

ABSTRACT

This study aims to identify the motivational factors influencing employees to pursue postgraduate studies, providing a strong foundation for institutions to enhance their learning environment, course planning, and future evaluation processes. A qualitative approach was employed in this research, involving 10 postgraduate students majoring in management who work across various sectors as participants. The findings of this study reveal that intrinsic factors are more prominent than extrinsic ones, with themes such as professional growth and development, professional service, personal benefits and job security, collegial learning and interaction, and professional commitment and reflection emerging. The theme of professional growth and development was found to be the most influential in employees' decisions to continue their postgraduate studies. Institutions should not only foster a conducive learning environment but also understand the motivational factors of working students. Moreover, they should focus on fostering creativity and personal development, which can be beneficial for their students' future careers.

Keywords: *Learning Motivation; Employees; Postgraduate*