

“A STUDY ON EMPLOYEE MOTIVATION URBAN CO-OPERATIVE BANK TIRUPATTUR”

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Abstract

The project work entitled a Study on Employee Motivation with special reference to Urban Cooperative Bank, Tirupattur. It is mainly conducted to identify the factors which will motivate the employees and the organizational functions in Urban Cooperative Bank. Management's basic job is the effective utilization of human resources for achievements of organizational objectives. Motivation implies that one person, in organization context a manager, includes another, say an employee to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. In addition to this, the strong needs in a direction that is satisfying to the latent needs in employees and harness them in a manner that would be functional for the organization. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees to follow them. Hence this studies also focusing on the employee motivation among the employees of Hewitt Associates. The data needed for the study has been collected from the employees through questionnaires and through direct interviews. Analysis and interpretation has been done by using the statistical tool and dates are presented through tables

I. INTRODUCTION

The project work entitled a **Study On Employee Motivation** with special reference to **Urban Co-Operative Bank Tirupattur**; is mainly conducted to identify the factors which will motivate the employees and the organizational functions in Urban co - operative bank basic job is the effective utilization of human resources for achievements of organizational objectives. The personnel management is concerned with organizing human resources in such a way to get maximum output to the enterprise and to develop the talent of people at work to the fullest satisfaction. Motivation implies that one person, in organization context a manager, includes another, say an employee, to engage in action by ensuring that a channel to satisfy those needs and aspirations becomes available to the person. In addition to this, the strong needs in a direction that is satisfying to the latent needs in employees and harness them in a manner that would be functional for the organization. Employee motivation is one of the major issues faced by every organization. It is the major task of every manager to motivate his subordinates or to create the 'will to work' among the subordinates. It should also be remembered that a worker may be immensely capable of doing some work; nothing can be achieved if he is not willing to work. A manager has to make appropriate use of motivation to enthuse the employees to follow them. Hence this studies also focusing on the employee motivation among the employees of **Urban Co-Operative Bank Thirupattur** the data needed for the study has been collected from the employees through questionnaires and through direct interviews. Analysis and interpretation have been done by using the statistical tools and data are presented through tables and charts.

OBJECTIVE:

- ❖ To assess employee's satisfaction in banking industry.
- ❖ To examine the general concept of employee's satisfaction in banking industry.
- ❖ To identify the factors militating against employee's satisfaction in banking industry.

- ❖ To prefer possible solution to the identified problems.

SCOPE OF THE STUDY

- It is always essential for a concern to access its strategies and reshape its destiny.
- It is necessary for every organization to study the different aspects that affects the organization development.
- Every study has a clear and specific scope. The scope of this study is limited to Urban Co-Operative Bank.
- In this survey the emphasis is on the motivation of employees. The scope of the study involves the preparation of questionnaire and data of the bank.

LIMITATIONS OF THE STUDY:

- As the respondents were busy with their work, it was difficult for me to meet the respondents and gathered information.
- The data depends totally on the respondent's view,
- Due to time constrains the researcher collected 100 sample size.
- The findings of the study cannot be applied to all other fields since it lacks external validity.

INTRODUCTION OF CO-OPERATIVE BANK

Acceptance of deposits and maintenance of deposits accounts is the core activity in any bank. The very basic legal interpretation of the word 'banking' as defined in the banking regulation act, 1949 means accepting deposits of money. Various instruction, guidelines, etc. issued from time to time to primary [urban] co-operative banks [UCBs] in record to opening and conduct / monitoring of deposits accounts are detailed hereunder

LITERATURE REVIEW

"Resins Liker" this called motivation as the core of management. Motivation is the core of management. Motivation is an effective instrument in the hands of the management in inspiring the work force .It is the major task of every manager to motivate his subordinate.

A STUDY ON EMPLOYEE MOTIVATION & EMPOWERMENT

To create the will to work among the subordinates .It should also be remembered that the worker may be immensely capable of doing some work, nothing can be achieved if he is not willing to work .creation of a will to work is motivation in simple but true sense of term. Motivation is an important function which very manager performs for actuating the people to work for accomplishment of objectives of the organization. Issuance of well-conceived instructions and orders does not mean that they will be followed. A manager has to make appropriate use of motivation to enthuse the employees to follow them. Effective motivation succeeds not only in having an order accepted but also in gaining a determination to see that it is executed efficiently and effectively.

The concept of motivation

The word motivation has been derived from motive which means any idea, need or emotion that prompts a man in to action. Whatever may be the behavior of man, there is some stimulus behind it .Stimulus is dependent upon the motive of the person concerned. Motive can be known by studying his needs and desires.

