

## Factor Affecting Employee's Motivation A Study Of Laxmi Diamond Pvt. Ltd."

Shrimali Pooja Jagatkumar

Student, B.V.Patel institute of Management  
UKA Tarsadia University, Maliba Campus, Bardoli

Dr. Anuradha Pathak

Associate Professor, B.V.Patel institute of Management,  
UKA Tarsadia University, Bardoli, Surat, Gujarat.

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### Abstract

Employee motivation is an intrinsic and internal drive to put forth the necessary effort and action towards work-related activities. It has been broadly defined as the "psychological forces that determine the direction of a person's behaviour in an organisation, a person's level of effort and a person's level of persistence. This paper is an extensive report on how the company applies employee motivation in organization in the best interest of company itself as well as in the best benefit of its employees. The study its focus on finding the factors affecting motivation of employee in the organisation(like-welfare facilities, reward ,health facilities) and to find the demographic factor affecting motivation level of employee at workplace. It is the descriptive analysis of primary data. From the study it is concluded that the project has come to an end so at last I would like to conclude that factors affecting motivation have a positive impact on employee's performance in the organization. Effective application of performance appraisal system also increases the effectiveness and productivity of employees and organization as a whole.

**Keywords:** employees, employee's motivation.

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### I. Introduction

"Motivation can be thought of as the willingness to expend energy to achieve a goal or a reward. Motivation at work has been defined as 'the sum of the processes that influence the arousal, direction, and maintenance of behaviours relevant to work settings'." Motivated employees are essential to the success of an organization as motivated employees are generally more productive at the work place.

Motivation is the impulse that an individual has in a job or activity to reaching an end goal. There are multiple theories of how best to motivate workers, but all agree that a well-motivated work force means a more productive work force

### II. Research Methodology

The research design of this study is descriptive in nature. Both primary and secondary data used to investigate the study of factors affecting turnover. The major interest, however, is on the use of primary data via the questionnaire method. The data is gathered using a structured questionnaire, and the sample size is 100. The frequency and reliability tests were used to analyses the data. Mean, Standard Deviation, Coefficient of Skewness, Test of Reliability have been used for research analysis.

### III. Review Of Literature

**Manzoor (2012)** mentioned in their paper about the Recognition and empowerment play an essential part in enhancing employee motivation towards organizational tasks. By appreciating the employees for their work done and giving them participation in decision making, internally satisfies them with their job, organization and organizational environment. Thus their enthusiasm and motivation towards accomplishment of tasks increases.

**(Juliatama, 2012)** Studied that Performance appraisal and motivation can be significantly related. This is because motivation is a form of enthusiasm to get what is needed, and job appraisal as a reference for achieving that motivation. If the work appraisal received by the employee is good, then it is likely that the employee's motivation level will also increase, and vice versa, if the employee's performance appraisal is bad, it

is likely that the employee's motivation will decrease because he feels that there is something wrong with his performance.

(Osabiya, 2015) In light of the findings of the study, a hired staff should be given a job he has been trained for and is best suited for so that he can enjoy doing what he knows best. Subordinates are also well motivated when granted responsibility and some form of authority. Hard working, talented and ambitious staff members should be given room to develop their full potential.

(Belias D.Koustelios A.Koutiva M.Thomos A.Sdrolias L.Zournatzi E, 2014) The results of the study could be explained by the notion that employees who have been practicing the same profession for a long time have a better and more realistic perception of their job's requirements and their superiors' expectations. In addition, they tend to have more specific and achievable aspirations, which are related with their organization's or institution's goals and their superiors' vision.

(Hosseini, 2014) Based on the findings of the study, it can be concluded that paying attention to employees' motivational factors and their needs, and their individual differences is one of the important factors in human resources productivity and as one of the basic prerequisites to attain goals in a job and motivating people who do it.

#### IV. Methodology

##### Primary objective:-

- To know the factors affecting motivation of employee in the organisation (like-welfare facilities, reward, health facilities).
- To know the Motivation level of the employee.

##### Secondary objective:-

- To know the demographic factor affecting motivation level of employee at workplace.

The present study is based upon descriptive type of research design in the sense that the purpose of the study has been to portray accurately the various dimensions of employee motivation in the light of employees' performance in the organisation under study.

