel : EN HASAN BIN SALLEH

Date : \_\_\_\_\_

THE RELATIONSHIP BETWEEN WORKS MOTIVATION AND JOB  
PERFORMANCE IN SMALL-MEDIUM FOOD AND BEVERAGE ENTERPRISE  
AT MELAKA

SITI ATTIYAH NAMIRA BINTI ABAS

The research is submitted in partial fulfilment of the requirement for the award of  
Bachelor of Management and Technopreneurship with Honour (Btech)

Faculty of Technology Management and Technopreneurship Universiti Teknikal  
Malaysia Melaka

JANUARY 2020

## DECLARATION

“I declared that this report is the results by my own work except certain explanations and passage where every part of it is cited with sources clearly stated in References”

Signature : \_\_\_\_\_  
Name : SITI ATTIYAH NAMIRA  
BINTI ABAS  
Date : \_\_\_\_\_

## **DEDICATION**

I would like to dedicate this research to my beloved parents and siblings. Big appreciation to my family who always give me supports in term of moral, motivation, advice and financial. And not forget my friends that give motivation and keep support me. It will not be easy for me to go through the completion of my PSM without their concern and support. Their unconditioned love and encouragement have allowed me to strived and push myself beyond limits that never thought would be possible. With their support, I was able to complete this research paper smoothly. Thank you for always supporting me.

## ACKNOWLEDGEMENT

First of all, I would like to express my thankfulness to Allah SWT because his willing giving me the opportunity to complete this final year project report which is title Examine the Curriculum Course for Engineering Students at Malaysia Higher Educational Institutions. This final year project report was prepared for Faculty of Technology Management and Technopreneurship, University Teknikal Malaysia Melaka (UTeM), basically for student in final year to complete fulfilment for Bachelor of Technopreneurship with Honours (Btec). This report is based on the method given by the university.

Besides that, I would also like to state our gratitude to Prof Dr. Ahmad Rozelan Yunus, a lecturer at Faculty of Technology Management and Technopreneurship, University Teknikal Malaysia Melaka (UTeM) and have been assigning as my supervisor that guided me a lot of in order to finish this project report in two semesters in session 2019/2020. My special thanks also dedicate to all the lecturer and staff of Faculty of Technology Management and Technopreneurship, University Teknikal Malaysia Melaka (UTeM) for assist and guide me in producing this final year report.

Here, I would also like to express thankfulness to my family especially my parents and siblings for their advice, moral and financial support in order so that I can complete this Final Year Project Report. All the members, I would like to express a huge thank because had contribute a support to make this report as it is now. Finally, I would like to express my gratitude to any other individual or group whom I have not mention that has play their role in my report.

I hope that my final year report will fulfil the conditions as request for Bachelor of Technopreneurship with Honour. I hopefully, I can successfully stimulate all the experiences that gained while producing this report. Thank you.

## ABSTRACT

The main purpose of this study is to examine the relationship between work motivation and job performance in small-medium food and beverage enterprises based on Maslow's hierarchy of needs of motivation. Firstly, the objective of this study is to examine the factor influence to the job performance. Second objective of this study is to determine what are the most influence factors impact job performance among employee. Third, to determine the relationship between work motivation factor and job performance. Other than that, researcher also studies the relationship between three sub independent and job performance. The research identifies three independent variable that are physiological needs, esteem needs, and self-actualization. This focus on food and beverage SME at Melaka. The population of this study consists of 157 total of SME at Melaka. The sample of this study consist 108 of SME in Melaka. To collect the data and information needed, the researcher has used quantitative method in this study. The data needed was calculated through questionnaires. The method to accumulate research data was analysed by using Statistical Package for Social Science (SPSS).

