

Extraversion, Conscientiousness and Intrinsic Motivation Towards Happiness in Malaysia: Perspective of Malaysian Business Students in Private University

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ABSTRACT

Modern society now uses happiness as one of the primary indicators of social advancement. Happiness is vital to the energetic millennial generation, especially for university students. As a result, the first goal of this study is to ascertain the relationship between extraversion and happiness. The second goal is to ascertain the relationship between conscientiousness and happiness in Malaysia. The third goal is to ascertain the relationship between intrinsic motivation and happiness. 120 business faculty students in a private institution in Malaysia who were enrolled in bachelor's degree programmes received online surveys. A "Likert-type scale" was used to determine the degree of agreement or disagreement with relation to happiness using the Subjective Happiness Scale (SHS). All of the questions were created to be closed-ended for simple analysis of the feedback. The results of the study demonstrated a positive, statistically significant relationship between happiness and the three independent variables of extraversion, conscientiousness, and intrinsic motivation. This study also sheds light on providing extracurricular activities that can increase students' happiness.

Keywords: Happiness, extraversion, conscientiousness, intrinsic motivation

INTRODUCTION AND BACKGROUND

Everyone lives their life in pursuit of happiness, which is the ultimate objective of human existence [1]. According to [2] happiness is the sensation or display of pleasure or contentment. Happiness is made up of three interrelated basic elements: positive benefits, the absence of negative consequences, and general enjoyment of life [3]. [4] found that throughout a five-year period, those who were happier had a decreased risk of dying, with the happiest people having a 35% lower risk of dying than the least happy. [5] asserts that a consistent, ever-evolving sense of self is the most essential value in existence. The chance of happiness was found to be strongly connected with personality traits, and personality traits have a significant impact on happiness [6]. Happiness has a lot to do with personality [7]. The most popular personality theory is the Big Five personality, which D. W. Fiske created in 1949 [8]. Individual pleasant emotion or happiness can also be produced by intrinsic desire towards one's endeavour. Conscientiousness and extraversion are also important factors in happiness research [9]. Individuals that are intrinsically motivated may have a greater tendency towards pleasant affect and experience, claim [10]. The inward fulfilment of the factors that contribute to someone's happiness is known as intrinsic motivation. The results of the Malaysian happiness research show that the nation's happiness index would keep declining, and it will be ranked 82nd in the world in 2022. This claim is based on research from the UN Sustainable Development Solutions Network's annual World Happiness Report. According to Global Annual Review 2020, students will make up half of the world's employment by that year. Since this generation will soon wield the keys of government, it is crucial to ensure their happiness. Many interests have been sparked over the years by extraversion, conscientiousness, and intrinsic motivation. The relationship between extraversion, conscientiousness, and intrinsic motivation in a learning environment is one of the significant questions that has to be addressed. Although research examining the impact of personality traits and intrinsic motivation on private university students in Malaysia are still limited, there is unmistakable and reliable evidence linking intrinsic motivation to a variety of favourable outcomes. Perhaps for this reason, extraversion, conscientiousness, and intrinsic motivation for happiness are the three factors that are most frequently examined in studies. Following are the study's objectives: 1) To examine the relationship between extraversion and happiness in Malaysia; 2) To examine the relationship between conscientiousness and happiness in Malaysia; and 3) To examine the relationship between intrinsic motivation and happiness in Malaysia. Accordingly, the following three hypotheses are put forth: H1: Extraversion has a positive significant relationship with happiness in Malaysia; H2: Conscientiousness has a positive significant relationship with happiness in Malaysia; and H3: Intrinsic motivation has a positive significant relationship with happiness in Malaysia.

LITERATURE REVIEW

Happiness

Happiness conveys the idea that life is worthwhile and enjoyable and arises from enjoyment, satisfaction, and a positive sense of well-being. Happiness can be characterised as a person's overall sense of well-being, their actual perception of their life, and their pleasant feelings. Emotions have always been important to human life, and happiness is one of the fundamental emotions that everyone experiences [11]. [12] asserts that happiness has numerous advantages, including enhancing one's IQ, analytical abilities, creativity, and memory. It also prolongs one's physical and mental health, reduces depression, makes it simpler to assist others, enhances interpersonal relationships, and improves relationships. In contrast,

happiness, according to [13], has a positive impact on all aspects of life and leads to a better life, including the chance to forge stronger bonds with others, exhibit higher productivity, live longer, be in better health, have higher creativity, better problem-solving skills, and make better decisions about one's future, especially among university students. [14] examined how important happiness is to 7,204 college students across the globe. The statistics indicate that 64% of college students think that happiness is the most important part of life. A similar point of view was expressed by [15], who asserted that happiness is a result of joyful emotions and happy actions occurring at school, such as participating in interactive class activities. Positive emotions may serve as a tool to help people connect with others [16].

