



SOCIAL MENTALITY AND RESEARCHER THINKERS JOURNAL

Open Access Refereed E-Journal & Refereed & Indexed

ISSN: 2630-631X



Social Sciences Indexed

www.smartofjournal.com / editorsmartjournal@gmail.com

December 2018

Article Arrival Date: 19.11.2018 Published Date: 29.12.2018 Vol 4 / Issue 14 / pp:1316-1323

IMPACT OF MOTIVATION ON EMPLOYEE PERFORMANCE IN THE PRIVATE SECTOR

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ABSTRACT

This article, we describe that Motivation is one part of strategic human resource management. So the aim of this article that we do work to find that motivation impact on employees performance in the private sector or not. For knowing this results we must do research on the private sector to determine the end results. So Firstly we distribute survey of form after by collect data survey from many firms on 70 employees by both of gender. Finally, we use all of the data by spss program to analyze that motivation impact on employees performance or otherwise. so in the more resource has that describes says motivation relations directly with employee performance, however, motivation increase becomes raising employee performance and raising the efficiency of employees and firm and in every time raising to get more total of productivity, and reducing costs. So otherwise thus Effect negatively on employee performance.

Keywords: Definition of Motivation and performance, Motivation Theories, Impact of motivation on employee performance in the Private sector.

1. INTRODUCTION

The end of the 19th century that the word motivation used until now. In fact, it comes from the Latin word “movere” that it means “to move” that human of behaving in the manner by organizational (Fatma, 2015,p.16) so motivation is one of an important point to a successful organization and stay manner safely in work. So another reason to fill in a demand inside of the employees and it expedites to get it. So motivation makes skill better to fill in organizational needs. So and motivation has another point to find the demand of the staff and begun with it to motivate them and Encourages to best performance than before (Omollo, 2009,p.88). According to Maslow theory of hierarchy that says demand to self-achievement, motivation is not changing, never finishing, it is the reliability of worldly characteristic of particularly (shodhganga, 2018,p.4).

2. DEFINITION OF MOTIVATION AND PERFORMANCE

there is can say motivation is as hope by causing more trying to get the aim of organisational, and motivation has three main elements, strain, prepared of the aim and demands (Nduro, 2012,p.8) so in another definition of motivation, it is like a job can do or job cannot do that motivation of main creates by human amusement, important or relish (Emily, 2011,p.4) so the definition of performance that labour is positive if it gets the aims by opportune time, performance Focus on the established aims and intentions (Avram, 2008,p.1146).

3. TYPES OF MOTIVATION

3.1 Intrinsic motivation

Personal’s motivational impetus get in the inward, so person owns the wish to do limited work, by cause of completion is in unison with trust system. There is demand more for motivational capacity like them Unison, concern, honour, self-reliance, community connection and community mode (Yvonne, 2013,p.8).

3.2 Extrinsic Motivation

Personal's motivational impetus get in the outward, it gives in a cause by the achievement of work in manner rewarding. So expect monthly of salary like them. Gift, aid package, prize and organized action (Yvonne, 2013,p.8). Extrinsic motivation is conduct and it has an impact by external awards (Buguza, 2013,p.8).

4. ADVANTAGES OF MOTIVATION

Advantages of motivation Consists of many points:

1. Staff work in the manner greater and importantly.
2. It makes to improve the credit of the organization.
3. Motivation is one of a reason that it helps more to management and it makes from work by organizational (Sandeep, 2013,p.1).
4. expanded productivity.
5. Better quality- better client agreed.
7. Reduce worker rate.
8. Reduce levy and choice amount.
9. Higher communication and group work with any person.
10. Higher client service (Holly, 2013,p.1).

5. MOTIVATIONAL FACTORS

It has a stream of factors that it becomes to raise the show of staff in an organization

5.1. Salaries and wages

in any an organization management that salaries and wages paid in the time of fixing that they become remain more of employees but otherwise not good. The both are more crucial and impact on employees performance in the organiza or firms (Hashim, 2014,p.296).

5.2. Bonus

It is a crucial device to raise productivity. So we can raise work performance caused by increased gain that it gives for an employee by performance such a high salary is offered in organizational management (Hashim, 2014,p.296).

5.3. Encouragements

It means firms and organization give allowances such trip allowance, home allowance, health allowance etc that they become raise of employee's performance in the workplace (Hashim, 2014,p.296).

