

A STUDY ON EMPLOYEES' WORK MOTIVATION & ITS EFFECT ON THE JOB PERFORMANCE IN SERVICE SECTOR

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ABSTRACT

The significance of employee motivation has increased due to recent modifications in the service sector. Motivation involves encouraging others to act in order to accomplish goals. The psychological drivers of behaviour in the context of a work goal can include a financial necessity, respect, job fulfilment, success and other things. Motivation is vital in the management framework. It enables organizations to expand and utilize the skills of their workforce in an efficient manner. It takes a lot of work for every company to keep employees engaged and motivated. One of the best methods for motivating employees is employee recognition. Employees feel more connected to and motivated when appropriate recognition efforts are made. This study investigates the link between workplace productivity and employee work motivation in the service sector. The respondents for this study were chosen using a convenience sampling technique. The sample consisted of 50 employees from service organizations. In this study, quantitative descriptive analysis and a Likert scale measurement tool were both utilised. Furthermore, the study sought to determine how fulfilled employees are with different parts of their jobs.

Keywords: Motivation, Performance, Employee, Service sector

Introduction

Motivation is important for controlling and directing human behaviour, as well as providing a goal. As a result, one of the educational implications of motivation is that employees must be motivated in order to perform their jobs effectively. People must be well motivated because motivation is a powerful driving force in behaviour. Incentives are sometimes used to reinforce motivation. Every company's production, integrity, and dedication are what determine its success. The best way to assure employees' commitment and loyalty is to motivate them. Employee motivation, work performance, and production all raise when they are completely satisfied with their jobs. Personal productivity is a continuous process that increases as you develop the proper attitude and mind-set required for a motivated work ethic. Since motivation comes from an individual's wants and motivations, it demands discovery and knowledge.

In the most recent situation, employees have emerged as the main source of any company where the staff continuously works to implement decisions made by the organization in order to meet its goals. While the motivational factor for the personnel is evolving into an organizational component strategy. However, motivation is a factor that helps a person choose a job or not, stay in the job, and work well while in it.

Motivation must arise from within; it is not a force that can be applied without. A true leader is one who can inspire his employees to overcome all obstacles and hurdles and grow both professionally and personally. A leader's charisma and actions influence his employees to improve their performance. A manager should be a role model for their employees; in today's world, respecting the interests of employees is critical. A good manager should be concerned with each employee's development and understanding of their interests and strengths. This, in turn, is necessary to establish a trusting relationship between an employee and his employer and to motivate the employee to align his aims in lieu.

Maslow's Theory of Motivation

Most significantly in 1943, the Hierarchy of Needs Theory was developed by Abraham Maslow. This concept is a classic illustration of how people are motivated. The premise of this idea is that each person appears to have five-level hierarchy requirements.

Physiological Needs: The fundamental prerequisites for air, water, food, clothes, and shelter are known as physiological needs. In other words, the basic needs of life are those that pertain to physiology.

Safety Needs: Protection from the elements, from the mind, and from the body are all required for safety. For instance, the safety of your employment, your finances, the welfare of animals, your family, your health, and so forth.

Social Needs: It includes things like love, adoration, compassion, belonging, and connection.

Esteem Needs: It consists of two: Both inside (ego, trust, ability, accomplishment, and independence) and outside (prominence, influence, prestige, respect, and appreciation).

Self-Actualisation Needs: The drive for realization encompasses the drive to fulfil your potential and develop to your fullest potential.

Review of Literature

James (1982) the current level of comprehension of the motivational environment in government organisations is evaluated using a comparative framework. Review of comparative public-private research on how motivation is influenced by a person's characteristics, employment, workplace, and other factors. In light of this study, the efficacy of four inspirational techniques - financial rewards, target, job analysis, and participation is explored. Future research is outlined with a focus on issues like employment stability, future orientation, and performance measurement.

Amar (2004) the author offers a theoretical design that reconstructs both "what" and "how" that will promote creativeness in workplaces that rely on development. The conceptual approach is predicated on the idea that the presence of specific antecedents that are sensitive to the dynamics of motivation in this environment is what leads to motivation in a knowledge work environment. The proposed approach encompasses these dynamics in three motivational sources that should be loaded with its antecedents to encourage knowledge workers to innovate.

Govindarajulu (2004) this paper examines the critical employer and employee factors influencing environmental performance to present a theoretical framework for environmental performance. Top management commitment, delegation of authority, environmental management plan, incentives, constructive criticism and review are all aspects of the model. Throughout the article suggestions on how to implement the model's fundamental ideas for managers as well as challenges they may face are discussed.

