



A Study on Impact of Employee Motivation on Productivity with Reference ASPINO HR Services Pvt Ltd At Coimbatore

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Date of Submission: 01-05-2024

Date of Acceptance: 11-05-2024

ABSTRACT: This study investigates the relationship between employee motivation and productivity without relying on theoretical frameworks. Rather than adopting existing theories, the research collects data directly from employees to understand their perceptions and experiences regarding motivation and its impact on productivity. A questionnaire-based approach is employed to gather insights from a diverse sample of employees. The questionnaire is designed to explore various dimensions of employee motivation, including intrinsic and extrinsic factors, recognition, job satisfaction, and organizational culture. Additionally, it assesses productivity outcomes such as task completion, quality of work, and overall effectiveness. Productivity is the ability of a worker to provide noteworthy results that exceed the goals of the organization. It indicates that the endeavor has produced better results than the firm had anticipated. The achievement of task or work responsibility by human resources can lead to the realization of employee productivity. Through the analysis of responses collected from employees, this study aims to uncover practical insights into the ways in which motivation influences productivity in real-world work environments. By bypassing theoretical frameworks, the research seeks to provide actionable recommendations for organizations to enhance employee motivation and, consequently, improve productivity levels.

KEYWORDS Organizational performance, Employee Engagement, SPSS, Productivity.

I. INTRODUCTION

Human resource is the most important asset of a company that supports the organizational development. It is one of the basic resources that we

need to manage professionally in order to achieve the company objectives and goals. The company growth highly depends on the productivity of the employees in the company. It is the company's competitive advantage if they have high productivity employee. Productivity refers to the capability of employee in making significant achievements which are higher than the company expectations. It indicates that the initiative has produced better results than the firm had anticipated. Indeed, the primary objective of any company where all departments collaborate closely to improve performance is productivity. The achievement of task or work responsibility by human resources can lead to the realization of employee productivity. Employee motivation is one of the main variables that affects productivity. Consequently, the corporation bears the obligation of providing assistance and inspiration to its staff. The willingness of an employee to make additional efforts in order to meet targets and goals is referred to as employee motivation. It indicates that the person embodies the company's enthusiasm for achieving particular objectives. to assist them by providing encouragement and support to the staff members.

Motivated employees are not merely individuals completing tasks; they are the driving force behind a company's ability to thrive in today's competitive landscape. When employees feel inspired and engaged, they demonstrate heightened levels of commitment, creativity, and resilience in their roles. This, in turn, translates into tangible gains for the organization, ranging from increased output and quality of work to enhanced customer satisfaction and profitability.



II. REVIEW OF LITERATURE

Paais & Pattiruhu (2020), a positive culture can be created within an organisation through employee motivation. It has been identified that employee motivation can be generated through various ways. The management of an organisation incorporates compensation and rewards systems, which can help to provide recognition to the employees. This is crucial in case of increasing the motivation of employees to increase their engagement. In this present study, critical analysis has been done to understand the role of total rewards and compensations in case of employee motivation.

Syverson (2011) The normal measures for productivity are evaluated according to the outcomes or tasks accomplished based on the hours worked. A similar definition of employee productivity was suggested the aggregate output that is achieved by an employee within a particular period of time and is evaluated according to its efficiency and effectiveness in reaching the desired objectives and job requirements.

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(Budur & Poturak, 2021)"Work motivation can also be defined as the psychological forces within a person that determine the direction of that person's behavior in an organization," according to another definition. The following are the main components of the definition: effort, direct power, and different routes for behavior and effort. These words translate to the approach people take in order to achieve high levels of performance that will benefit their organizations in the long run.

Håvold and Håvold, 2019.The concept of motivation can be explained as a process of behavioural and cognitive approach which induces an employee's inclination to accomplish his individual and overall organisational goals.

III. RESEARCH METHODOLOGY

The methodical structure and strategy used by researchers to carry out their investigation, collect data, evaluate results, and make conclusions is referred to as research methodology. It includes the overarching plan and methods applied to successfully answer research questions or objectives. The processes and strategies that researchers will employ to gather and analyze data are described in the methodology, which guarantees the accuracy, consistency, and thoroughness of the research process. It include choosing the study design, sample strategies, data gathering approaches (like questionnaires, interviews, experiments, or observations), and data processing techniques (like qualitative or quantitative analysis). The research methodology also tackles potential biases, makes ethical issues clear, and offers a schedule for how the study will be conducted.

Data Source:

The primary source of data collection in this study is structured questionnaires administered to aspino employees. These questionnaires are designed to gather information on employees and satisfaction levels of the employees

Question Types Used:

The questionnaire mainly consists of closed-ended questions, where respondents select from predefined answer options. This format facilitates quantitative analysis and provides clear responses.

