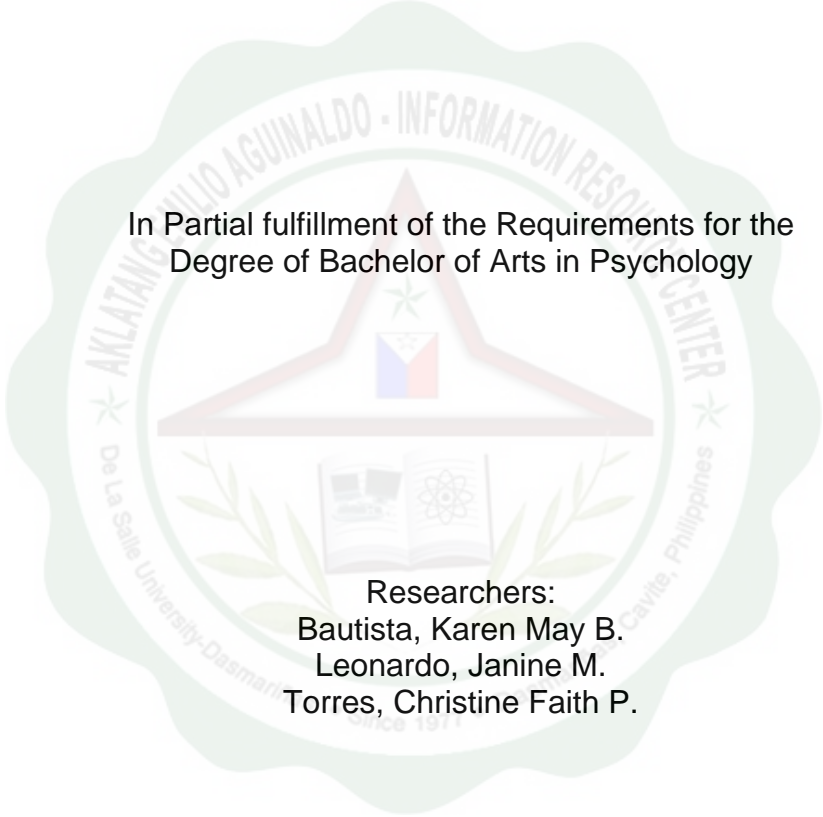


The Relationship of Intrinsic and Extrinsic Motivations to Job Satisfaction of Call Center Team Leaders

An Undergraduate Thesis Presented to the
Faculty of Behavioral Sciences Department
College of Liberal Arts
De La Salle University – Dasmariñas

In Partial fulfillment of the Requirements for the
Degree of Bachelor of Arts in Psychology

The seal of De La Salle University - Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a blue and white cross, and a book. The shield is flanked by green laurel branches. The text "AKLATANG NINO AGUINALDO - INFORMATION RESOURCES CENTER" is written in a circle around the top, and "De La Salle University - Dasmariñas" is written around the bottom. The year "1961" is at the very bottom.

Researchers:
Bautista, Karen May B.
Leonardo, Janine M.
Torres, Christine Faith P.

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ABSTRACT

Name of Institution: De La Salle University – Dasmariñas

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Authors:

Bautista, Karen May B.

Leonardo, Janine M.

Torres, Christine Faith P.

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Objectives of the study:

The primary concern of this study was to identify the relationship of intrinsic and extrinsic motivation to job satisfaction of call center team leaders.

Specifically, it sought to answer the following questions:

1. What is the level of intrinsic motivation of the call center team leaders?
2. What is the level of extrinsic motivation of the call center team leaders?
3. What is the level of job satisfaction of the call center team leaders?

4. Is there a significant relationship between intrinsic motivation and job satisfaction of the call center team leaders?

Is there a significant relationship between extrinsic motivation and job satisfaction of the call center team leaders?

Scope and Delimitations

This study focused on the intrinsic and extrinsic motivations being the determinants of job satisfaction. The researchers limited the respondents to a total of 50 call center team leaders of different call center companies in two of the most number of call center companies in Metro Manila – Quezon City and Ortigas.

The respondents were at least one year in the position regardless of their age, gender, civil status and educational attainment.

Methodology

To assess, the researchers used a set of survey questionnaire that consisted of two types of tests. These are Paul Spector's job satisfaction survey and researcher-made motivation survey. There were 50 total numbers of respondents from different call center companies within Metro Manila, specifically Quezon City and Ortigas, who answered the survey forms. The fact that the call center industry is at its peak in the industrial world, the researchers chose call center Team Leaders as their respondents since they

were also the one who performs a vital role in handling and motivating the agents (who are the company's one of the most important resources) under their team. The statistical treatment used is the Pearson's r.

Conclusion

Based on the results, the researchers came up with this conclusion:

1. The indicators of intrinsic motivation such as the need to be recognized, the responsibility on their work, opportunities for personal growth and achievements they desire, are what satisfy the call center team leaders, making the intrinsic motivation and job satisfaction highly correlated.
2. Extrinsic motivation and job satisfaction are correlated with one another. This is evident among the team leaders whose motivations are with the salary, wages and fringe benefits they receive promotion and interpersonal relationship with co-workers which makes them feel satisfied.

Recommendation

Based on the result of the study, the researchers suggest the following recommendations:

1. Team Leaders should appreciate everything that they receive from their work and must not take for granted the very purpose of their duty for them to have satisfaction and use this for service and success of their team and the company as well.

2. For the company's HR Department, they may conduct seminar or training programs for those who are less motivated and less satisfied of their work to promote intrinsic motivation and improve their compensation and benefits to keep their employees motivated.
3. For future researchers, they may conduct the same study using other respondents like Personnel in HR Department or other employees in the company and may explore the study in other fields of Business Process Outsourcing and others that are current in the business world.
4. For future researchers, they may conduct study about job satisfaction using other determinants such as loyalty (length of stay in the company) and attrition level.
5. For future researchers, they may conduct the same study having on-site observation and qualitative interview from the respondents for more analysis, explanation and validation of results of this research.