Significance of Motivation

Motivation involves getting the members of the group to pull weight effectively, to give their loyalty to the group, to carry out properly the purpose of the organization. The following results may be expected if the employees are properly motivated.

1. The workforce will be better satisfied if the management provides those withopportunities to fulfill their physiological and psychological needs. The workers will cooperate voluntarily with the management and will contribute their maximum towards the goals of the enterprise.

2. Workers will tend to be as efficient as possible by improving upon their skills and knowledge so that they are able to contribute to the progress of the organization. This will also result in increased productivity.
3. The rates of labor's turnover and absenteeism among the workers will be low.
4. There will be good human relations in the organization as friction among the workers themselves and between the workers and the management will decrease
5. The number of complaints and grievances will come down. Accident will also be low.
6. There will be increase in the quantity and quality of products. Wastage and scrap will be less. Better quality of products will also increase the public image of the business.

RESEARCH METHODOLOGY

The procedures by which researchers go about their work of describing, explaining and predicting phenomena are called methodology. Methods comprise the procedures used for generating, collecting and evaluating data. Methods are ways of obtaining information useful for assessing explanations.

RESEARCH DEFINITION:

The definition of research given by Creswell is "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question.

Research Design:

The type of research chosen for the study is descriptive research. In descriptive research various parameters will be chosen and analyzing the variations between these parameters. This was done with an objective to find out the motivation level of the employees.

Data Sources:

The data collected for the study is mainly through the distribution of questionnaire; to be precise the data collected for study was both primary and secondary sources.

Primary Data:

Primary data is the information collected for the first time; there are several methods in which the data is compiled. In this project it was obtained by means of questionnaires. Questionnaire was prepared and distributed to the employees.

Secondary Data:

Secondary data needed for conducting research work were collected from company websites, library and search engines

Research Instrument:

In this study the primary data was collected by survey technique. In this we distributed the questionnaires to the respondents. The researcher structured the questionnaire in the form of: 1. Close Ended Questions 2. Multiple Choice Questions

Questionnaire:

A questionnaire is a sheet of paper containing questions relating to a specific aspect, regarding which the researcher collects the data. Because of their flexibility the questionnaire method is by far the most common instrument to collect primary data. The questionnaire is given to the respondent to be filled up.

Sampling Design:

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

Sample Size:

This refers to the number of items to be selected from the universe to constitute a sample. The sample size for this study was taken as 100.

Statistical Tools Used:

The data collected was analyzed by employing the following statistical technique:

Percentage analysis:

Percentage refers to special kind of ration. It is used in making comparison between two or more series of data. It is used to describe relationship. It is used to analyses the data. Bar charts, pie charts were used to explain tabulation clearly.

Formula:

$$\text{Percentage of Respondents} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

DATA ANALYSIS AND INTERPRETATION

Table showing classification of the respondents said what motivates the employee most

S.NO	PARTICULARS	NO OF RESPONDENT'S	PERCENTAGE
1	Achievement	34	34%
2	Recognition	11	11%
3	Responsibility	26	26%
4	Advancement	29	29%
	Total	100	100%

Interpretation

The 34% Respondents are like achievement, 11% respondents are like recognition, 26% respondents are like responsibility, and 29% are respondents are like advancement. Therefore, the maximum no of respondents is like achievement.

classification of respondents said management interested in motivates the employee

S.NO	PARTICULARS	NO OF RESPONDENT'S	PERCENTAGE
1	Agree	40	40%
2	Partly agree	18	18%
3	Disagree	22	22%
4	Partly Disagree	20	20%
	Total	100	100%

Interpretation

The 40% Respondents are felt management interested in motivates the employee agree, 18% respondents are partly agreed, 22% respondents are disagreed, and 20% respondents are felt partly disagree a. Therefore, the maximum no of respondents is disagreeing about salary increment.

Table showing classification of respondent's working with the present job

S.NO	PARTICULARS	NO OF RESPONDENT'S	PERCENTAGE
1	AGREE	33	33%
2	PARTLY AGREE	29	29%
3	DIS AGREE	13	13%
4	PARTLY DISAGREE	25	25%

	TOTAL	100	100%
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Interpretation

The 33% Respondents are agreed to financial incentives motivates them, 29% respondents are partly agreed, 13% respondents are disagreed about financial incentive, and the 25% respondents are partly disagreed. Therefore, the maximum no of respondents is agreed about financial incentive.

