ORIGINAL RESEARCH PAPER

Management

TO STUDY THE MOTIVATION OF EMPLOYEES LEVEL OF EMPLOYEES IN AN ORGANIZATION

KEY WORDS: Motivation, Employees, Satisfaction and Organization

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ABSTRACT

Motivated employees are needed in our rapidly changing workplaces and help the organizations survive in competitive environment. The objective of the study is to find out the motivation level of employees in an organization. For that the research has been collected data from 150 Employees by simple random sampling method with the help of questionnaire. To analyse the data author used statistical tools like Mean, Standard Deviation, Cluster analysis and Chi- square. The Data collected are analyzed using the software SPSS 16.0. The researcher found that the employees are highly satisfied with their working environment and working conditions. There is no association between cluster variables for motivation level and demographic factors.

INTRODUCTION

Motivation is the process of inspiring people to actions to achieve the goals. In the work goal background the psychological factors motivating the people's behavior can be- Job-Satisfaction, Achievement, Team Work, Need for Money and Respect. In this study the process of motivation prevailing in the Naturals capsule Limited is taken into consideration. Therefore with help of questionnaire and interviews we tried to analyze and interpret the employee's motivation of this company.

Motivated employees are more productive. To be effective, managers need to understand what motivates employees within the context of the roles they perform. Of all the functions a manager performs, motivating employees is arguably the most complex. This is due, in part, to the fact that what motivates employee changes constantly. For example, research suggests that as employees' income increase, money becomes less of a motivator. Also, as employees get older; interesting work becomes more of a motivator.

The main asset of the company is the Human Resource. By evaluating the performance of the executives quality of the work can be improved. This study will help the organization to understand the needs and benefits of employee motivation. Motivation has received the most attention in the study of organizational behaviour. The objective of the study to find out the motivation level of employees in Naturals Capsules Ltd. This will help the management to identify the motivation level of the employee and to improve their performance if necessary and it will also help in finding various factors affecting the motivation of employee in the organization.

Review of Literature

The purpose of this paper is to identify the motivating factors of employee working in various Malaysian organizations. The survey questionnaire consisted of two parts: respondents' personal information was obtained through Part A and in Part B, they were asked to rank the ten motivating factors in terms of their effectiveness. The motivating factors were compiled from the existing literature and refined through consultation with human resource professionals. Motivation represents those psychological processes that cause the arousal, direction, and persistence of voluntary activities that are goal oriented (Mitchell, 1982). Bartol and Martin (1998) define motivation as a force that energizes behavior, gives direction to behavior, and underlies the tendency to persist. Productivity improvement requires more than just customer service, technology, decentralization, or process reengineering. Nambirajan and Prabhu (2011) held the view that motivating employees to work has been changing rapidly. Any management development program should be incorporating the factors that affect the working lives of the workers.

The purpose of this paper is to examine the impact of corporate social responsibility (CSR) on internal employee motivation. The research hypotheses were tested using correlation and regression analysis using factor scores from a principal component factor analysis. The review of the previous research on the relationship between CSR and employee internal motivation showed that there is a positive association between CSR initiatives undertaken by the company and its employee satisfaction, self-image, team work, loyalty, retention, trust, psychological need of belongingness, employee morale and commitment (Aguilera et al., 2007; Othman & Abdullah, 2016; Rabiyathul & Ramyar, 2018). However, socially responsible corporate behavior may mean different things to different people at different times, so we must be careful in how we use the concept and how we define it (Campbell, 2007).

Employee performance is frequently described as a joint function of ability and motivation, and one of the primary tasks facing a manager is motivating employees to perform to the best of their ability (Moorhead & Griffin, 1998; Abdullah & Abdul, 2015). Work motivation as the set of internal and external forces that initiate work related behaviour, and determine its form, direction, intensity, and duration. An essential feature of the definition is that it views work motivation as an invisible, internal, hypothetical construct (Pinder, 1998; Rabiyathul & Ramyar, 2019). Performance of employees in any organization is vital, not only for the growth of the organization, but also for the growth of individual employees (Meyer et al, 2009; Prabhu & Nambirajan, 2016). Performance on the job can be assessed at all levels of employment such as: personnel decision relating to promotion, job rotation, job enrichments etc.

