

ABSTRACT

The purpose of this study is to identify the relationship between extrinsic and intrinsic motivation on job satisfaction in the Malaysia context. More specifically, this study aims to explore and investigate which the extrinsic and intrinsic factors play an important role on the impact of job satisfaction among employees in the Malaysia service industry. As a result, this study provides an insight into the motivation of employees in the organizational context. In addition, the moderating effect of leadership is examined.

From the research findings, it is discovered that the perceived job satisfaction of the surveyed employees is driven by a number of factors including extrinsic motivation factors (eg. Promotion; bonuses and given praise) and intrinsic motivation factors (eg. new challenges; responsibility; work interaction) in the Malaysia service industry. This study indicates that there is a high positive correlation which exists between the two independent variables and employee's job satisfaction. However, this study also indicates that leadership does not have a moderating effect on the relationship between independent variables and dependent variable.

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