##### Sample size

The sample for the present study includes the workers, officers and executives of the Laxmi Diamond Pvt Ltd. The sampling frame consists of respondents above 20 years of age. Care has been taken to see that the respondents belonging to different age-groups, and educational qualifications are covered. Thus, population represents the broader demographic profile of the respondents. The conclusions are drawn on the basis of data collected and summarized. The interpretations have been based on those conclusions drawn from the analysis of data and formal as well as informal talks with the workforce.

##### Research Instruments:

The data has been tabulated and suitable statistical tools such as percentages and averages have been used for the analysis of data. Also the statistical tools such as mean, mean ranks, standard deviation, skewness and chi square (at 0.05) have been applied.

##### Discussion on the finding of the study

A structured questionnaire is used to collect data, and the sample size is 100. The data was analysed using frequency and reliability tests. For research analysis, the mean, standard deviation, coefficient of skewness, test of reliability and Mann Whitney test were used. Employee's motivation Fear, Entire career were the dependent variable while Employees Turnover was the independent variable.

##### Empirical analysis of the data

An analysis has been conducted for checking the reliability of the questionnaire and the results were obtained.

##### Case Processing Summary

Table 1 Case processing summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

Source: Various Questionnaires from Respondents.

Cronbach's alpha (a measure of reliability) has been calculated for 15 items in the questionnaire used to assess employee's performance in the organization.

**Reliability Statistics**

Table 2 reliability statistics

Cronbach's Alpha	N of Items
0.726	15

Source: Various Questionnaires from Respondents.

Reliability Analysis: The results of an analysis were obtained to test reliability of the questionnaire. For the questionnaire, Cronbach's alpha (measures of reliability) was calculated. Since it meets the minimum acceptance level of 0.7, the coefficient (0.726 for 15 items) indicated reliability.

**DEMOGRAPHIC DETAILS OF RESPONDENTS**

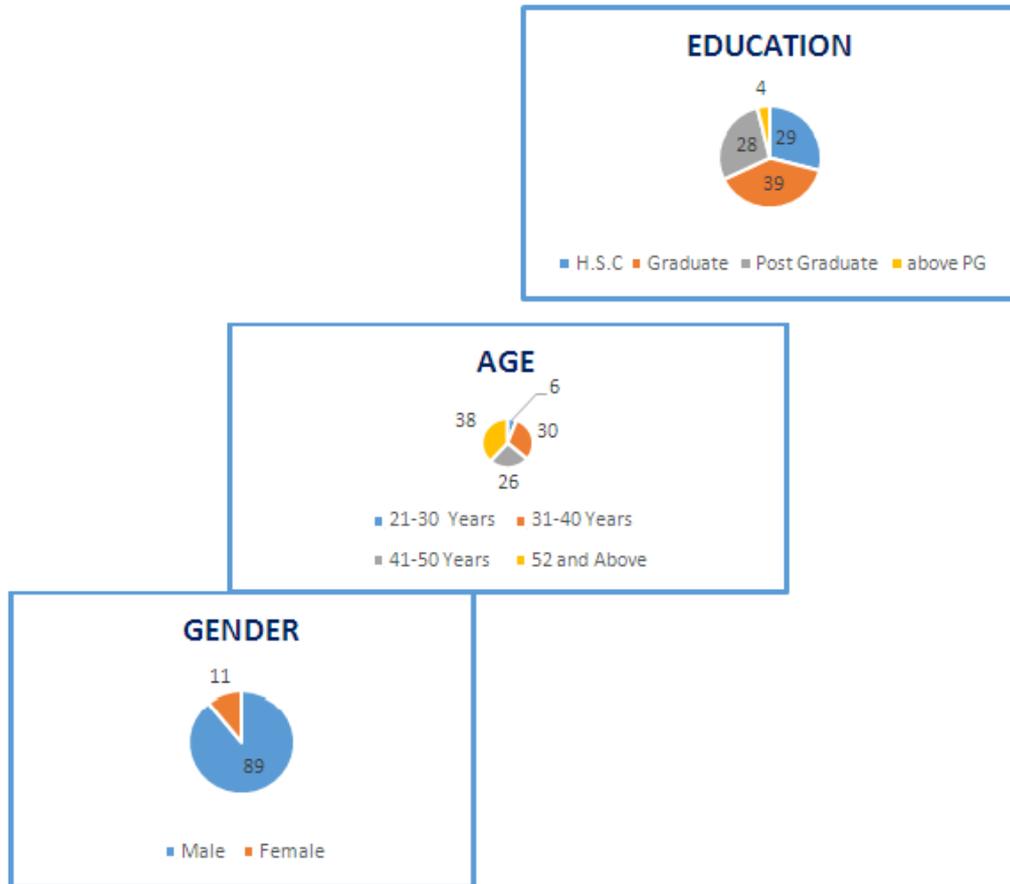
Any study is incomplete without a detailed outline of demographic profile of respondents. Keeping in mind this fact, an effort has been made to seek background information of respondents.

