

## ABSTRACT

The purpose of this study is to examine the aspects of work motivation in multilevel marketing context. The research is also focused on distributors' satisfaction on these work motivation aspects. It is expected that the outcome of the study will make the manager in multilevel marketing start to be aware of distributors' needs and wants and be able to design the best managerial implication.

To assess the aspects of work motivation and the distributors' satisfaction in multilevel marketing context, the researcher uses the survey research as a tool to collect the data. The reason in applying this technique is that it enables the researcher to collect necessary data within a limited time frame. The survey method has been used for collecting required information by piloting a questionnaire on targeted respondents. The sample size of this study is 385 respondents. The target population is distributors in Amway Company which is accepted from the study as the country's largest multilevel marketing company. The data analysis techniques are used based on two methods. Descriptive Statistics is used to clarify the aspects of work motivation and Paired Sample T-Test is used to test distributors' satisfaction.

In regards to the results of the study, distributors of Amway Company concerns work motivation aspects in terms of achievement, recognition, responsibility, content of work, company policy, benefit, interpersonal relations and working condition. The results specifically indicate that there are significant satisfaction in these work motivation aspects which were recognition, responsibility, company policy, interpersonal relations and working conditions.