

Chapter 12:

Evaluating Role of Employee Motivation in Generating Job Satisfaction

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Additional information is available at the end of the chapter

Employee who are fully motivated and satisfied are more dedicated to organisation goal in turn, enterprises will give similar commitment towards employee objectives or needs. Employee motivation or job satisfaction is important as it not only deals with organizational goals but also deals with issues caused by low employee morale like lack of motivation, lack of commitment, absenteeism and lack of focus on organizational goals, a combination of which usually leads to a drop in the overall productivity of the organization as a whole. This chapter shows the role of employee motivation in generating job satisfaction.

1 Introduction

In today's world, the organisation nowadays focuses on preferences in order to maximise returns to company. Any organization needs to increase its employee's competency so that they can get the maximum output from their employees. It's the foremost requirement in the dynamic and competitive business world of today. Majority of organizations are trying to find ways to increase employee morale and increase productivity as both of the factors are directly proportional to each other. The end goal of any organization is customer satisfaction and retention, which can be achieved by awareness sessions, training and other existing ways of maximizing employee satisfaction. To achieve these things, organisation has to provide awareness sessions, training & different other exercise to their employees.

The employees were an important input to the development of the business. So, the employee should be satisfied with their work place or environment. To get effective work from employee company should motivate them with different aspect. As motivation is the process of initiate, maintain goal-oriented behaviour & guides. Motivation works a lot in progress of company as well. It increases your efforts, boost productivity, helps against all odd & see the possibilities.

When employee values and want are taken care by company than high level of job satisfaction strongly associated to positive conduct on the job, specially to high performance, minimal turnover, low absenteeism. According to employee motivation concept, for productive work to occur, these must be a certain amount of agreement on basic values. So, it is very important to hire employee whose values and objectives match company's value and objectives. This will result in satisfied employees and profitable company. There are various factors which are valuable or important to employee such as internal factor (Health, personal growth, curiosity etc.) and external factors (Money, status, careers etc.)

1.1 Herzberg two factor theory

1. Motivation factors: The factor involves good working environment to motivate worker (salary increment).
2. Hygiene factors: It's a demotivate factors which involves company policies, unhealthy relationship with co-workers, salary deduction.



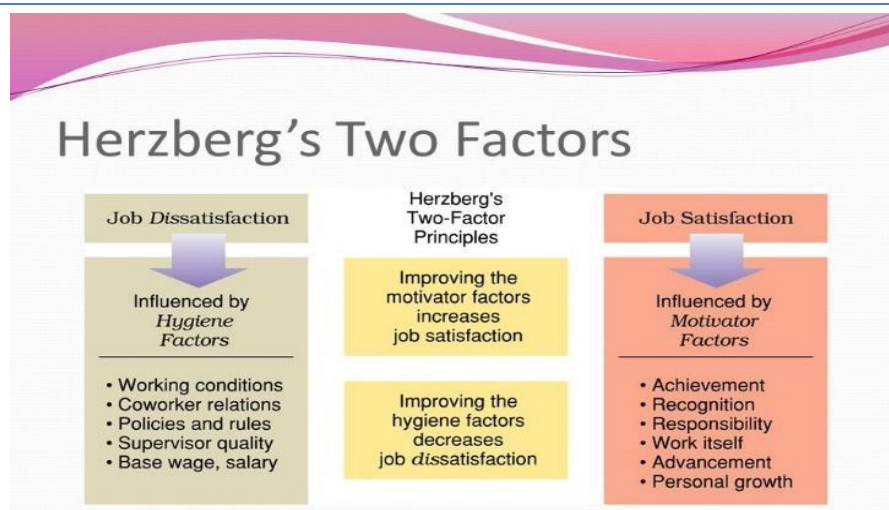


Figure 1: Employee motivation parameters; Diagrams of Herzberg two factor theory (Meenakshi Bindal 2019)

2 Review of Literature

Kuranchie-Mensah et.al, (2016) concluded in his study that employees are motivated by both essential and not essential factors which specifically emphasis on pay or remuneration. Interest in pay will be the best motivational factors for employees. Study also conclude that motivation also help in job satisfaction & satisfaction leads to better performance. Jasmi et.al, (2012) stated that motivation to employees is not affect their work performance & productivity. When person join the organisation, they have some expectation from the organisation. A good motivator is important to be leader who really motivates employees. Brooks et.al, (2007) studied encourage several ideas about communication, workplace motivation job satisfaction. Communication characteristics are the major indicators of job motivation both statistically & practically workplace motivation & job satisfaction are ancestor of each other. This research offers new information & support to motivate their employees.

According to Jain et.al, (2019), employee motivation is one of the factors of increase high profitability in the organisation. Administrator should manner target impact positive to the representative directs through inspiring them to guarantee. Al-modi et.al, (2019) concluded in his study about motivation & three variables of organizational commitment, affective continuance & normative organisation commitment. Study mentioned that organisation wants to improve employee work effectiveness than they have to motivative employee in terms of increase in salary & remuneration or gratitude for a job well done. Shloler et.al, (2020) findings show that employees status moderates that impacts of intrinsic & extrinsic motivation on work investment of efforts & time, as well as job engagement, and that the moderating effects. Elvina et.al, (2019) concluded in his study that organisation is set many motivation strategies to motivate employees to improve their performance to get better outcomes. Author also stated that there is a strong & positive connection between employees performance and motivation. Motivation can be done in two factors i.e. intrinsic motivation & extrinsic motivation.