Extraversion and Happiness

Extraversion encompasses characteristics like being talkative, vivacious, aggressive, and outgoing. Extraversion is defined as being happy both in public and at specific times and being very distinct from introverts [1]. According to a study by [17], extraversion has the strongest link to happiness. According to these researchers, extraversion was the best predictor of happiness, as noted by [2], who also noted that there was a positive and comparatively high correlation between extraversion and happiness. According to [18], there is a strong positive correlation between happiness and extraversion. According to [19] research, extraverted individuals are happier. Extraversion is the best indicator of personality qualities that lead to happiness [20]. Thus, it is hypothesized that:

- H1: Extraversion has a positive significant relationship with happiness in Malaysia

Conscientiousness and Happiness

Conscientiousness is the propensity to pursue goals, exercise self-control, and engage in planned behaviour as opposed to unplanned behaviour [21]. As a result, conscientiousness personality traits reveal how organised, cautious, and well-planned an accomplishment is [19]. Individuals with high conscientiousness personalities are more orderly and structured, their work is persistent, they aim to achieve their objectives, and they may be resolved to fulfil their obligations and commitments [7]. Conscientiousness personality may have differences in productiveness, a norm of politeness, and also in the organisation. Conscientiousness and happiness are significantly correlated. According to [22], it suggests that happy people will have high conscientiousness levels. This was supported by a study by [23], which showed that those who are conscientious tend to be quite happy. According to research by [17], conscientiousness is the most reliable and important predictor of happiness among students at a public university in Malaysia. Thus, it is hypothesized that:

- H2: Conscientiousness has a positive significant relationship with happiness in Malaysia

Intrinsic Motivation and Happiness

A commitment that is naturally satisfying or enjoyable is referred to as having intrinsic motivation. Since intrinsic motivation is not instrumental in nature, it is no longer conceivable to take action that is motivated just by an interest in minimising negative effects on oneself [24]. Intrinsic motivation and happiness have a very strong positive relationship. According to the study's results, intrinsic factors clearly influence happiness [25]. The research of [26], which outlined the existence of a link between intrinsic motivation and happiness, supports this. According to earlier research [27], happy persons had higher levels of intrinsic motivation. According to research by [28], happiness among students in US universities and colleges is influenced by intrinsic motivation. Thus, it is hypothesized that:

- H3: Intrinsic motivation has a positive significant relationship with happiness in Malaysia

Research Framework

The proposed framework of this study is shown in Figure 1. The three independent variables of the study are extraversion, conscientiousness and intrinsic motivation. Meanwhile, the dependent variable used in the study is happiness. The hypothesized relationships proposed in the study are also displayed in the research framework.