Table showing classification of respondent's performance appraisal

S.NO	PARTICULARS	NO OF RESPONDENT'S	PERCENTAGE
1	AGREE	38	38%
2	PARTLY AGREE	22	22%
3	DIS AGREE	28	28%
4	PARTLY DISAGREE	12	12%
	TOTAL	100	100%

Interpretation

The 38% Respondents agree with performance appraisal, 22% respondents are partly agreeing, 28% respondents are disagreeing, and 12% are partly disagree with it Therefore the maximum no of respondents are agreeing with performance appraisal are motivating them

Table showing classification of respondent's influence on employee's performance

.NO	PARTICULARS	NO OF RESPONDENT'S	PERCENTAGE
1	INFLUENCE	40	40%
2	DOES NOT INFLUENCE	33	33%
3	NO OPINION	27	27%
	TOTAL	100	100%

Interpretation

The 40% Respondents are known influence, 33% respondents are does not influence, and 27% respondents are not respondents. Therefore, the maximum no of respondents is influence when benefits and other incentives are given.

Table showing classification of respondent's career development opportunities

S.NO	PARTICULAR	NO OF RESPONDENT'S	PERCENTAGE
1	AGREE	44	44%
2	PARTLY AGREE	26	26%
3	DIS AGREE	19	19%
4	PARTLY DISAGREE	11	11%
	TOTAL	100	100%

Interpretation

The 44% Respondents agree about carrier development, 26% respondents are partly agreed, 19% respondents are disagreed, and 11% respondents are partly disagreed. Therefore, the maximum no of respondents is agreed about carrier development.

Table showing classification of respondent's job security in existing bank

S.NO	PARTICULAR	NO OF RESPONDENT'S	PERCENTAGE
1	AGREE	25	25%
2	PARTLY AGREE	33	33%
3	DIS AGREE	22	22%
4	PARTLY DISAGREE	20	20%
	TOTAL	100	100%

Interpretation

The 25% like job security, 33% respondents are partly agreed, 22% respondents are disagreed, and 20% are respondents are partly disagreed. Therefore, the maximum no of respondents is partly agreed with job security.

Table showing classification of respondent's motivation for given scope to organize own approach to work

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	AGREE	37	37%
2	PARTLY AGREE	25	25%
3	DISAGREE	20	20%
4	PARTLY DISAGREE	18	18%
	TOTAL	100	100%

Interpretation

The 37% Respondents are agreed with the scope, 25% respondents are partly agreed, 20% respondents are disagreed, and 18% are respondents partly disagree. Therefore, the maximum no of respondents is agreed about the scope given by the bank.

FINDINGS

- The most of the Respondent's (60%) are not a first employee of the organization.
- The most of the Respondent's (45%) are working with present job more then 2-3 years.
- The most of the Respondent's (34%) are motivated by achievement.
- The most of the Respondent's (40%) are motivated by salary increment.
- The most of the Respondent's (40%) are said management interested in motivates them.
- The most of the Respondent's (38%) are agree with performance appraisal.
- The most of the Respondent's (40%) are influence on employee's performance.
- The most of the Respondent's (44%) are agree with career development.
- The most of the Respondent's (33%) are partly agree with job security of the organization.
- The most of the Respondent's (49%) are periodical increase in salary motivates them.
- The most of the Respondent's (37%) are agree with the job provides them interest and stimulation.
- The most of the Respondent's (37%) are Organize their own approach to work.
- The most of the Respondent's (29%) are satisfied the salary draw at present.

SUGGESTIONS AND RECOMMENDATIONS:

1. Has highly Motivated Urban co-operative bank Employees. Motivation of employees can still be increased so as to increase the efficiency and satisfaction of work. Some of the areas that can be improved are.

2. Employee- employer relations: The employer should make effort to talk to the employees and share his/her view on various topics. Employer should encourage and support the employee.
3. Employee- employee relation: Only a few of the employees trust their co-workers, therefore this area needs improvement. Group activities should be encouraged more so that employees can work together and thus strengthen their relation. More informal gatherings should be encouraged so that they can know each other.
4. Few of the employees are not satisfied with the lunch breaks, rest breaks provided it cane extended.

Some of the employees are not satisfied with the relationship between the top management they should be free to speak with their employees.

CONCLUSION

The performance appraisal activities really play a major role in motivating the employees of the organization. It is a major factor that makes an employee feels good in his work and results in his satisfaction too. The organization can still concentrate on specific areas which are evolved in order to make the motivational programs more effective. Only if the employees are properly motivated- they work well and only if they work well the organization is going to benefit out it. Steps should be taken to improve the motivational programs procedure in the future.

Reference Books:

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