**Table: 3** Demographic profile of the respondents

Demographic Variable		Frequency	Percentage
Gender	Male	85	85.0
	Female	15	15.0
Age	23-30	6	6.0
	31-40	30	30.0
	41-50	26	26.0
	Above 50	38	38.0
Education	H.S.C	29	29.0
	Graduate	39	39.0
	Post Graduate	28	28
	Above P.G	4	4

Source: Various Questionnaire of Respondents.

**Graphs**



Source: Various Questionnaires of Respondents.

The demographic details collected from respondents have been presented in the form of various graphs. The study indicates that 6% of employees fall in the age group of 21-30 years. The graph of this age group is lowest. Thus, it can be inferred that minimum staff is young.

The senior staffs that have crossed 50 years of age are maximum in the above table. This indicates that highly experienced staff is quite more.

Besides, the entire staff consists of male and female employees. It presents the clear picture that organization has maximum male employees. Surprisingly, the company have only 15 female employee. This shows the biased attitude of company towards females.

The organization has more proportion of graduate and post graduate staff. This indicates that the organization has more preference for graduate people.

39% of its staff is graduates. Thus, more educated people get first preference for employment in the organization.

**Descriptive statistics**

Table 4 An analysis of factor affecting employee motivation

	N		Mean	Std. Deviation	Skewness	Std. Error of Skewness	Percentiles
	Valid	Missing					100
Feel_Motivated_if_you_achieve_your_goal	100	0	4.2300	.73656	-1.013	.241	5.0000
Supervisor_recognition	100	0	4.0600	.61661	-.035	.241	5.0000
increase_in_responsibilities	100	0	4.0900	.75338	-.151	.241	5.0000
opportunity_for_training	100	0	4.1600	.78779	-.293	.241	5.0000
get_reward	100	0	4.3700	.70575	-.669	.241	5.0000
policies_of_company	100	0	4.1800	.79620	-.336	.241	5.0000
job_status	100	0	4.2600	.62957	-.263	.241	5.0000
job_security	100	0	4.4600	.61002	-.662	.241	5.0000

basic_welfare_facilities	100	0	4.2300	.69420	-.343	.241	5.0000
work_environment	100	0	4.4200	.66939	-.732	.241	5.0000
management_style	100	0	4.5600	.65628	-1.210	.241	5.0000
image_of_the_company	100	0	4.3300	.68246	-.527	.241	5.0000
good_co-worker	100	0	4.3700	.63014	-.482	.241	5.0000
Freedom_on_the_job	100	0	4.2700	.80221	-.531	.241	5.0000
work_life_balanced	100	0	4.2600	.83630	-.525	.241	5.0000

Source: various questionnaire from respondents

The table 4 makes it clear that adequate employee motivation methods adopted by the organisation Feel Motivated if you achieve your goal. This question got maximum positive response from respondents as is clear from the above table. The mean for this question is 4.23. The responses are inclined towards negative side as responses are quite positive. The standard deviation for the response is 0.73.

Besides, most of the respondents vouched positively to the question that employee motivation in the organisation increases motivation of employees, it helps in recognize your achievements responsibilities are increased, gives opportunity for training (Compatible with the study of Ramila Ram Sing, 2016 and Lalita *et al*, 2014) These responses have got 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> mean rank respectively. Again, as responses are more inclined towards positive side of mean, they are skewed negatively. The standard deviations for above responses are 0.61, 0.75 and 0.78.