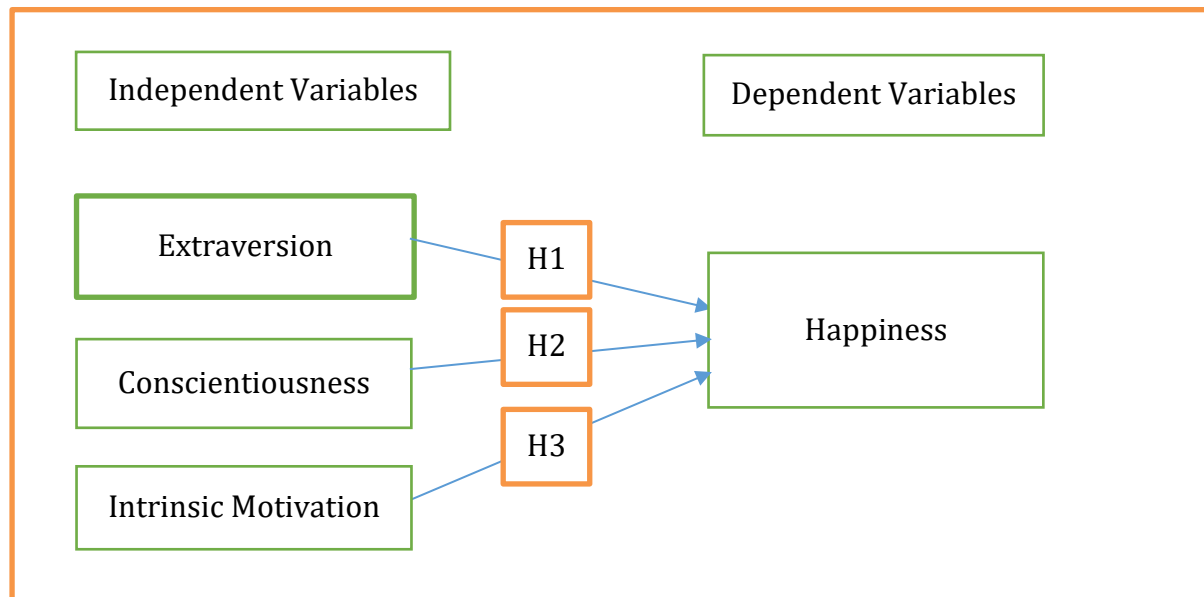


Figure 1: The proposed research framework

RESEARCH METHODOLOGY

The aims of the study are to determine the relationship between extraversion, conscientiousness, intrinsic motivation with happiness. The study's research design was quantitative in nature and relied on preset measurements using structured and validated data. The study's respondents were chosen from among the business majors enrolled in 15 bachelor's degree programmes offered by Management and Science University (MSU). The respondents who were chosen had to have finished at least one semester of their respective bachelor's degree programme. Around 3000 pupils were thought to be the study's target audience. According to Roscoe's Rule of Thumb, which states that sample sizes greater than 30 and fewer than 500 are suitable for the majority of research, the intended sample size was 120 respondents, which is in compliance with the goal sample size. However, only 105 of the survey participants were able to offer comments. The convenience sampling technique with a non-probability sampling design was employed for this investigation. Choosing a research sample for convenience and accessibility is a non-probability sampling strategy called convenience sampling [29]. Convenience sampling is easy, cheap, and has access to a wide range of subjects. The researcher must explain how the sample would differ from the randomly chosen sample. It is also necessary to describe the subjects who might be excluded during the selection process or the subjects who are overrepresented in the sample of business students in private university. The study's tools were taken from respectable, trustworthy, and reliable literature-based sources. Using the Subjective Happiness Scale (SHS) developed by [35], happiness is

quantified as a dependent variable. Ten items were used in the study to gauge happiness. Six items for measuring extraversion were taken from [30]. Six questions were used from [31] to assess conscientiousness. Finally, the study utilised 4 questions from [32] Academic Motivation Scale (AMS) to measure intrinsic motivation. Using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree), respondents were asked to indicate for each variable to which each statement applied. The survey questions were divided into a few sections that covered every variable and one section that covered demographic information. This study made use of SPSS Version 25, the Statistical Package for the Social Sciences. The data was analysed in order to meet the study's objectives using reliability analysis, descriptive analysis, correlation, and regression analysis.

RESULTS

Table 1: Demographic Profile

Variable	Frequency	Percentage
Gender		
Male	39	37.1
Female	66	62.9
Age		
21-25	20	19.0
26-30	29	27.6
31-35	25	23.8
36-40	20	19.0
41-45	11	10.5
CGPA		
2.00-2.50	13	12.4
2.51-3.00	37	35.2
3.01-3.50	32	30.5
3.51-4.00	13	12.4

The total numbers of respondents are 105. Based on the findings in Table 1, shows that 62.9 percent are female, while the remaining 37.1 percent are male. Based on age, the majority of respondents were found in 26-30 years old which represent 27.6 percent. Based on CGPA, shows that 35.2 percent of respondents achieve 2.51-3.00 CGPA makes up as majority.

Table 2: Interpretation of reliability based on Cronbach Alpha

Variables	Cronbach Alpha	No of item	Result
Happiness	0.893	9	Good
Extraversion	0.836	6	Good
Conscientiousness	0.829	6	Good
Intrinsic Motivation	0.881	8	Good

As shown in Table 2, the reliability test result has revealed that all 4 constructs are above satisfactory as their values are above 0.6. Reliability test such as internal consistency has been done in this study. This test is to determine the reliability of each variable. Table 2 shows the interpretation of reliability based on Cronbach's alpha for 105 respondents. Based on Cronbach's alpha result for happiness the value is 0.893 which is good with 9 questions. Next, the value for extraversion is 0.836 showing good results with 6 questions. Followed by

conscientiousness with 0.829 Cronbach alpha and also show a good result with 6 questions. Lastly is intrinsic motivation Cronbach's alpha value being 0.881 with a good result and 8 questions.

