

4. RESEARCH METHODOLOGY

This chapter describes in the questionnaire, the sampling and data collection procedures, and data analysis techniques used in the study.

4.1 QUESTIONNAIRE

An ex-post factor design was used in this study, since no attempt was made to manipulate the independent variables of the respondents.

Data collection was done by using a questionnaire designed for the study. The questionnaire, as shown in the Appendix, consists of four sections. Section A aimed to gauge the respondent's motivation level. Section B aimed to assess the needs of the respondents. Section C, containing the same set of items as in Section B, aimed to measure the provision of needs by the organization as perceived by the respondents. The questionnaire was pretested on six respondents to provide invaluable feedback in the preparation of the final questionnaire.

4.2 CONSTRUCTS

The Motivation Level construct was measured by using seven item-scales. The seven items-scales used were "coming to work", "pride in job", "putting more effort", "doing a job right", "feelings towards job", "completing work on time", and "leaving the organization". The scores were rated from 1 to 6. The higher

he summed scores of the seven item-scales, the higher would be the respondent's motivation level.

Marslow's five **Hierarchy of Needs** constructs were measured by using twenty-one item-scales based on Porter (1964). The first four item-scales measured the **Physiological Needs** construct. The next four item-scales, 5 to 8, measured the **Security Needs** construct. Item-scales 9 to 12, measured the **Social Needs** construct. The **Esteem Needs** construct was measured by item-scales 13 to 17. The last four item-scales measured the **Self-actualization Needs** construct. The scores of each item-scale were rated from 1 to 5, according to the level of importance. The higher the score for each item-scale, the more important would be that need to the respondent.

For the **provision of needs by the organization**, the higher the score for each item, the higher would be the perceived level of provision of that need to the respondent. The item-scales used were based on the study of Porter (1964).

The semantic differential was used to gauge the motivation level, where the respondents rated the items on a 6-point bipolar adjectives or phrases. For the needs assessment, a 5-point Likert scale was used, where the respondents indicated the degree of importance with the items relating to their needs. The provision of needs by the organization was also based on the 5-point scale.

4.3 DATA COLLECTION AND ANALYSIS

There are a total of 194 staff members in the Directorate. The whole population of the organization was selected in the study. The questionnaires were personally distributed to all the personnel. They were given about a week to return the questionnaires. A total of 175 questionnaires were returned, out of which only 161 questionnaires were usable.

The data collected were processed using the Statistical Package for the Social Sciences (SPSS) programme. The data analysis techniques used for the study included frequency, one-way ANOVA and t-tests.