***Keywords:*** *Motivation, job performance, Maslow's hierarchy of needs, Small-Medium Enterprise, Food and beverage*

## ABSTRAK

Tujuan utama kajian ini adalah untuk mengkaji hubungan antara motivasi kerja dan prestasi kerja dalam perusahaan makanan dan minuman kecil sederhana berdasarkan hierarki keperluan Maslow untuk motivasi. Pertama, objektif kajian ini adalah untuk mengkaji pengaruh faktor prestasi kerja. Objektif kedua kajian ini adalah untuk menentukan apakah faktor yang paling berpengaruh mempengaruhi prestasi kerja di kalangan pekerja. Ketiga, untuk menentukan hubungan antara faktor motivasi kerja dan prestasi kerja. Selain itu, penyelidik juga mengkaji hubungan antara tiga sub independen dan prestasi kerja. Kajian ini mengenal pasti tiga pemboleh ubah bebas yang merupakan keperluan fisiologi, keperluan harga, dan realisasi diri. Fokus kepada IKS makanan dan minuman di Melaka. Populasi kajian ini terdiri daripada 157 jumlah PKS di Melaka. Sampel kajian ini terdiri daripada 108 SME di Melaka. Untuk mengumpul data dan maklumat yang diperlukan, penyelidik telah menggunakan kaedah kuantitatif dalam kajian ini. Data yang diperlukan dikira melalui soal selidik. Kaedah untuk mengumpul data penyelidikan dianalisis dengan menggunakan Pakej Stastitical for Social Science (SPSS).

*Kata kunci: Motivasi, Prestasi Kerja, Hierarki Keperluan Maslow, Perusahaan Kecil dan Sederhana (PKS), Makanan dan Minuman*

## TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	TOPIC	I
	DECLARATION	II
	DEDICATION	III
	ACKNOWLEDGEMENT	IV
	ABSTRACT	V
	<i>ABSTRAK</i>	VI
	TABLE OF CONTENT	VII
	LIST OF TABLE	XI
	LIST OF FIGURE	XIII
	LIST OF PIE CART	XIII
	LIST OF APPENDIX	XIVI
<b>CHAPTER 1 INTRODUCTION</b>		
	1.1 Background of Study	1
	1.2 Problem Statement	3
	1.3 Research Question	4
	1.4 Research Objective	4
	1.5 Scope of Study	4
	1.6 Limitation	5
	1.7 Summary	5

**CHAPTER 2 LITERATURE REVIEW**

2.1 Introduction	6
2.2 Maslow's Hierarchy Theory	6
2.3 Job Performance	9
2.4 Work Motivation	
2.4.1 Reward	12
2.4.2 Work Environment	14
2.4.3 Salary	16
2.5 Research Framework	18
2.6 Hypothesis	19
2.7 Summary	20

**CHAPTER 3 RESEACH METHODOLOGY**

3.1 Introduction	21
3.2 Research Design	21
3.2.1 Descriptive study	22
3.2.2 Explanatory study	22
3.3 Methodological Choices	23
3.3.1 Quantitative research	23
3.4 Data Collection	24
3.4.1 Primary Data	24
3.4.2 Secondary Data	24
3.5 Time Horizon	25
3.5.1 Cross-Sectional Studies	25

3.6 Research Strategy	25
3.6.1 Survey instrument	26
3.6.2 Krejcie & Morgan	27
3.7 Questionnaire Design	28
3.8 Validity and reliability of Instruments	28
3.8.1 validity	28
3.8.2 reliability	29
3.9 Summary	30

## **CHAPTER 4 DATA ANALYSIS**

4.1 Introduction	31
4.2 Pilot Test	31
4.2.1 Reliability Test	32
4.3 Descriptive Analysis	33
4.3.1 Respondent Demographic	33
4.3.1.1 Gender	34
4.3.1.2 Martial Status	35
4.3.1.3 Race	36
4.3.1.4 Age	37
4.3.1.5 Level of Education	38
4.3.1.6 Working Experience	39
4.3.1.7 Management Level	40
4.3.2 Research Question	41
4.3.2.1 Salary	41

4.3.2.2 Work Environment	43
4.3.2.3 Reward	45
4.3.2.4 Influence factors of work motivation and job performance	46
4.4 Scale Measurement	48
4.4.1 Reliability Analysis	48
4.5 Inferential Analysis	50
4.5.1 Pearson's Product Moment Correlation	51
4.5.2 Multiple Regression Analysis	53
4.5.3 Hypothesis Testing	54
4.6 Summary	57