5.4. Job Security

It is the well factor to motivate the help that it becomes to ensure work security and protect for a far time and can go the organization or firm (Chukwudi, 2012,p.34) .

5.5 Workers Participation

Conjuration the employee to participate in a member of the quality line or board that it becomes to motivate an employee from job ability in organization or firm (Chukwudi, 2012,p.34).

5.6 Other Factors

We have more factors for motivating the employees:

Send all of the employees for training.

Dividing work by organizing.

Decently promotions and transfers.

Decently performance get.

Decently monitoring easy.

Easiness jobbing times (Chukwudi, 2012,p.34).

6. THE RELATIONSHIP BETWEEN MOTIVATION AND JOB SATISFACTION OF EMPLOYEES

In there, the motivational theory postulates that a man is a complex psychological system who requirements more tools in increasing motivation. It is very important about information about the complexity of individuals along with surroundings. So in all of activity and role has main in establish a successful and healthy firm with the core in a satisfied and efficient employee by impacting the human resource management. And the relationship between employees and organizations in the management of human resources aim to achieve the system by the satisfaction of staffs to aim. Understanding and knowing human Motivation, its importance to determinate an aim and bonus within an organization. So the reward system and motivation it should be part of the business and development policies, established rules and norms. So Motivational system of the organization focuses on three kinds of behaviour important for the functioning of the organization and its evolution.

1. It is necessary to attract people to the system and they must stay within it.
2. Employees must perform given tasks and obligations in a satisfying manner.
3. Innovative and creative activities must be developed in order to accomplish the goals of the development of the organization (Merima Karic, 2014p.10,11). So work satisfaction and motivation to jointly affect the performance of employees. Performance of employee's including by increasing job satisfaction and employee's motivation by taking into Account the increase in the income of employees, the pension security, equitable provision of duty, attention to Career path, leadership can provide the working atmosphere good, hearing problems led more employees and is Able to provide direction, guidance, instructions and evaluations to employees, the need for improvement in Providing fair incentives In (Ramona, 2017,p.79).

7. MOTIVATION THEORIES

According to Vroom's theory that employee activity changes to performance and caused by performance any employee receives rewards that it has negative and positive. So positive the reward makes for raising more motivated in employees but the negative than otherwise. So Skinner's Thmry context that says if employees' behaviours are positive that it becomes too positive results but if employees' behaviours are negative that it becomes too negative results and no one of the behaviours is not again in the place work (Muhammad, 2012,p.86).so administers must understand the effect of motivation on individuals adjuration knowledge, skills, and abilities become perform less if the firm or organization does not give any motivated in hours working caused by effort in the job. so motivating becomes avoid to absenteeism, negligence of duty, late-coming, unsuccess and all of the factors that it becomes performance poorly in organization or firm (Opu, 2008,p.20) .

8. IMPACT OF MOTIVATION ON EMPLOYEE PERFORMANCE IN THE PRIVATE SECTOR

Organizations or firms must be providing motivation to employees to get better performance in the organization because employees are one of a reason that he or she relates with clients. So motivation is not the only role in better of qualifications, experiences, or abilities of an employee but it becomes

more clearly the productivity of an employee in the organization. any organization that it gives best of motivation to raise the efficiency of employees, it makes every time to get more total of productivity, fewer costs, and raising the efficiency of the firm or organizations. So other benefits of motivation become for more employee satisfaction and in the firm that satisfaction is crucial in there. So motivation becomes employees more near for the organization. A Reward is a one from needs of employees .it makes employees more protection in the firm. So it makes that employees as company own that kept it. Motivation makes to link more administer and labourer (Masud, 2015,p.1227,1228). By Maslow's hierarchy that says the human has total demands in the side of life so motivation makes to raise importance things in low of the stages for best high of the stages like person depends on self. So by another source to motivate employees in way Non-cash rewards like work and technical training from the firm (Ukaejiofo, 2013,p.204,205).

9. METHODOLOGY

This article uses the two way to collect, analyzing the data and evaluate it as follows:

9.1. Primary Resources

It includes as: journals, internet site, previous study and conferences.

9.2. Secondary Resources

There is only I used 70 surveys to prepared collecting the data in this article.

