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A Study on Impact of Motivational Factors on Employee Performance Satisfaction

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ABSTRACT
Motivation is a combination of desires and energy of an individual that are directed for achieving the different goals. For increasing the productivity of the employees, motivation plays an effective role. This paper aims to examine different motivation factors and its impact on the job performance. In this paper, five factors have been discussed. These include job satisfaction, respect, benefits, communication, and team work. For achieving the aims of the study, data was gathered by using quantitative approach. Questionnaire has been used as a primary data collection tool to gather data and the questionnaire is distributed to 40 respondents. Results of the study showed that there is a direct relation between the motivational factors and the employee job performance. It has been analysed that job satisfaction helped the employees to perform better. The incentives and benefits for the high performance, effective employee- manager communication and the good team work played a major and significant role in motivating the employees.
Keywords*: Industry, Motivation, Performance, employee satisfaction.*

I. INTRODUCTION

Organizations in hotel industry are keen to find and then implement effective motivational strategies in order to improve productivity and employee satisfaction. The question "What motivates employees" provides invaluable insight for those seeking enlightenment about motivation. It is important to exploring the attitudes that employees hold, concerning factors, which motivate them at work, is important to creating an environment that fosters employee motivation .The hotel industry has become a very competitive sector where employees play a crucial role right from the time when a customer checks in, during the customers stay and when a customer checks out. How employees treat the customer during all these phases not only determines whether the customer visits again, but also determines whether the customer recommends the hotel to friends, relatives, business associates and acquaintances, thereby affecting the hotels future revenues. It is therefore crucial to have employees who are motivated to serve customers the best they can at all time. Employee performance is more important in this industry because employees are having direct interaction with the guest and secondly it is employee of the hotel industry that satisfies its guest. So it is very important for the manager concerned to know the factors that affects employee performance

INDUSTRY PROFILE - ANALYTICS INDUSTRY

One of the fastest growing sectors of the economy of our time is the hotel industry. The hotel industry alone is a multi-billion dollar and growing enterprise. It is exciting, never boring and offer unlimited opportunities. The hotel industry is diverse enough for people to work in different areas of interest and still be employed within the hotel industry. This trend is not just in India, but also globally.

Modern hotels provide refined services to their guests. The customers or guests are always right. This principle necessitated application of management principles in the hotel industry and the hotel professionals realized the instrumentality of marketing principles in managing the hotel industry.

The concept of total quality management is found getting an important place in the marketing management of hotels. The emerging positive trend in the tourism industry indicates that hotel industry is like a reservoir from where the foreign exchange flows. This naturally draws our attention on hotel management. Like other industries, the hotel industry also needs to explore avenues for innovation, so that a fair blending of core and peripheral services is made possible. It is not to be

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forgotten that the leading hotel companies of the world have been intensifying research to enrich their peripheral services with the motto of adding additional attractions to their service mix. It is against this background that we find the service mix more flexible in nature

Organizations in hotel industry are keen to find and then implement effective motivational strategies in order to improve productivity and employee satisfaction. The question "What motivates employees" provides invaluable insight for those seeking enlightenment about motivation

OBJECTIVES OF THE RESEARCH

- To identify the workplace motivational factors for hotel employees.
- To examine the relationship between motivational factors and satisfaction of the employees in the hotel.
- To determine factors that brings about a level of job satisfaction among employees

II. REVIEW OF LITERATURE

Hemakumar et. al., (2020)

Proposed to identify the impact of employee motivation on employee performance. Employee performance is the key to success of any organization. Therefore, organizations implement various motivation policies and use a number of motivation methods to motivate their employees aiming employee performance. But how far these motivation methods contribute to the employee performance is a researchable question, findings of the review confirmed that, "employee motivation is having a positive relationship with employee performance of various different industries in many countries". Therefore, organizations must try to motivate their employees to keep them satisfied and make them perform their duties well.