## **CHAPTER 5 DISCUSSION AND RECOMMENDATION**

5.1 Introduction	58
5.2 Discussion of Hypothesis Test	59
5.2.1 Reward and Job Performance	59
5.2.2 Work Environment and Job Performance	60
5.2.3 Salary and Job Performance	60
5.3 Discussion Objective	61
5.3.1 Objective 1: To identify the factors influence of Work motivation to job performance	61
5.3.2 Objective 2: To investigate the most influence Factor of work motivation impact to job performance	62
5.3.3 Objective 3: To examine the relationship between	63

	Work motivation and job performance	
5.4	Limitation	64
5.5	Recommendation for the future research	65
5.6	Summary	66
	<b>REFERENCES</b>	67
	<b>APPENDICES</b>	71

## LIST OF TABLE

	<b>TABLE TITLE</b>	
	<b>PAGE</b>	
4.1	Reliability of Pilot Test of Researcher	32
4.2	Respondent Gender	34
4.3	Respondent Martial Status	35
4.4	Respondent Race	36
4.5	Respondent Age	37
4.6	Respondent Level Education	38
4.7	Respondent Working Experience	39
4.8	Management Level	40
4.9	Salary	41
4.10	Work Environment	43
4.11	Reward	45
4.12	Influence factor of work motivation that impact job Performance	46
4.13	The range value Cronbach's Alpha and their relationship Corresponding internal consistency	48
4.14	Reliability statistical analysis of work motivation and job Performance among entrepreneur	49
4.15	Reliability statistical analysis of most influence Factors of work motivation to the job performance	49
4.16	The Rule of Thumb about Correlation Coefficient	51
4.17	Correlation between independent variables and dependent Variables	52

4.18	Model Summary of Multiple Regression Analysis	53
4.19	Multiple Regression Analysis predicting independent variables to dependent variables.	54
5.1	Hypothesis Result	59

**LIST OF FIGURE**

<b>FIGURE</b>	<b>TITLE</b>	<b>PAGE</b>
	2.1 Maslow's hierarchy of need	7
	2.2 Research Framework	19
	3.1 Krejcie Morgan table	27

**LIST OF PIE CHART**

<b>PIE CHART</b>	<b>TITLE</b>	<b>PAGE</b>
	4.1 Gender	34
	4.2 Martial Status	35
	4.3 Race	36
	4.4 Age	37
	4.5 Level Education	38
	4.6 Working Experience	39
	4.7 Management Level	40

**LIST OF APPENDICES**

<b>TITLE</b>	<b>PAGE</b>
Gantt Chart for PSM 1	71
Gantt Chart for PSM 2	72
Questionnaires	73

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of Study

Nowadays, in the technological age of 4.0 in the corporate environment, most organizations have strived for competitive advantage among organizations to do better and achieve productivity and efficiency. In addition, work motivation is about the attitude towards their job. There are people who use their skills and knowledge to provide support to the organization as a way to achieve their goals. Organizations around the world can be considered human resources as the core of the business and continuously improve their employees' motivation and performance is likely to be more effective (Rothberg, 2004).

According to the expert, human targets can be diverse and want a great motivation for work that previously used to measure them is just not worth the money (Maksimtsov et al., 2015). In addition to today, many business leaders hire good workers and try to think of motivational motivations before work. Employers do not earn high wages, but they only want to make sure that their employees not motivated by money. Therefore, in organizations, their small population usually motivates workers. According to 'The Fortune 100 Best Companies to Work For, 2016' ', organizations have practices that include higher pay than standard wages, provide free health protection for workers, and offer flexible and autonomous work arrangements that motivate employees.

Many researchers have shown that employees who need to be motivated can do a good job separated when they want to get a job done. When employees are autonomous and goal-oriented, they can create quality work and maximize efficiency and productivity. Furthermore, efficiency cannot be a measure of how well an organization varies from company to company and in other cases. However, efficiency and productivity can measure anything like in an organization, from leadership, communication, accountability, metrics, human performance, to delivery systems (Anderson & Adams 2015). This study focuses on employee performance that highlights aspects of employee motivation. The purpose of the research is to prove to others the idea of employee motivation in organizational effectiveness.

