

Title of Thesis	Staff Motivation in Bank Industry
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## **ABSTRACT**

The introduction of universal banking law has brought changes over the years, with it stiff competition in the banking industry. Commercial banks are no exception to the modern changes in ensuring staff motivation towards their organizational goals. The commercial banks play important roles in worldwide economies and their employees are the best sources of delivering good services to their customers. Excellent services provided and offered by employees can create a positive perception and ever lasting image in the eyes of banks' customers. The motivation of a bank's employee plays a major role in achieving high level of satisfaction among its customers (Petcharak, 2004).

The study looks at the effects of motivation on employee performance at RHB Bank Berhad as the case study.

The study adopted the descriptive method and questionnaires was the main instrument for collecting data from a sample size of 70 respondents in the Boulevard Centre Miri Branch and Jalan Nakhoda Gampar Miri Branch. The purpose of the study was to investigate into the effects of motivation on employee's performance at RHB Bank Berhad in Miri, Sarawak, East Malaysia.

The study revealed that 42 respondent representing 60% said that their level of motivation is low. With regards to the effects of motivation on employee's performance, it was discovered that 49 of the respondents representing 70% were willing to increase their productivity level if only they are given intrinsic reward. In ranking among the eight selected motivational factors, career advancement was ranked as the number one with 23 representing 33%.

The study concluded that staff level of motivation at RHB Bank Berhad is generally low and is evident in relation to their output of work and will commit themselves in order to work to see the success of the business. It was therefore recommended that motivation should be management's topmost priority in order for employees to deliver excellent service to its valued customers.

In case of using human beings to provide services, it is not enough to merely rely on the number of people engaged, their qualification and experience or their ability but remunerating them appropriately is also of paramount importance. The personnel engaged must be motivated in order to get the best output from them. Many captains of industries believe that the key to improve staff performance and productivity in any area is motivation rather than ability. Bateman and Snell (1996), contend that motivation is the force that energizes, direct and sustains a person's effort towards the achievement of a goal. A highly motivated person will work hard towards the achievement of organizational goal, given the ability and adequate understanding of the job. Therefore, financial institutions need to recruit and retain some level of qualified and self motivated staff in order to be competitive in the current globalized and turbulent financial services industry.