RESEARCH METHODOLOGY

To gather the information the research has been collected data from 150 Employees of the organization through well-defined questionnaire by using simple random sampling method. The questionnaire which is used in this study is done with 5 point liker scale and the questions are in the form of statement and close ended. The tools used for Data analysis are Descriptive analysis, Cluster analysis and Chi- square. The Data collected are analyzed using the software SPSS 16.0.

Analysis

Respondents were asked to give rating between 1 (Strongly Disagree) and 5(Strongly Agree) to perceived employee motivation related variable identified for studying employees adoption behaviour.

Table 1 Reliability Test

Reliability Statistics	
Cronbach's Alpha	Number of Items
0.723	6

Reliability test has been done using the statistical software SPSS version 16.0. The result shows that 0.723 and it is above the recommended value of 0.6.

Table 2 Ranking for Motivation Level

Statements	Standard Deviation	Mean	Rank
I am satisfied with the working environment of my company	0.525	4.08	2

I feel that the working condition is good in my company	0.587	4.19	1
I have job security in the company	1.039	3.26	3
I am satisfied with the training provided to me	0.797	2.79	6
I am satisfied towards job	0.887	3.21	4
I am interested to do my work	1.052	3.03	5

The factor involved in employee motivation for motivation level is the highest mean score is 4.19. The Standard deviation of the variable is 0.587 and the lowest mean score is 2.79. The standard deviation of the variable is 0.797. Based on the three factors the employee motivation can be segmented. K-means cluster analysis is used to categorize employee motivation into three clusters.

Table 3 Segmentation of Employee Motivation Level

Statement	1	2	3
I am interested to do my work	3	2	4
I am satisfied towards job	4	3	3
I am satisfied with the training provided to me	3	3	3
I have job security in the company	4	3	3
I am satisfied with the working environment of my company	4	4	4
I feel that the working condition is good in my company	4	4	4
Mean	3.6	3.16	3.5
No. of cases in each cluster	55	52	43
Total percentage	**36**	**35**	**29**

In the above table contains the mean value scores of three factors related to employee motivation and the ranks are specified in the bracket. Table shows that around 36 percent of employees belong to cluster 1 category they, 35 percent of employees belong to cluster 2 categories they and 29 percent of employees belong to cluster 3 categories. The name of cluster is highly motivation, moderate motivation and less motivation. This reveals that majority of employee motivation in cluster 1. The mean value of the cluster 1 is 3.6 this is the highest score. Cluster 3 is the next highest mean value is 3.5 and the lowest mean value is cluster 2 the value is 3.16.

Table 4 Relationships between Motivation Level and Cluster Variable

	Cluster		Error		F	Sig.
	Mean square	df	Mean square	df		
I am interested to do my work	47.790	2	.471	147	101.443	0.000
I am satisfied towards job	20.533	2	.518	147	39.659	0.000
I am satisfied with the training provided to me	.884	2	.631	147	1.400	0.000
I have job security in the company	25.864	2	.742	147	34.839	0.000
I am satisfied with the working environment of my company	1.313	2	.261	147	5.024	0.000
I feel that the working condition is good in my company	1.392	2	.331	147	4.208	0.000

The ANOVA table indicates that three exists significant difference among all the three clusters. The majority of significant value for all the six factors is 0.000. This means that all the three factors have significant contribution on dividing employees into three segments based of the employee motivation.

Table 5 Association between Motivation Level and Demographic Factors

Demographic variables	Chi-square	Significance	Result
Age	15.371	0.052	Not Significant
Gender	4.169	0.124	Not Significant
Education Qualification	9.057	0.060	Not Significant
Salary	0.751	0.945	Not Significant
Marital Status	4.898	0.248	Not Significant

To test whether the associations identified among employee motivation and demographic variable are association or not, chi-square test is carried out. The association value indicates there is no association between cluster variables for motivation level and demographic variables of age, gender, education qualification, salary and marital status.

FINDINGS AND CONCLUSION

The result shows that the employees are highly satisfied with their working environment and working conditions. Their motivation level is much high; only a small percent of the employees seem to be least motivated. There is no association between cluster variables for motivation level and demographic factors. From the factors increasing motivation, most of the respondents are highly satisfied with working environment and employee motivation. Employees strongly feel that they have contributed for the growth of the organization. To conclude this study, the motivation provided by the organization support the employees.

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