Saad et.al, (2018) stated that employee motivation is not only a growing factor in today's world, but it has also gained some traction in recent years. In today scenario, we were find brands companies with great goodwill behind that good, organisation also engaged in employee motivation. Organisation not only focus on financial sector. Study also stated that employees want to work in that workplace where motivation & loyalty also involved.

According to Hapenciuc et.al, (2010), manager of the company must consider the circumstance of employees, their requirement as well as the specific task performed by them. After that manager easily identified simple from of incentive advised for their organisation. Rani et.al, (2021) stated in her study that company success or failure is determined on corporate operations & technology by more than consumer service. Also relies on the personnel who are plan & execute it contented & well-motivated individual can deliver the best result, yet motivational variables differ from person to person.

Varma et.al, (2017) have found that the performance & productivity of an employee increases if he/she is motivated. So, motivation plays an important role in designing & providing a climate that helps employees to do their best. Glisoic et.al, (2019) concluded in his study that not only intrinsic factor of motivation is focus but also focus on impact of organization & family balance on the motivation of employees, author also added in his study that motivated employee give more height to the organisation. Timoti et.al, (2021) finds in study that there are different ways of motivating employees like reinforcement theory, equity theory etc. These ways are acknowledged an important to important to improve employee motivation and to deliver management with the control to achieve organizational objectives. Robesan et.al, (2016) finds in his study that the best motivation tool for every employee in money as economic factors majorly effective employee. Also, leader's leadership style help to improves subordinate performance. Employees needs to be motivated to design jobs. Rahaman et.al, (2020) finds in his study that monetary and non-monetary both are important for the both men and women employees. The improving the performance of employees, organization should in corporate few aspects in organisation policies like job security, better working environment, competitive compensation package etc.

3 Data Collection and Statistical Tools

The sources of data for the study were both primary and secondary. Primary data was collected through a questionnaire which was mainly a close-ended questionnaire and discussion with workers whereas secondary data was collected from records maintained by the personal department and time office. The percentage method is used for the analysis of data and bar graphs are used to present that data.

4 Research Methodology

The research reveals that employee motivation is an important aspect of job satisfaction. There are intrinsic and extrinsic parameter of employee motivation.

4.1 Primary Data

For the study, well-balanced questionnaires' has been sent to an employee of different Hotels. The question would be rated on a scale of 5, using a Likert scale ranging from 1- strongly agreed to 5- strongly disagreed.

4.2 Secondary Data

Wide range of research papers, journal reports, the book **has been** referred to as part of secondary data.

5 Objective of the Study

1. To identity role & importance of employee motivation.
2. To investigate role of employee motivation in generating job satisfaction.

6 Data Analysis and Interpretation

Data for the research was gathered from respondent using likert 5 points scale ranging from strongly disagree to strongly agree (1 to 5). Response's gather was cumulated & mean of the responses was collected

using ms-excel for various questions which were asked. Standard mean interpretation was concluded using standards score. Responses were gathered from 100 employees of budget hotel in Dehradun.

Table 1: Data Analysis & Interpretation

S.no.	Particular	Rating					Mean
		SD	D	N	A	SA	
1	Motivation of employee is very necessary	0	0	10	10	80	4.7
2	A motivated employee can help organization to achieve organization goal	0	0	5	10	85	4.8
3	There are various aspects of employee motivation	5	5	5	10	75	4.45
4	Motivated employee can perform task	5	5	10	10	70	4.35
5	I have regular shift in my hotel	10	5	10	5	70	4.2
6	My hotel emphasizes on employee motivation	5	5	5	15	75	4.65
7	Employee motivation is an important parameter of job satisfaction	0	5	5	5	85	4.7
8	Employee are motivated with additional fringe benefits	0	0	10	5	85	4.75
9	My hotel has a policy of employee of the month	0	0	5	5	90	4.85
10	Work life balance is good in my hotel	25	5	5	5	60	3.7

NOTE—1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

Mean interpretation:

1 - 1.80 = Unsatisfactory, 1.81-2.60 =satisfactory,

2.61-3.40= Neutral, 3.41- 4.20= Good, 4.21- 5.0=Very good

7 Findings

The following chapter revealed that agreed maximum of the respondents that motivation very necessary for an employee as a motivated employee can help and work as an asset to the organisation. 75% of respondents in the study also agreed that there are various aspects of employee motivation as motivated employee can perform task with maximum output. With a mean score of 4.2 maximum of the employees have regular shift in their hotel emphasizes on employee motivation with a mean score of 4.7 respondents agreed that employee motivation is very important in a hotel for a proper work life balance.

8 Conclusion

Motivation directs the behaviour towards a goal. Thus, the organization should come up with more techniques of motivation, so that employee stays motivated. A motivated employee stays loyal to the organization and serves as an asset to the organization. Moreover, in an organization which focuses on an employee development through different motivational activities, good public image of the organization is created in the market which will attract competent and qualified people into a concern. It will also help in employee retention as well. Genuine appreciation for the efforts of the employee and a focus on building

employee satisfaction will go a long way in creating a workplace where the employee likes to work and he also finds an opportunity for learning and advancement.

9 Declarations

9.1 Competing Interests

No potential conflict of interest was reported by the authors.

9.2 Publisher's Note

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Author's Detail

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