

Table of Contents

ABSTRACT	V
LIST OF FIGURES.....	VIII
LIST OF TABLES.....	VIII
CHAPTER I.....	1
1.1 BACKGROUND OF STUDY.....	1
1.2 RESEARCH QUESTION	7
1.3 RESEARCH OBJECTIVES.....	7
1.4 RESEARCH CONTRIBUTIONS	8
1.5 SCOPE OF THE RESEARCH.....	9
CHAPTER II.....	11
2.1 ORGANIZATIONAL BEHAVIOR.....	11
2.2 MOTIVATION.....	13
2.2.1 FREDERICK HERZBERG TWO FACTOR THEORY.....	15
2.2.1.1 INTRINSIC MOTIVATION.....	17
2.2.1.2 EXTRINSIC MOTIVATION.....	18
2.2.2 ABRAHAM MASLOW'S HIERARCHY OF NEEDS	19
2.3 ORGANIZATIONAL CONTEXT.....	22
2.4 EMPLOYEE CONTENTMENT.....	25
2.5 PERFORMANCE MANAGEMENT.....	28
2.5.1 EMPLOYEE WORK PERFORMANCE.....	31
2.6 JOB SATISFACTION.....	35
2.7 EMPLOYEE INTENTION TO STAY.....	39
2.8 PREVIOUS RESEARCH.....	41
2.9 THEORETICAL FRAMEWORK.....	43
2.9.1 RESEARCH MODEL.....	43
2.9.2 RESEARCH HYPOTHESIS.....	43
CHAPTER III.....	46
3.1 RESEARCH LOCATION.....	46
3.2 RESEARCH OBJECT AND SUBJECT.....	47
3.3 CONCEPTUAL DEFINITION AND OPERATIONAL DEFINITION.....	47
3.4 SOURCE OF DATA.....	54
3.5 DATA COLLECTION	55
3.5.1 QUESTIONNAIRE.....	55
3.5.2 MEASUREMENT SCALE.....	57
3.6 POPULATION AND SAMPLING	58
3.6.1 THE SAMPLING PROCESS.....	59
3.6.2 DETERMINING THE SAMPLE SIZE.....	61
3.7 DATA COLLECTION METHOD.....	61
3.8 DATA ANALYSIS TECHNIQUE.....	62
3.8.1 OUTER MODEL.....	63

3.8.2 INNER MODEL.....	64
3.9 STRUCTURAL EQUATION MODEL.....	64
3.10 DESCRIPTIVE STATISTICS.....	65
3.11 VALIDITY AND RELIABILITY PRE-TEST RESULTS.....	66
CHAPTER IV.....	72
4.1 CHARACTERISTICS OF THE RESPONDENTS.....	72
4.2 DESCRIPTIVE STATISTICS.....	76
4.2.1 DESCRIPTIVE STATISTIC OF ORGANIZATIONAL CONTEXT.....	77
4.2.2 DESCRIPTIVE STATISTIC OF EXTRINSIC MOTIVATION.....	78
4.2.3 DESCRIPTIVE STATISTIC OF INTRINSIC MOTIVATION.....	79
4.2.4 DESCRIPTIVE STATISTIC OF EMPLOYEE CONTENTMENT	81
4.2.5 DESCRIPTIVE STATISTIC OF JOB PERFORMANCE.....	82
4.2.6 DESCRIPTIVE STATISTIC OF JOB SATISFACTION.....	83
4.2.7 DESCRIPTIVE STATISTIC OF INTENTION TO STAY.....	84
4.3 ACTUAL RESEARCH DATA ANALYSIS.....	85
4.3.1 OUTER MODEL.....	85
4.3.2 INNER MODEL.....	92
4.3.3 HYPOTHESIS TEST.....	93
4.4 DISCUSSION.....	94
4.4.1 H1:.....	96
4.4.2 H2:.....	98
4.4.3 H3:.....	100
4.4.4 H4:.....	101
4.4.5 H5:.....	104
4.5 COMPARISON OF PREVIOUS AND CURRENT RESEARCH.....	106
CHAPTER V.....	109
5.1 CONCLUSION	109
5.2 MANAGERIAL IMPLICATIONS.....	112
5.3 RESEARCH LIMITATIONS.....	114
5.4 RECOMMENDATIONS.....	115
BIBLIOGRAPHY.....	117
APPENDIX.....	122

List of Figures

<i>Figure 1.1 – Level of Job Satisfaction by Licorice Team</i>	3
<i>Figure 1.2 – Survey of Job Satisfaction by Licorice Team</i>	4
<i>Figure 2.1 – A Basic Organizational Behavior Model</i>	12
<i>Figure 2.2 - The Motivation Process</i>	14
<i>Figure 2.3 – Frederick Herzberg’s Two-Factor Theory</i>	16
<i>Figure 2.4 – Abraham Maslow’s Hierarchy of Needs in regards to Motivation</i>	21
<i>Figure 2.5 – Continuous Cycle of Performance Management</i>	29
<i>Figure 2.6 – Research Model used for this Research</i>	43
<i>Figure 3.1 – Research Model</i>	53
<i>Figure 3.2 - Pre-Test Model</i>	66
<i>Figure 3.3 – Correlation Table</i>	69
<i>Figure 3.4 - Finalized Actual Test Model</i>	71
<i>Figure 4.1 - Outer Loading & AVE for the Actual Test</i>	89
<i>Figure 4.2 - Bootstrapping in the Actual Test</i>	93

List of Tables

<i>Table 3.1 - Conceptual Definition and Operational Definition</i>	48
<i>Table 3.2 - Convergent Validity Pre-Test Result</i>	67
<i>Table 3.3 – Reliability Pre-Test Result</i>	70
<i>Table 4.1 - Characteristics of Respondents</i>	72
<i>Table 4.2 - Descriptive Statistic of Organization Context</i>	77
<i>Table 4.3 - Descriptive Statistic of Extrinsic Motivation</i>	78
<i>Table 4.4 - Descriptive Statistic of Intrinsic Motivation</i>	79
<i>Table 4.5 - Descriptive Statistic of Employee Contentment</i>	81
<i>Table 4.6 - Descriptive Statistic of Job Performance</i>	82
<i>Table 4.7 - Descriptive Statistic of Job Satisfaction</i>	83
<i>Table 4.8 - Descriptive Statistic of Intention to Stay</i>	84
<i>Table 4.9 - Convergent Validity Test</i>	86
<i>Table 4.10 - Discriminant Validity (Fornell-Larcker Criterion)</i>	90
<i>Table 4.11 - Composite Reliability</i>	91
<i>Table 4.12 – Inner Model Testing</i>	92
<i>Table 4.13 - T-Statistic testing</i>	94
<i>Table 4.14 - Hypothesis Result</i>	95
<i>Table 4.15 - Comparison of Previous and Current Research</i>	107