Period of Study:

The study was conducted over a period of three months to ensure sufficient data collection and analysis.

Sampling Techniques:

Random Sampling was employed to select participants for the survey. Employees and organizational sizes were targeted to ensure a representative sample.



Population:

Population refers to the entire group of individuals or items that meet certain criteria and are of interest to the researcher. This group is the target of the study and represents the larger context within which the research is conducted.

Sampling Size:

A sample size is 127 respondents only

Statistical Tools:

Several statistical tools were utilized for the analysis of collected data, including:

1. Frequency Analysis: This tool was used to determine the frequency of impact of employee motivation on productivity
2. Correlation Analysis: Correlation analysis was conducted to examine the relationship between employee motivation on productivity, organizational commitment, and other outcomes.
3. Chi-Square Analysis: Chi-square analysis was employed to investigate the association between the frequency of impact of employee motivation on productivity

Data Analysis:

Frequency Analysis:

Frequency analysis involved examining the frequency of responses for each variable in the questionnaire. This analysis provided insights into the prevalence of different behaviors or opinions among participants.

Correlation Analysis:

Correlation analysis aimed to explore the relationship between two continuous variables in the study. By calculating correlation coefficients, this analysis helped determine the strength and direction of the relationship between variables such as employee motivation on productivity

Chi-Square Analysis:

Chi-square analysis was used to investigate the association between two categorical variables. Specifically, it assessed whether there was a significant relationship between the frequency of employee motivation and satisfaction levels of productivity

Ethical Considerations:

Ethical considerations were paramount throughout the research process. Measures were taken to ensure participant confidentiality, voluntary participation, and informed consent.

IV. DATA ANALYSIS

FREQUENCY ANALYSIS

Productivity be enhanced the most employees	Frequency	Percent	Valid Percent	Cumulative Percent
Better Communication	25	19.7	19.7	19.7
More Challenging Projects	42	33.1	33.1	52.8
Increased Recognition and rewards	38	29.9	29.9	82.7
Improved work-life balance	22	17.3	17.3	100.0
Total	127	100.0	100.0	

Interpretation

The above table shows the factor that improve productivity of the respondents. Out of 127 respondents, 25 (19.7%) respondents are chosen better communication as a factor that improve productivity, 42 (33.1%) respondents are chosen more challenging projects as a factor that improve productivity, 38 (29.9%) respondents are chosen increased recognition and rewards as a factor that improve productivity and 22 (17.3%) respondents are chosen improved work life balance as a factor that improve productivity.



Improve employee motivation in your organization	Frequency	Percent	Valid Percent	Cumulative Percent
Recognition programs	16	12.6	12.6	12.6
Training and development opportunities	39	30.7	30.7	43.3
Flexible work arrangements	37	29.1	29.1	72.4
Performance bonuses	11	8.7	8.7	81.1
All of the above	24	18.9	18.9	100.0
Total	127	100.0	100.0	

Interpretation

The above table shows the initiatives suggest to improve employee motivation in the organization of the respondents. Out of 127 respondents, 16 (12.6%) respondents are chosen recognition programs as an initiative to improve employee motivation in the organization, 39 (30.7%) respondents are chosen training and development opportunities as an initiative to improve employee motivation in the organization, 37 (29.1%) respondents are chosen flexible work arrangements as an initiative to improve employee motivation in the organization, 11 (8.7%) of the respondents are chosen performance bonuses as an initiative to improve employee motivation in the organization and 24 (18.9%) respondents are chosen all the above factors as an initiative to improve employee motivation in the organization.

Current recognition and rewards system in your organization	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Satisfied	14	11.0	11.0	11.0
Satisfied	75	59.1	59.1	70.1
Neutral	28	22.0	22.0	92.1
Disagree	7	5.5	5.5	97.6
Highly disagree	3	2.4	2.4	100.0
Total	127	100.0	100.0	

Interpretation

The above table shows the satisfaction with the current recognition and rewards system in the organization of the respondents. Out of 127 respondents, 14 (11.0%) respondents are highly satisfied with the current recognition and rewards system in the organization, 75 (59.1%) respondents are satisfied with the current recognition and rewards system in the organization, 28 (22.0%) respondents are neither satisfied nor dissatisfied with the current recognition and rewards system in the organization, 7 (5.5%) respondents are dissatisfied with the current recognition and rewards system in the organization and 3 (2.4%) respondents are highly dissatisfied with the current recognition and rewards system in the organization.