10. RESULTS AND DISCUSSION

We tried in this article focus on 70 Employee the Gender male and female in pepsi firm and coca cola firm from north of Iraq in Survey to Process Impact of motivation on employee performance in Private sector. After the survey uses in Spss program that the results are shown As follows:

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.727	10

In this table 1, that according to all of the data is analysed and the end of results are in This table of Reliability Statistics showed that motivation more impact positively on employee performance in private sector, it means motivation relations directly with employee performance thus increase of motivation becomes to raise employee performance and the efficiency of employees and firm and in every time raising to get more total of productivity, and reducing costs. So it has more benefits of motivation become for more employee satisfaction and more near for the organization and it makes employees more protection in the firm and to link more administer and labourer and employees as company own that kept it.

Table 2. Qualities For Respondents Toward Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	39	55.7	55.7	55.7
Female	31	44.3	44.3	100.0
Total	70	100.0	100.0	

by this table 2, shows that Gender of Male is 39 frequencies which are 55.7 general valid percent, male includes 55.7% of Cumulative but Gender of female is 31 frequencies which are 31 general valid percent, and male includes 44.3% of totally valid, thus this table of results shows motivation more impact positively on male of employee performance (55.7%) than female in the Private sector.

Table 3. Support In Administrating

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	50	71.4	71.4	71.4
No Comment	1	1.4	1.4	72.8
Strongly Agree	10	14.2	14.2	87.0
Strongly Disagree	9	12.8	12.8	100.0
Total	70	100.0	100.0	

Table 3, shows Agree are 50 frequencies and it is 71.4% general valid, and no comment is 1 frequency and it is 1.4% general valid and there are 10 frequencies which choose the Strongly Agree and it is 14.2% of general valid So there are 9 strongly Disagree's frequencies which are 12.8% of general valid and thus more employee choose to agree, the end result shows more impact positively on employee performance in the Private sector.

Table 4. Offered Motivational Strategies

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	14	20.0	20.0	20.0
No Comment	5	7.1	7.1	27.1
Strongly Agree	41	58.5	58.5	85.6
Strongly Disagree	10	14.2	14.2	100.0
Total	70	100.0	100.0	

According to this table 4, that Agree are 14 frequencies and it is 20.0% general valid, and no comment is 5 frequencies and it is 7.1% general valid and there are 41 frequencies which choose the Strongly Agree and it is 58.5% of general valid So there are 10 strongly Disagree's frequencies which are 14.2% of general valid and thus more employee choose strongly agree, the end result shows motivation more impact positively on employee performance in the Private sector.

Table 5. Motivation For An Employee

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	9	12.8	12.8	12.8
No Comment	1	1.4	1.4	14.2
Strongly Agree	45	64.2	64.2	78.4
Strongly Disagree	15	21.4	21.4	100.0
Total	70	100.0	100.0	

by this table 5, Agree are 9 frequencies and it is 12.8% general valid, and no comment is 1 frequency and it is 1.4% general valid and there are 45 frequencies which choose the Strongly Agree and it is 64.2% of general valid So there are 15 strongly Disagree's frequencies which are 21.4% of general valid and thus many employees choose strongly agree, the end result shows more impact positively on employee performance in the Private sector.

Table 6. Focused On Job Duties

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	8	11.4	11.4	11.4
Disagree	1	1.4	1.4	12.8
No Comment	1	1.4	1.4	14.2
Strongly Agree	20	28.5	28.5	42.7
Strongly Disagree	40	57.1	57.1	100.0
Total	70	100.0	100.0	

So in this table 6, Agree are 8 frequencies and it is 11.4% general valid, So there are 1 Disagree's frequencies which are 1.4% of general valid and no comment are 1 frequencies and it is 1.4% general valid and there are 20 frequencies which choose the Strongly Agree and it is 28.5% of general valid So there are 40 strongly Disagree's frequencies which are 57.1% of general valid, thus more employees choose strongly agree, the end result shows motivation more impact positively on employee performance in the Private sector.

Table 7. Work Goes By Very Quickly

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	38	54.2	54.2	54.2
Disagree	1	1.4	1.4	56.6
No Comment	4	5.7	5.7	61.3
Strongly Agree	25	35.7	35.7	97.0
Strongly Disagree	2	2.8	2.8	100.0
Total	70	100.0	100.0	

In this table 7, Agree are 38 frequencies and it is 54.2% general valid, So there are 1 Disagree's frequencies which are 1.4% of general valid and no comment are 4 frequencies and it is 5.7% general

valid and there are 25 frequencies which choose the Strongly Agree and it is 35.7% of general valid So there are 2 strongly Disagree’s frequencies which are 2.8% of general valid and thus by this data many employees choose to agree, the end result shows motivation more impact positively on employee performance in the Private sector.