Abraham O. A (2019)

Proposed to identify which elements would impact the motivation and performance of employees within the organization. The researcher has conducted extensive analysis on the industry to learn about factors that would influence employee motivation and how it would affect the performance of the employees, which was done through evaluating and assessing various theories and ideas relating to motivation of the employees. This study would emphasize looking into other aspects that would influence employees' motivation and the external and internal factors that drive employee.

III. RESEARCH METHODOLOGY

This research follows a survey design. Data was generated through a structured questionnaire administered on respondents. p 313 the respondents included employees from different levels in the company such as clerical, middle level of management and top level of management from HR, Finance and IT section. Around 122 respondents were selected. The respondents were selected by simple random sampling well-structured questionnaires were prepared.

3.1 Data collection:

It is collected directly from the respondents by getting their views through the structured questionnaire. The different parameters of the scale used in the questionnaire are strongly agreed, neutral, disagree and strongly disagree.

3.2 Research design

The study is of descriptive research type. It is concerned with describing the characteristics of particular individual or a group. It involves the description of already existing state of affairs.

3.3 Research Instrument

Research Instruments used for this study are:

1. Questionnaire
2. Rating Scales
3. SPSS Tool

3.4 Sampling Method

Simple Random Sampling:

A random sample is a sample that is chosen randomly. It could be more accurately called a randomly chosen sample. Random samples are used to avoid bias and other unwanted effects. Technically, a simple random sample is a set of N objects in a population of N objects where all possible samples are equally likely to happen. A simple random sample is chosen in such a way that every set of individuals has an equal chance to be in the selected sample.

3.5 Tools and Techniques

The analysis is done with the help of the following statistical tools:

- Percentage analysis
- Correlation analysis
- Chi-square test
- Regression

And interpretation is shown with the help of charts and graphs.

3.5.1 PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the

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distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the
response of the response of the respondent. In this tool various percentage are identified in the analysis
and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.
The Chi-square test is an important test amongst the several tests of significance developed by
statisticians. Chi-square is a statistical measure used in the context of sampling analysis for comparing a
variance to a theoretical variance. As a non-parametric test, it can be used to determine if categorical data
shows dependency or the two classifications are independent.
□ 2 is calculated as follows:
□ 2 = □(O-E) 2 /E
Where,
O = Observed frequency
E = Expected frequency

In case of a contingency table i.e., a table with two columns and two rows or a table with two columns
and more than two rows or a table with two rows but more than two columns or table with more than two
rows and more than two columns, the degrees of freedom is worked out as follows:
Degrees of freedom = (C-1) (R-1)
Where,
'C' means the number of columns
'R' means the number of rows.

3.5.3 CORRELATION

Correlation analysis deals with the association between two or more variables. It does not tell
anything about cause-and-effect relationship. Correlation is described or classified in several different
ways. Karl Pearson's method is popularly known as Pearson's coefficient of correlation. It is denoted by the symbol 'r'.
Formula For karl person's coefficient r = $\sum xy / \sqrt{\sum x^2 _ * \sum y^2}$
The value of the coefficient of correlation as obtained by the above formula shall always lie
between +1 and -1. When r = 1, it means there is perfect positive correlation between variables. When r =
-1, it means there is perfect negative correlation between variables. When r = 0, it means no relationship
between variables.

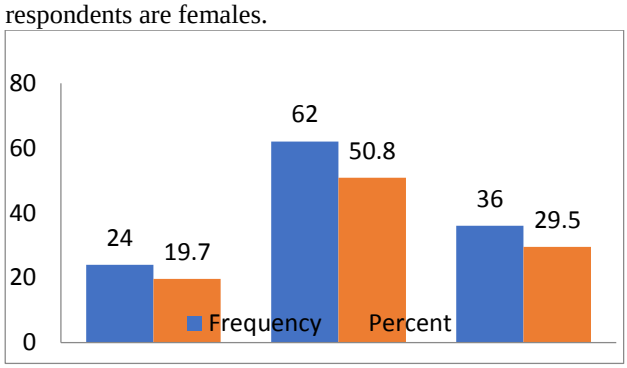
3.5.4 SAMPLE SIZE

To collect the information from all the respondents is difficult to the investigator. So 122 samples are selected from the population of 313.