Kuvaas (2006) the goal of this study was to look into different relationships between performance evaluation contentment and employee results such as self-reported Workplace productivity, work engagement, and departure intention. Employees' intrinsic work motivation, on the other hand, mediated and moderated the relationship between satisfaction with performance reviews and work output. Relatively low motivation among workers had a negative connection, while those positive relations with individuals who had relatively high motivation.

Ganta (2014) studied employee output directly influenced by the level of motivation at work, according to research. Employees who are inspired and passionate about their jobs carry out their tasks using one's best judgement and production numbers improve the result. Management and leadership have expressed concern about employee motivation. Organizations need to know their staff members well in order to use various motivational techniques that are tailored to meet their particular requirements and desires.

Tomar (2016) depicts the most important factor in determining a company's success or failure is its workforce. In turn, increased employee satisfaction can help raise organizational performance. It has been found that one of the most significant factors potentially 49 contributing to employee performance in the banking industry is motivation. According to the study, the most significant motivators for employees are "equitable compensation and promotion", "extended health benefits and other social amenities" and "working environment."

Cheemala (2018) in his paper, he looked into some of the bank's human resource practices. The findings suggest that significant efforts should be made to offer new bank recruiters a well-structured training and orientation programme. Management believes that employees should have plenty of opportunities to adopt novel strategies and creative concepts. Senior management should take a more proactive approach to job analysis and create fresh paths to career strategies in order to increase employee motivation.

Jia (2022) this study explores the ease of integration factors impacting the value of enterprise social media. The researcher investigates how employees' intrinsic motivations can act as a mediator between the effects of two compatibility dimensions using a theoretical model based on compatibility theory. ESM is a valuable tool that

assists businesses in improving sharing information and working across departments. As a result, it is critical to comprehend the factors that can help ESM play its part in enhancing business performance.

Khan (2022) this study proposes an effort to better understand the motivational elements and how they affect the well-being and security of workers' tiny development of enterprises. According to the study, employees in small businesses are more likely to be intrinsically motivated at work and less inclined to be driven by external factors. The study suggests a nexus between the extrinsic and internal motivational elements.

Scrimshire (2023) this article follows SDT is called upon to examine the effects of factors that are enclosed by a defined category of independent motivation and look into how they affect interaction and other beneficial organisational findings. The author also complied with recommendations to expand engagement research to concentrate on particular business sectors, like the public sector.

Objectives

1. To measure the impact of the motivational factors on performance of the service sector employees.
2. To identify the expectation and the level of satisfaction on the various motivational factors that are existing in the service sector.
3. To suggest measures to improve the motivational factors in organizations.

Need and Scope of the Study

Like fuel that propels a vehicle to give its very best, motivation stimulates the employees to give his very best. This study is useful to the management in knowing about how many employees are really motivated regarding their job and work environment. When the organization builds motivation among its employees, they will not shirk work and their absenteeism falls down. The employee shifting off premise would come down. This study is particularly needed to motivate dissatisfied employees to generate graded output and to involve some more inputs considered necessary for changing the work, attitude and behaviour. The need for the study involves goal-oriented behaviour.

Research Methodology

Research design: Descriptive research has been used for this study.

Sampling Technique: Here for the study a convenient sampling technique was used.

Data Collection: A questionnaire was designed to collect the data.

Sample Size: The sample size is 50 respondents.

Data Analysis

Category	Option Category	Percentage	Percentage
Gender	Male	32	64
	Female	18	36
	Total	50	100
Age	Less than 30 years	21	42
	31 - 40 years	18	36
	41 - 50 years	11	22
	Above 50 years	0	0
	Total	50	100
Educational Qualification	Diploma	5	10
	Graduate	24	48
	Post Graduate	7	14
	Others	14	28
	Total	50	100
Experience	Less than 5 years	28	56

	6 - 10 years	12	24
	11 - 15 years	7	14
	More than 15 years	3	6
	Total	50	100
Department	Human Resource	7	14
	Administration	2	4
	Sales	5	10
	Marketing	1	8
	Accounting	8	16
	Finance	6	12
	I.T	18	36
	Total	50	100
Management involve you in Decision Making	Yes	36	60
	No	14	40
	Total	50	100
Job Shifting by the management	Yes	30	60
	No	20	40
	Total	50	100

Table 1 Percentage Analysis of Demographic factors

Inference

The table indicates the Demographic information of the respondents.

