



TABLE OF CONTENTS

Table of Contents	vi
List of Tables	ix
List of Figures.....	x
List of Appendices.....	xi
Abstract.....	xii
Abstrak.....	xiii
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Background	1
1.2 Problem Statement	5
1.3 Research Question.....	7
1.4 Research Objective	7
1.5 Research Motivation	7
1.6 Benefits of Research	8
1.7 Contribution of Research	8
1.8 Scope of Research.....	9
1.9 Research Outline	9
CHAPTER 2	11
LITERATURE REVIEW.....	11
2.1 Family Business	11
2.2 Motivation and Their Divisions	14
2.2.1 Self Determination Theory.....	16
2.2.2 Intrinsic Motivation.....	19
2.3 Importance of Family Business.....	23
2.4 Intrinsic Motivation of Employees	24
2.4.1 Family and Non-Family Employees	26
CHAPTER 3	33
RESEARCH METHODS	33
3.1 Research Design.....	33
3.2 Research Population and Sample	36
3.3 Research Method and Data Collection.....	38



3.3.1	Interview Guide.....	39
3.4	Research Credibility	43
3.5	Data Analysis Technique	46
3.5.1	Familiarization of Data	47
3.5.2	Preliminary Coding	48
3.5.3	Clustering	49
3.5.4	Development of Initial Template	50
3.5.5	Modification and Development	51
3.5.6	Application to Full Data Set.....	52
CHAPTER 4	53
RESEARCH ANALYSIS AND DISCUSSION		53
4.1	Company Profile and Classifications	53
4.2	Informants Profile	55
4.2.1	Family Managerial Employees	56
4.2.2	Non-Family Managerial Employees	59
4.3	Findings.....	61
4.3.1	Autonomy.....	66
4.3.2	Mastery.....	73
4.3.3	Purpose.....	81
4.4	Additional Findings.....	90
4.4.1	Additional Work	90
4.5	Discussion	97
4.5.1	Employee's Motivation Journey	98
4.5.2	Family Managerial Employees	99
4.5.3	Non-Family Managerial Employees	102
4.5.4	Comparison of Family and Non-Family Members Intrinsic Motivation	105
4.5.5	Indirect Family Managerial Employees	106
CHAPTER 5	108
CONCLUSION AND RESEARCH LIMITATIONS		108
5.1	Conclusion	108
5.2	Limitation.....	111



5.3	Suggestion for Future Research	112
REFERENCES		114
APPENDIX		120