Table 8. Motivational Cash Effect On Employees

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	8	11.4	11.4	11.4
Disagree	2	2.8	2.8	14.2
No Comment	3	4.2	4.2	18.4
Strongly Agree	55	78.5	78.5	96.9
Strongly Disagree	2	2.8	2.8	100.0
Total	70	100.0	100.0	

Table 8, shows Agree are 8 frequencies and it is 14.4% general valid, So there are 2 Disagree’s frequencies which are 2.8% of general valid and no comment are 3 frequencies and it is 4.2% general valid and there are 55 frequencies which choose the Strongly Agree and it is 78.5% of general valid So there are 2 strongly Disagree’s frequencies which are 2.8% of general valid and thus many employees choose strongly agree, the end result shows motivation more impact positively on employee performance in the Private sector.

Table 9. Motivation Best For Employees

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	38	54.2	54.2	54.2
No Comment	15	21.4	21.4	75.6
Strongly Agree	7	10.0	10.0	85.6
Strongly Disagree	10	14.2	14.2	100.0
Total	70	100.0	100.0	

According to this table 9, that Agree are 38 frequencies and it is 54.2% general valid, and no comment is 15 frequencies and it is 21.4% general valid and there are 7 frequencies which choose the Strongly Agree and it is 10.0% of general valid So there are 10 strongly Disagree’s frequencies which are 14.2% of general valid and thus more employee choose to agree, the end result shows motivation more impact positively on employee performance in the Private sector.

Table 10. Best Effort At Work

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	6	8.5	8.57	8.5
No Comment	9	12.8	12.8	21.3
Strongly Agree	48	68.5	68.5	89.8
Strongly Disagree	7	10.0	10.0	100.0
Total	70	100.0	100.0	

In this table 10, that agree are 6 frequencies and it is 8.57% general valid, and no comment is 9 frequency and it is 12.8% general valid and there are 48 frequencies which choose the strongly agree and it is 68.5% of general valid so there are 7 strongly disagree’s frequencies which are 10.0% of general valid and thus many employees choose strongly agree, the end result shows more impact positively on employee performance in the private sector.

Table 11. the Impact of Motivation on Employees’ Performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	4	5.7	5.7	5.7
Disagree	1	1.4	1.4	7.1
No Comment	2	2.8	2.8	9.9
Strongly Agree	62	88.5	88.5	98.4
Strongly Disagree	1	1.4	1.4	100.0
Total	70	100.0	100.0	

Table 11, shows Agree are 4 frequencies and it is 5.7% general valid, So there are 1 Disagree’s frequencies which are 1.4% of general valid and no comment are 2 frequencies and it is 2.8% general valid and there are 62 frequencies which choose the Strongly Agree and it is 88.5% of general valid

So there are 1 strongly Disagree's frequencies which are 1.4% of general valid and thus by this data many employees choose to agree, the end result shows motivation more impact positively on employee performance in the Private sector.

11. CONCLUSION AND RECOMMENDATIONS

There is this article, we described motivation and impact on employees performance that it is one part of strategic human resource management. After we collect data survey in more firm to find motivation impact positively on employees performance in the private sector or not but in the finally we analysed and found it by spss program that shows and by depending on the end of results , we arrives that motivation relations directly with employee performance thus motivation more impact positively on employee performance in private sector, it means, however, motivation increase becomes raising employee performance and raising the efficiency of employees and firm and in every time raising to get more total of productivity, and reducing costs . it is more useful as becomes for more employee satisfaction and more near for the company or organization and employees more protection in the firm and to link more administer and labourer and employees as company own that kept it but otherwise, it becomes the decreasing impact negatively on employee performance in private sector.

12. RECOMMENDATIONS

We say that according to the end of results that to got it in this article, Suggestion for all of management in the firm that you must to give more motivate by all of factors for employees to raise performance employee motivation until for more overall of productivity, reducing costs and raising the efficiency of employees and firm, so for more protection in the firm and to link more administer and labourer and kept company.

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