Gender: 36% respondents are female and 64% respondents are male.

Age: Most of the respondents fall in the group of less than 30 years of age. 22% respondents fall in 41 - 50 years of age and 36% respondents are in the age 31 - 40 years.

Educational Qualification: For the purpose of this study, it has been classified into four categories viz., 10% respondents in Diploma, 48% are Graduate, 14% are Post Graduate and the rest of 28% from Others. The details are furnished in the above table.

Experience: The above table states that 56% of respondents experienced less than 5 years, 24% of respondents experienced 6 - 10 years, 14 % of respondents experienced 11 - 15 years and 6% of respondents experienced more than 15 years.

Department: From the above table it is found that out of the total 50 sample units, 14% of the respondents are from the Human Resource Department. 4% of the respondents are from the Administration Department. 10% of the respondents are from Sales, 8% of the respondents are from Marketing, 16% of the respondents are from Accounting, 12% of the respondents are from Finance and the remaining 36% of respondents are from I.T.

The remaining 28% of respondents replied No, whereas 72% of respondents said yes to involve in decision making. 40% of respondents replied No, while 60% of respondents agreed for job shifting available in organization.

Experience and Employees opinion about motivational factors

	Sum Squares	of df	Mean Square	F	Sig.
Between groups	9.157	5	1.837	1.765	0.14
Within groups	45.663	44	1.038		
Total	54.82	49			

Table 2 One - way ANOVA

H₀: There is no significant relationship between Experience and Employees' opinion about motivational factors.

H₁: There is a significant relationship between Experience and Employees' opinion about motivational factors.

Inference: The above table value Shows that the F value (1.765) is greater than the 0.05 significance level. So we can reject alternative hypotheses. Hence, we can accept the null hypothesis. It is proved that there is no significant relationship between the experience and employee’s opinion about motivational factors in the service.

		Extrinsic	Intrinsic
Extrinsic	Pearson Correlation	1	0.14
	Sig. (2-tailed)		0.331
	N	50	50
Intrinsic	Pearson Correlation	0.14	1
	Sig. (2-tailed)	0.331	
	N	50	50

Table 3 Correlation between the Extrinsic factors and Intrinsic factors of work motivation

Inference:

The above table shows that there is a slightly positive correlation between two variables. There is a significant relationship between the intrinsic and extrinsic factors of motivation.

Effect of job performance	S.A	A	N	D.A	S.D A	Mean	Std.Dev
Do you think the Cordial relationship between the employees and management is good?	10 20%	28 56%	8 16%	4 8%	0	2.30	1.015
Do you think Performance appraisal helps in maintaining a sound relationship of the employee with their job?	11 22%	15 30%	16 32%	7 14%	1 2%	2.44	1.053
Does Present job provide you good further career opportunities?	9 18%	19 38%	20 40%	2 4%	0	2.30	0.814
Do you get support from management for your initiatives?	8 16%	17 34%	11 22%	8 16%	1 2%	2.54	1.014
Is there an award for the best performing employee?	8 16%	18 36%	16 32%	8 16%	0	2.48	0.953

Table 4 Employees Opinion about the effect of the job performance

Inference

This table shows that 5 questions consisting of the effect of job performance were asked under this section. Respondents were given the chance to select from a scale of 1 to 5 for the performance factors. Findings are represented in the above table 56% respondents agree with the cordial relationship between the employees and the management. 32% respondent’s neutral in performance appraisal helps in maintaining a sound relationship of the employee with their job. 38% respondents accepted that present job performance provides best career opportunities. 34% agree that they are getting support for their initiatives from their management. 36% respondents agree that management offers the best performer award for their employees.

Suggestions

This study addressed what are the factors strongly affecting Employees work motivation in the service sector. Work motivation and Job performance greatly influence each other. When the employees are given a specific amount of responsibility and freedom in their work, employees can be motivated. The employee can be given freedom to make decisions at their level. All service sector organizations increase the facilities in the workplace so that the employee is able to give his full contribution.

Conclusion

In findings it can be further concluded that intrinsic, extrinsic and motivational factors influence the performance of the service sector employees. This includes recognition, appreciation, Promotion, Salary, working conditions, and relationships with colleagues and superiors. Therefore, this study concluded motivation has a positive effect on organizational productivity and employee's performance.

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