H0: There is no significant difference in the responses of both the genders regarding factors affecting employee motivation in the Organization.

H1: There is significant difference in the responses of both the genders regarding factors affecting employee motivation in the Organization.

Table 5 Rank

	Ranks			
	Gender	N	Mean Rank	Sum of Ranks
Feel_Motivated_if_you_achieve_your_goal	Male	85	57.45	4883.00
	Female	15	11.13	167.00
	Total	100		
Supervisor_recognition	Male	85	43.62	3707.50
	Female	15	89.50	1342.50
	Total	100		
increase_in_responsibilities	Male	85	57.21	4862.50
	Female	15	12.50	187.50
	Total	100		
opportunity_for_training	Male	85	51.91	4412.50
	Female	15	42.50	637.50
	Total	100		
get_reward	Male	85	56.56	4808.00
	Female	15	16.13	242.00
	Total	100		
policies_of_company	Male	85	52.09	4427.50
	Female	15	41.50	622.50
	Total	100		
job_status	Male	85	44.85	3812.50
	Female	15	82.50	1237.50
	Total	100		
job_security	Male	85	51.28	4358.50
	Female	15	46.10	691.50
	Total	100		
basic_welfare_facilities	Male	85	52.53	4465.00
	Female	15	39.00	585.00
	Total	100		
work_environment	Male	85	46.26	3932.50
	Female	15	74.50	1117.50
	Total	100		
management_style	Male	85	54.08	4597.00
	Female	15	30.20	453.00
	Total	100		
image_of_the_company	Male	85	45.65	3880.00
	Female	15	78.00	1170.00
	Total	100		
good_co-worker	Male	85	53.76	4570.00
	Female	15	32.00	480.00

	Total	100		
Freedom_on_the_job	Male	85	46.00	3910.00
	Female	15	76.00	1140.00
	Total	100		
work_life_balanced	Male	85	52.79	4487.50
	Female	15	37.50	562.50
	Total	100		

Source: Various Questionnaire of Respondents

The table saw the male and female rank that who agrees with factor affecting employee motivation. But according to the table male are more agree than that of female.

**Table 6 Test Statistics**

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Feel_Motivated_if_you_achieve_your_goal	47.000	167.000	-6.273	.000
Supervisor_recognization	52.500	3707.500	-6.534	.000
increase_in_responsibilities	67.500	187.500	-5.896	.000
opportunity_for_training	517.500	637.500	-1.238	.216
get_reward	122.000	242.000	-5.488	.000
policies_of_company	502.500	622.500	-1.395	.163
job_status	157.500	3812.500	-5.197	.000
job_security	571.500	691.500	-.719	.472
basic_welfare_facilities	465.000	585.000	-1.819	.069
work_environment	277.500	3932.500	-3.877	.000
management_style	333.000	453.000	-3.495	.000
image_of_the_company	225.000	3880.000	-4.377	.000
good_co-worker	360.000	480.000	-2.986	.003
Freedom_on_the_job	255.000	3910.000	-4.011	.000
work_life_balanced	442.500	562.500	-2.056	.040

Source: various questionnaire respondent

In all of the above attributes, The Mann-Whitney U test values and the associated significant values in case of all the above mentioned attributes is much higher than 0.05. The null hypothesis is thus accepted and we may say that difference in sum of rank for factors measuring employee turnover is merely by chance. The responses of male and female respondents do not vary significantly

### V. Recommendations

- Continuous feedback of employees' performance should be given to employees so that they can improve their performance in the organisation so that they can be motivated.
- Extra efforts (Over time) of employees should be given more importance, so that employees are motivated to work in a good manner.
- Employees should get what they deserve in the organisation otherwise they will be de-motivated and company cannot get desired outcome.

### VI. Conclusion

- I would like to conclude that factors affecting motivation have a positive impact on employee's performance in the organization. There were some factors which demotivated employees with chance for decision making and job security given by organisation. There are various methods to motivate the employees. The employer should recognize it and implement it for the best outcomes from the employees which will help the organisation to grow.
- I found that if company was take new technology so they are given the experience to work the all employees.

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