8. DATA ANALYSIS AND INTERPRETATION

Interpretation

From the above chart it is clear that 50.8% of the respondents are females and 49.2% of the respondents are males. Hence majority of the respondents are females.



INTERPRETATION:

The age group of employee's shows that 50.8% of employees are between 25-30, 29.5% are between 30-40, 19.7% between 20-25.

Table 2

Gender

Gender	Frequency	Percent
Male	60	49.2
Female	62	50.8
Total	122	100.0

Chart 2

Gender

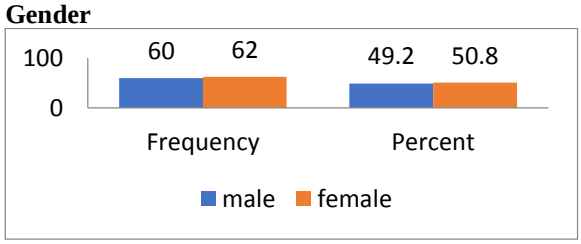


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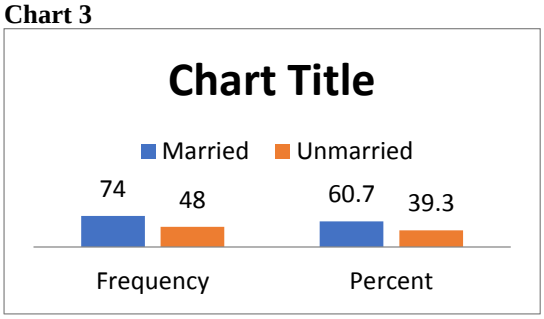
Table 3
Marital status

Marital status	Frequency	Percent
Married	74	60.7
Unmarried	48	39.3
Total	122	100.0

Chart 3



Intrepretation
The above chart shows that 60.7% of the employee are married and 39.3%of the employee are unmarried. Hence majority of the respondents are married.

IV. FINDINGS

The majorities of the respondents having work experience of about 0-3 years before joining this company. The majorities of the respondents are working in the current company for about 0-3 years.

The majorities of the respondents are in favour with participative style of supervision. The majorities of the respondents are in favour of the monetary rewards.

The majorities of the respondents are agreed to some extend by the job given to them to boost up theirmoral.The majorities of the respondents are agreed that they will work hard if they are being paid with higher pay.

The majority of the respondents think that their performance is influenced by the incentives and other benefits given to them. The majorities of the respondents are agreed that they would like to do things that will provide them with sense of personal achievement.

The majorities of the respondents are strongly agreed that they provide regular feedback to their colleagues their superiors. The majorities of the respondents are agreed that they make regular efforts to build trusting relationship

V. SUGGESTIONS

Promotion practices should be well defined & must be done in practices.

Adequate rewards must be given to the employee either rewards may in the form of monitory & non-monitory.

Employees must be recognized by their potential or efforts apply in their jobs
The food provided to the employees must be hygienic & of good quality in course of health of the employees.

Salary must be provided to the employees according to their potential. Adequate welfare activities should be adopted by company in regular intervals.

Conflicts should be handled efficiently & proper process should be adopted. Grievance should equally with the entire employee working in the organization.

Plans made should be strictly implemented it should not be in papers. Company should start its own conveyance facility for the comfort of employees.

Company should start medical claim & insurance scheme for each category of employees. Meditation or yoga classes should be started so as to reduce the stress of employee. There's need to focus more on fulfilling social responsibility towards society

VI. CONCLUSION

The above given facts and figures shows that motivation does plays an important role in motivation of the employee and they are satisfied with the motivational programs that takes place in the organization and they want more such programs. Most of the employees are in favour of monetary rewards as they think they it will provide them with better motivation The companies should try their best to increase the productivity of employees by motivating the employees because motivation can do great wonders if used effectively.

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