

ABSTRACT

This thesis presents the management and organizational factors, which influence employees' motivation in Tesco Lotus Express. The method used in this research is a case study of Tesco Lotus Express's employee's motivation. The main objective of this study is to reduce the turnover (rate) and establish employee loyalty to the company.

The research was conducted with the population of 300 people both management and staff who work for Tesco Lotus Express. Questionnaires were used as a tool to collect data for further analysis. A questionnaire consisting of 28 questions was designed based on the conceptual framework. Private interviews with the management were conducted to study the attitude of management and in order to be able to gain deeper understanding of the questionnaire analysis. Personal interview with the staff were made in order to confirm and gain better understanding of the research results.

The research found out that the management and organizational factors that can motivate the employees to work in the organization are Conceptual Skill, Leadership Behavior, Reward System and Organization Culture. All of these factors are not consistency happen in the organization. There are two factors should to encourage to improve are Leadership Behavior and Reward System.