

**THE ANALYSIS OF INTRINSIC AND EXTRINSIC MOTIVATION
TOWARDS SALES PERFORMANCE
A CASE STUDY OF PT.XYZ**

By

Indra Maulana Junaedi

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SWISS GERMAN UNIVERSITY

The Prominence Tower

Jalan Jalur Sutera Barat No.15, Alam Sutera

Tangerang, Banten 15143 - Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Indra Maulana Junaedi

Student

Date

Approved by:

Fiter Abadi, MBA

Thesis Advisor

Date

SWISS GERMAN UNIVERSITY

Dr. Nila Krisnawati Hidayat, S.E., M.M.

Dean

Date

ABSTRACT

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By

Indra Maulana Junaedi
Fiter Abadi, MBA., Advisor

SWISS GERMAN UNIVERSITY

Motivation is an abstract form that has been widely used in human sciences and capable to many approaches. extrinsic motivation can be describe as, money and verbal reinforcement, mediated outside of the person, in the other hand intrinsic motivation is mediated within the person. The purpose of this research is to identify the influence of intrinsic and extrinsic motivation towards the sales performance and to identify the most influencing factors of intrinsic and extrinsic motivation towards the sales performance. The type of study used in this research is descriptive study and quantitative research. In this research, the researcher would like to analyze the factor of intrinsic and extrinsic salesperson's motivation towards sales performance in PT. XYZ. The author also use multiple linear regression analysis to find the relationship between intrinsic and extrinsic salesperson's motivation towards sales performance. Extrinsic salesperson's motivation has the highest regression coefficient is $\beta=0.628$. Recommendation for the company is also written at the end of this research

Keywords: Automotive Industry, Intrinsic Motivation, Extrinsic Motivation, Motivation, Salesperson's.



DEDICATION

I dedicate this to Allah SWT for giving the kindest blessing, health, wisdom and spirit.

I also dedicate this works for beloved parents, advisor, and friends.



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TABLE OF CONTENTS

STATEMENT BY THE AUTHOR	2
ABSTRACT	3
DEDICATION	5
ACKNOWLEDGEMENTS	6
TABLE OF CONTENTS	7
LIST OF TABLES	10
LIST OF FIGURES	11
CHAPTER 1 INTRODUCTION.....	12
1.1 Background.....	12
1.2 Research Problem	18
1.3 Research Objectives.....	18
1.4 Significance of Study.....	18
1.5 Research Question	19
1.6 Writing Structure	19
CHAPTER 2 LITERATURE REVIEW.....	20
2.1. Human Resources Management	20
2.2. Salesperson Motivation.....	20
2.2.1. Motivation Theory.....	21
2.2.2. Hierarchy of needs theory (Maslow, 1954).....	22
2.2.3. Theories X and Y (McGregor, 1960)	23
2.2.4. Learned needs theory (McClelland, 1961)	23
2.2.5. Vroom's expectancy theory (Vroom, 1964).....	23
2.2.6. Motivation-hygiene theory (Herzberg, 1968).....	23
2.2.7. ERG theory (Alderfer, 1972).....	24
2.2.8. Job characteristics model (Hackman & Oldham, 1976).....	24
2.2.9. Goal-setting theory (Locke & Latham, 1984)	24
2.2.10. Self-determination theory (Deci & Ryan, 1985)	24
2.3. Intrinsic and Extrinsic Motivation	25
2.3.1. Intrinsic motivational factors.....	26
2.3.2. Extrinsic motivational factors.....	28
2.4. Sales Performance.....	33
2.5. Previous Study	35
2.6. Study Differences	36
2.7. Research Model	38

2.8. Hypothesis	38
CHAPTER 3 RESEARCH METHODOLOGY	40
3.1. Scope of Study	40
3.2. Type of Study.....	40
3.3. Type of Data	40
3.4. Time Frame of Study	41
3.5. Population and Census	41
3.6. Data Collection Methods	41
3.7. Variable Operationalization	43
3.8. Data Analysis Technique	49
3.8.1. Multiple Regression Analysis.....	49
3.8.2. Validity	52
3.8.3. Reliability	53
3.8.4. Descriptive Statistics	53
3.8.5. Classic Assumption Test	54
3.8.6. F-Test.....	55
3.8.7. T-Test	55
CHAPTER 4 RESULT AND DISCUSSION.....	57
4.1. Industry Profile	57
4.2. Company Profile	58
4.3. Respondent's Demographic Profile	59
4.3.1. Gender	59
4.3.2. Age (Year).....	60
4.3.3. Department	60
4.3.4. Monthly Income	60
4.3.5. Length of Work	61
4.4. Validity and Reliability Test.....	62
4.4.1. Validity Test	62
4.4.2. Reliability Test	65
4.4.3. Validity and Reliability Summary	66
4.5. Descriptive Statistics.....	67
4.5.1. Intrinsic Salesperson's Motivation	67
4.5.2. Extrinsic Salesperson's Motivation	68
4.5.3. Sales Performance	69
4.6. Classic Assumption Test.....	70
4.6.1. Normality Test.....	70

4.6.2. Multi-Collinearity test	72
4.6.3. Heterocedasticity Test	73
4.7. Multiple Regression Analysis	74
4.7.1. Coefficient Determination Test	74
4.7.2. ANOVA F-Test	75
4.7.3. T-Test	76
4.8. Hypotheses Testing	76
4.8.1. Hypothesis 1	77
4.8.2. Hypothesis 2	78
4.8.3. Hypothesis 3	78
4.9. Discussion	79
4.9.1. Intrinsic Salesperson's Motivation	80
4.9.2. Extrinsic Salesperson's Motivation	84
4.9.3. Sales Performance	90
CHAPTER 5 CONCLUSION AND RECOMMENDATION	91
5.1. Conslusions	91
5.1.1. Descriptive Analysis Conclusion	91
5.1.2. Data Analysis Conclusion	92
5.2. Recommendation	93
5.2.1. Recommendation for PT.XYZ	93
5.2.2. Recommendation for Future Research	94
GLOSSARY	95
REFERENCES	97
APPENDICES	115
APPENDIX 1 – QUESTIONAIRRE (English)	115
APPENDIX 2 – QUESTIONAIRRE (Bahasa)	119
APPENDIX 3 – QUANTITATIVE DATA RESULT	124
APPENDIX 4 – PEARSON TABLE	125
APPENDIX 5 – CORRELATION COEFFICIENT SIZE	126
APPENDIX 6 – R TABLE	126
APPENDIX 7 – FACTOR ANALYSIS	127
CURRICULUM VITAE	129