CORRELATION ANALYSIS

There is no significant relationship between the perception towards skill development of employee

Table 4.7.1

Correlations					
		Opportunities are given better my skills for job	Supervisors/team leaders support employee growth	Management	Performance Level (for Ex: full successful)
Opportunities are given better my skills for job	Pearson Correlation	1	.463**	.619**	.414**
	Sig. (2-tailed)		.000	.000	.000
	N	127	127	127	127
Supervisors/team leaders support employee growth	Pearson Correlation	.463**	1	.470**	.439**
	Sig. (2-tailed)	.000		.000	.000
	N	127	127	127	127
Management	Pearson Correlation	.619**	.470**	1	.508**
	Sig. (2-tailed)	.000	.000		.000
	N	127	127	127	127
Performance Level (for Ex: full successful)	Pearson Correlation	.414**	.439**	.508**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	127	127	127	127

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Computer data)

The correlation table shows that there is a high correlation between the perception towards skill development of employee. The highest correlation is .619 between opportunities are given better my skills for job and the lowest correlation is .414 between Management. All the factors are positively skewed.

Hence, it is positive correlation.

CHI-SQUARE ANALYSIS

Effectiveness towards employee engagement initiatives in your organization * department are you working

H₀: There is no significant association between effectiveness towards employee engagement initiatives in your organization vs department are you working

Table 4.2.1

Effectiveness towards employee engagement initiatives in your organization * Department are you working Cross tabulation				
Count				
		Which department are you working ?		Total
		Mother hub (MH)	Fulfillment Center (FC)	
What is the rate of effectiveness towards employee engagement initiatives in your organization	Very ineffective	3	5	8
	Ineffective	10	16	26
	Neutral	26	10	36
	Effective	24	24	48
	Highly effective	4	5	9
Total		67	60	127



Table 4.2.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.748 ^a	4	.068
Likelihood Ratio	8.994	4	.061
Linear-by-Linear Association	.323	1	.570
N of Valid Cases	127		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 3.78.

(Computed Data)

Interpretation:

The above table indicates that there is insignificant association between effectiveness towards employee engagement initiatives in your organization vs department are you working. As the value is greater than 0.05 it shows that there is an insignificant relationship between effectiveness towards employee engagement initiatives in your organization vs department are you working. **Hence the null hypothesis is accepted.**

IV. FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority (65.4%) of the respondents are in the age category of 18-25 years.
- Majority (70.1%) of the respondents are Male.
- Majority (74.0%) of the respondents are unmarried.
- Majority (48.0%) of the respondent's qualification is school dropouts.
- Majority (48.0%) of the respondents are working in the organization for 1-2 years.
- Majority (52.8%) of the respondents are working in mother hub department.
- Majority (40.2%) of the respondents are motivating most at work by recognition and appreciation.
- Majority (33.1%) of the respondents are chosen more challenging projects as a factor that improve productivity.
- Majority (30.7%) of the respondents are chosen training and development opportunities as an initiative to improve employee motivation in the organization.
- Majority (57.5%) of the respondents are satisfied with the motivation level affects the work productivity.
- Majority (59.1%) of the respondents are satisfied with the current recognition and rewards system in the organization.

- Majority (54.3%) of the respondents are agree with the organizational support on employee well-being and motivation.
- Majority (51.2%) of the respondents rating towards current level of productivity at work is high.
- Majority (37.8%) of the respondents are effective towards employee engagement initiatives in the organization.
- Majority (56.7%) of the respondents agree that organization cultivates an environmental that encourages engagement.
- Majority (47.2%) of the respondents agree that the recognition from the manager motivates to put forth of best work.
- Majority (55.1%) of the respondents agree that they are focused and energized to accomplish goals at work.
- Majority (56.7%) of the respondents are likely to recommend the organization as a great place to work based on its efforts in employee motivation.

SUGGESTIONS

- It is the responsibility of managers to ensure that employees are properly motivated. The well-being of employees should be a top priority, and initiatives promoting health and overall well-being should be implemented to support and care for the welfare of the workforce.
- It is crucial for organizations to make sure that their performance management system offers detailed feedback on



employees' strengths and weaknesses through evaluations.

- It is essential for leadership to foster strong interpersonal connections among colleagues and supervisors in order to cultivate a feeling of camaraderie and cohesion within the team. Additionally, it is important for managers to actively involve employees in decision-making processes and provide opportunities for them to express their opinions.

CONCLUSION

An enthusiastic and driven employee is a crucial resource for any organization, capable of significantly contributing to business growth and revenue. This study affirms the significance of employee motivation in achieving success within an organization. Without proper motivation, management may struggle to reach their organizational objectives efficiently and effectively.

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