

**IMPACT OF COMPENSATION STRATEGY ON
EMPLOYEE MOTIVATION: A CASE STUDY IN
BORNEO SAMUDERA, KOTA KINABALU,
SABAH**

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ABSTRACT

IMPACT OF COMPENSATION STRATEGY ON EMPLOYEE MOTIVATION: A CASE STUDY IN BORNEO SAMUDERA, KOTA KINABALU, SABAH

The aim of this research is to examine the nature of relationships between compensation strategy and work motivation among employees from Borneo Samudera Sdn. Bhd, Kota Kinabalu, Sabah. The higher perception of intrinsic rewards in the company, the higher the level of work motivation that was observed, but perception of extrinsic rewards did not influences work motivation. This study used questionnaires that being analyzed by using Statistical Package Social Sciences (SPSS) version 14.0. The analyses involved were descriptive analysis, reliability analysis, linear regression analysis and hierarchical analysis. The result show that the employees were not too concerned about intrinsic rewards, probably due to the assumption that employers should pay more attention to the intrinsic rewards. The findings show a significant moderating effect of age, working experience and position level on the relationship between independent variables and dependent variable. These researches also have discussed some implications and recommendations for future research.



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ABSTRAK

KESAN STRATEGI PAMPASAN KEATAS MOTIVASI PEKERJA: KAJIAN KES DI BORNEO SAMUDERA, KOTA KINABALU, SABAH

Penyelidikan ini bertujuan untuk menganalisa hubungkait antara strategi pampasan dan motivasi kerja dikalangan pekerja dari Borneo Samudera Sdn. Bhd. Kota Kinabalu, Sabah. Semakin tinggi tanggapan terhadap ganjaran dalaman sesebuah syarikat, semakin tinggi tahap motivasi kerja namun, tanggapan terhadap ganjaran luaran, tidak mempengaruhi tahap motivasi kerja. Kajian ini telah menggunakan boring soal selidik dan telah dianalisis dengan menggunakan Pakej Statistik Sains Sosial (SPSS) versi 14.0. Secara amnya, hasil kajian menunjukkan bahawa rata-rata pekerja tidak menghiraukan ganjaran luaran yang diberikan dengan anggapan majikan seharusnya lebih menitikberatkan ganjaran dalaman. Penemuan kajian ini juga menunjukkan kesan pembolehubah perantara yang signifikan seperti umur, pengalaman kerja dan tingkat jawatan diantara pembolehubah bersandar dan pembolehubah tidak bersandar. Penyelidikan ini juga telah membincangkan tentang implikasi dan juga cadangan untuk kajian akan datang.



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