

**DOES MOTIVATION HELP EMPLOYEE TO IMPROVE THEIR  
JOB PERFORMANCE IN PRIVATE SECTORS IN MALAYSIA:  
A CASE STUDY IN ASCI COMMUNICATIONS (M) SDN BHD**

BY

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## ABSTRACT

Motivation is the combination of a person's desire and energy directed at achieving a goal. In managing for the employees' performance, motivation is one of the elements that managers should capture into their attention. In fact, to get the best from the employees, managers have to spend much of the managerial time on addressing motivation to them.

Why motivation? It is because motivation being the force that acts upon individuals to initiate and direct their behaviors. In the organizational context, motivation influences the way employees behave and respond towards their tasks and how persistent they would maintain a particular attitude with them.

To motivate, managers require sustainable approaches and skills to maintain people's enthusiasm and commitment. An important point to take note is that different people possesses different behavior because their needs and goals vary. So, different people may require different kind and level of motivation. Therefore, when considering motivation, it is important for the managers to look forward positively and to take a long-term view for the success.

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## CHAPTER 1

### INTRODUCTION

What is the motivation? Motivation is encouragement to do something. A motivated person can be reaching for long-term goal such as becoming a professional accountant .An organization's success requires an effective strategy that is attained by achieving the underlying goals and objectives. The environment of a workplace can have an effect on the motivation and job performance of employees, disadvantages such as a lack of advances in the office or corporation, improper ergonomics, *poor office structure*, hazardous lighting, inappropriate level of noise, old office equipment and computers and even a poor structured organization overall can play major parts in the loss of motivation.

Motivation is the desire by an individual with a high need for achievement and to pursue a goal and that performance will lead to reward. Small business