



# THE INFLUENCE OF INTRINSIC AND EXTRINSIC REWARDS TOWARDS EMPLOYEE MOTIVATION IN IT INDUSTRY

**FAUZIAH BINTI ABDUL RAHMAN (PB13084)**

**BACHELOR OF PROJECT MANAGEMENT WITH HONORS  
FACULTY OF INDUSTRIAL MANAGEMENT , UNIVERSITI MALAYSIA PAHANG**

## ABSTRACT

This research is about the influence of intrinsic and extrinsic rewards towards employee's motivation in IT Industry. The purpose of this research is to determine the intrinsic and extrinsic rewards among IT industry employee. This research also is to identify whether the intrinsic or extrinsic rewards will give influence or not towards IT industry employee. 60 selected employees from IT industry were given a questionnaire through email. The final result obtained from the return questionnaire exhibits the influence of intrinsic as well as extrinsic rewards towards employee's motivation in particular IT industry.

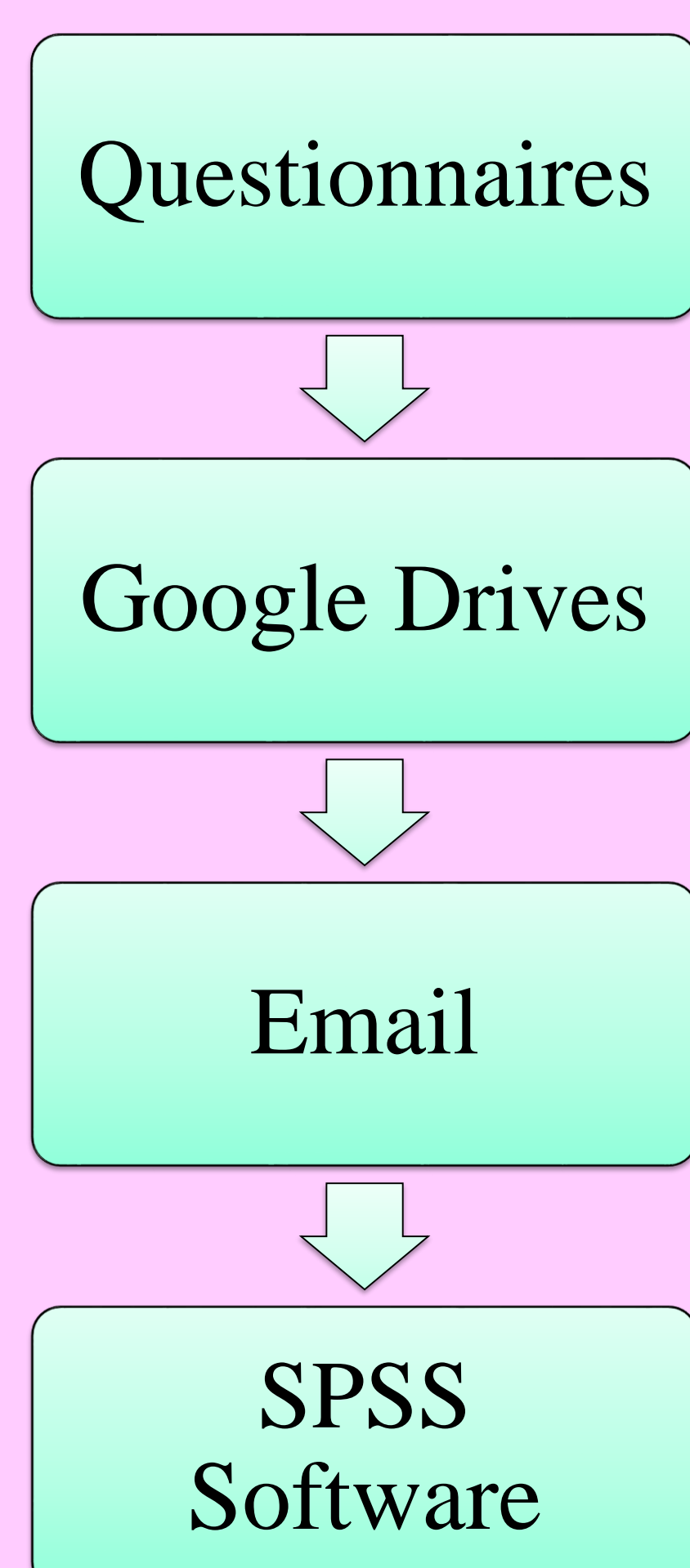
## INTRODUCTION

There are various factor that influence employees motivation. This include intrinsic as well as extrinsic factor. Nonetheless, for these factor received various respond from the employee's. This research is aim to study the role of intrinsic and extrinsic reward in motivating employee's.

## RESEARCH OBJECTIVE/S

- To determine intrinsic and extrinsic rewards towards employee motivation among employee in IT Industry.
- To identify whether intrinsic or extrinsic reward has more influence on employee motivation.

## METHODS



## CONCLUSIONS

Based on the study, it can be conclude that extrinsic reward are more preferred compared to intrinsic reward. We can see that IT employee's need policies and procedure in order to complete their work. The employee's in IT industry show more interested in salary and bonus that they perceive as motivating factor. However, extrinsic reward also important in order to gain high motivation of IT employee. There are well-defined that, ability utilization give influence to employee motivation. But IT employee are not preferred moral values as motivation factor.

## RESULTS

- 1) Summary finding the total mean and rank to determine which reward influence to employee motivation :

Intrinsic reward	Total mean	Ranking
Ability utilization	4.20	1
Achievement	4.07	2
Recognition	4.07	3
Creativity	3.98	4
Independence	3.90	5
Responsibility	3.87	6
Moral values	3.83	7

Extrinsic reward	Total mean	Ranking
Policies and procedures	4.20	1
Salary and bonus	4.03	2
Authority	4.02	3
Variety	4.00	4
Supervision(technical)	4.00	5
Supervision(human)	3.98	6
Co-workers	3.98	7
Working conditions	3.93	8

- 2) The average mean of intrinsic and extrinsic rewards preferred among IT employees:

Motivational factor	Average mean
Intrinsic	3.989
Extrinsic	4.018

## RECOMMENDATION

- This research can be apply to others industry such as construction industry, production employee and others.
- This research can be apply to make a comparative study between IT industry and other industry.