Table 3: Correlation Analysis

		Happiness	Extraversion	Conscientiousness	Intrinsic motivation
Happiness	Pearson	1	.800**	.659**	.741**
	Correlation				
	Sig. (1-tailed)		.000	.000	.000
	N		105	105	105

Table 3 shows the entire summary of the findings. The result found the correlation between independent variables that is extraversion, conscientiousness, and intrinsic motivation is significant at the 0.01 level (1-tailed) towards the dependent variable (happiness). The result indicated that there is a positive association between all the independent variables and the dependent variable. Extraversion has a positive high correlation with happiness ($r=0.800$), and the relationship is significant as ($p= 0.000$, $p< 0.05$). Thus, the result shows that H1 is accepted, thus, Extraversion has a positive significant relationship with happiness in Malaysia. Next, the finding shows that conscientiousness has a positive moderate relationship with happiness ($r=0.659$) and the relationship is significant as ($p= 0.000$, $p< 0.05$). Thus, the result shows that H2 is accepted, conscientiousness has a positive significant relationship with happiness in Malaysia. Lastly, it is followed by a positive high correlation between intrinsic motivation and happiness which is ($r= 0.741$), and the relationship is significant as ($p= 0.000$, $p< 0.05$). Therefore, H3 is accepted, intrinsic motivation has a positive significant relationship with happiness in Malaysia.

Table 4: Regression Analysis

	Dependent Variable Usage
Independent variables (β)	
Extraversion	.509*
Conscientiousness	.274*
Intrinsic Motivation	.157*
F value	80.189**
R ²	0.704
Adjusted R ²	0.696

* $p<0.05$, ** $p < 0.01$

Based on the result in Table 4, the R² of the model is 0.74. Therefore, the model implied that 74 percent of the variation in happiness is explained by variation in extraversion, conscientiousness, and intrinsic motivation. While another 26 percent is explained by other factors. The F value of the model is 80.189 and significant at ($p < 0.01$) which indicates that the model is a considerable fit. Extraversion has a positive significant relationship with happiness ($\beta=0.509$, $p<0.01$). H1 is supported. Based on a study by [33] they found that extraversion had a positive relationship between extraversion and happiness. Conscientiousness has a positive significant relationship with happiness ($\beta=0.274$, $p<0.01$). H2 is supported. Intrinsic motivation has a positive significant relationship with happiness ($\beta=0.157$, $p<0.01$). H3 is supported. This was supported by [34] found that intrinsic motivation has a positive relationship with

happiness. In conclusion, extraversion is the most influential variable with happiness and the relationship is also significant. While the least influenced variable towards happiness is the intrinsic motivation variable, however, this variable has a significant relationship with happiness.

CONCLUSION AND RECOMMENDATIONS

As a result, the research has successfully addressed its primary goal, which was to examine the relationship between extraversion, conscientiousness, and intrinsic motivation for happiness among private university students in Malaysia. According to this study, happiness among business students at private university was found to be significantly influenced by extraversion, conscientiousness, and intrinsic motivation. In other words, people experienced enjoyment more when their extraversion, conscientiousness, and intrinsic motivation were higher. These suggest that the satisfaction of students at private university is significantly influenced by extraversion, conscientiousness, and intrinsic motivation. This study also sheds light on providing extracurricular activities that can increase students' happiness. Students in private university can increase their social networks, diversify their interests, and develop leadership qualities by taking part in extracurricular activities at their university. Young adults can connect their classroom learning with real-world experience through volunteering, internships, student clubs and organisations, sports teams, and green environment initiatives. The students are encouraged to work together and bond through additional getaways and international programmes. Interaction with others who share similar interests may also be facilitated by extracurricular activities. The most significant factor affecting a student's intellectual and emotional growth is their peer group. The development of their emotions, minds, and behaviours may all be influenced by their peer group. Furthermore, the implication on students attending public and private universities is comparable. Participating in extracurricular activities with other university students can raise a student's satisfaction by improving their academics, elevating their self-esteem, lowering their absenteeism, and strengthening their ties to the university. Students that participate in university extracurricular activities see positive and significant gains in their extraversion, conscientiousness, and intrinsic motivation for pleasure. To ensure that the results are applicable across Malaysia's higher education institutions, additional faculties should be included in future research. Future research is advised to conduct a longitudinal study and focus groups in order to accurately assess the factors that affect students' happiness at private university. The researchers can gain in-depth knowledge and a better comprehension of each person's personality with the use of these improvement techniques. Finally, it is advised that moderating and mediating variables be included in the framework to give the study greater significance.

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