In short, motivation is important for both individuals and organizations. This is because, for individuals, motivation is an important factor that can motivate a person to reach his or her personal goals. Furthermore, organization, motivation can be said to be the factor that leads to employee satisfaction. On the other hand, from an organizational perspective, motivation can lead to positive attitudes in the workplace, easy adaptation to change and more creativity when applied.

## 1.2 Problem Statement

This study discusses the relationship between work motivation and job performance towards small and medium enterprise (SME) performance. SMEs are companies registered with SSM. SMEs cover all sectors such as services, manufacturing, agriculture, construction, and mining and quarrying. In July 2013, the definition of new SMEs was endorsed at the 14th National SME Development Council (NSDC) meeting where easy manufacturing and services and other sectors.

Employees in SMEs face challenges to play their role as assets. In the work environment and organizational culture in SMEs especially in labor, there are very different companies that are usually capital intensive (Galabova & Mckie, 2013). Therefore, competitive advantage will be a prominent issue among SMEs in motivating their workers. All this is because it motivates employees to do it on their own if not enough. In addition, management does not know what the employees want, and what motivates their employees. The management also has no idea of the appropriate reward for different needs (Aworemi et al., 2011).

When we are working, we want the joyfulness at the environment of workplace that means the workplace situation when the worker are happy with their job and not feel like it is work. Sometimes, SMEs firm has lack of knowledge about their employees and not have enough time to understand their employees felling toward work they do. Because of that, if the personnel needs are not really focus on, it can connected to turn down in the organization productivity and effectiveness. In this research, will be to identify the strongest of motivation to employees towards job performance in SMEs and to examine the relationship between work motivation and job performance in SMEs sectors.

### **1.3 Research Question**

There are three research question can be constructed such as:

1. What are the factor influence to the Job Performance
2. What are the most influence factor impact Job Performance among Entrepreneur
3. What is the relationship between Work Motivation and Job Performance

### **1.4 Research Objectives**

Based on the research question, there are three research objective can be constructed to achieve the research objectives.

1. To identify the factor influence to the Job Performance
2. To identify the most influence factor impact Job Performance among Entrepreneurs
3. To examine the relationship between work motivation and Job Performance.

### **1.5 Scope of Study**

The scope of study is knowing details the relationship between work motivation and job performance. The scope of study is also to identify the strongest work motivation towards SME performance. Researcher will be focusing about the motivation that can be implementing job performance in a firm. Top management should be alert about employee performance and take fast action if has something wrong. This is because, that can improve work environment so that staff are happy at

work, and improve efficient operation and to keep valuable staff with the organization for a long time.

Next, the scope of study is to examine the implementing work motivation in SME performance. By using Theory Maslow's hierarchy of need is one of fundamental theories of personal motivation. The theory can help organization design program to motivate their employees.

## **1.6 Limitation**

Researcher is focusing on individual or ownership from the organizations who involved in small business and medium enterprise (SMEs) in Melaka as respondent. The finding and results obtained from this study may not involve with individuals and organization who are different from SMEs. Researcher faced some obstacle like having a limited time, personal reasons and financial resources.

## **1.7 Summary**

In conclusion, in this chapter the researcher discusses about the research that will be conduct to implement this study. The matter involves in this chapter are background of study, problem statement, research question, research objective, scope of study and limitation.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter highlights the literature review of the work motivation and job performance in SME service industry at Melaka. The researchers begin this chapter by reviewing some journals, article from internet sources, books, and other printed medium as a guideline. This study also aimed to explain the relationship between work motivation and job performance. At the end of this chapter, the researcher would be able to strengthen the understanding and conceptualized framework that contains this chapter summary

#### **2.2 MASLOW'S HIERARCHY THEORY**

Motivation is related to psychology that influences the direction of one's behaviour in the organization, effort of the person and perseverance of the person (Jones & George 2008). Motivation is usually a term of intensity, direction, and persistence. Maslow's hierarchy of needs theory is used as a framework for identifying benefits in organizations that have terms to meet the needs of employees and to increase income but have reduced spending. Maslow's hierarchy of needs is one of the personal motivations in theory. In theory, it can help organizations design programs to