

ABSTRACT

In planning and writing out the thesis, the researcher have a period of around 10 months in researching how human motivation play its role in a family business. It have been studied to see how human motivation an organizational structure and employees work performance are related.

The researcher have withdrawn out some theories which are related in term of motivating employees. Roles of organizational structure and employees work performance have been further studied and supported by varieties of related theories.

The researcher have made questionnaires for the family business organization under study.

Result have been shown that the respondents agreed on most sub-variables of human motivation except rewards which they partially agreed. Therefore they had a pretty good perceptions on human motivation. The respondents had good perception towards the organizational structure. The result showed that they all agreed upon the sub-variables concerned. As according to the work performances, being rewarded fairly was partially agreed. Since the respondent agreed with the rest sub-variables, they had more likely the same view on work performance.

These three main variables, human motivation, organizational structure and work performance are very much in common and important for this family business.