



IMPACT OF MOTIVATION ON EMPLOYEE JOB SATISFACTION – A STUDY OF SELECTED COMPANIES OF NCR REGION

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ABSTRACT:

When it comes to inspiring and satisfying employees in the workplace, businesses frequently struggle. Organisations need new programmes and policies to help employees feel more fulfilled in their work. The vast majority of studies examining the relationship between motivation and work satisfaction have drawn optimistic conclusions about the effects on productivity. The purpose of this research is to identify the factors that contribute to high performance in the workplace. Information is gathered from various sources, and a sample of firms in the Delhi NCR region is chosen for the research. Data was analysed using averages and percentages, and hypotheses were evaluated based on the results. The connection and company results show that employees' motivation and job satisfaction are affected by a variety of variables, both those directly related to their jobs and those that are unrelated to them.

INTRODUCTION:

Motivation and job satisfaction are two important factors that play a critical role in the success of any organization. Motivation refers to the driving force or incentive that inspires employees to work hard and perform to the best of their abilities. On the other hand, job satisfaction is the level of contentment and fulfillment an employee experiences in their job. Motivation can have a significant impact on an employee's job satisfaction. When employees are motivated, they tend to be more engaged, productive, and committed to their work. This, in turn, leads to a greater sense of fulfillment and job satisfaction. On the other hand, when the employees are de-motivated or have lack of motivation, they may feel disengaged, unmotivated and dissatisfied with their job. Several factors

can impact an employee's motivation level, including their salary, benefits, working conditions, career development opportunities, and recognition and rewards for their hard work. When these factors are aligned with employee's personal goals and values, they are more likely to be motivated and satisfied in their job. Organizations that prioritize employee motivation and job satisfaction tend to have higher level of employee retention, engagement and productivity. By creating a positive work environment and offering incentives that motivate employees, organizations can create a culture of high performance and job satisfaction. Ultimately, this can lead to greater success and profitability for the organization as a whole.

RESEARCH OBJECTIVE:

General objective:

To measure the impact of motivation on employee job satisfaction.

Sub objectives:

1. To measure the impact of 'pay and benefits' on 'employee job satisfaction'.
2. To measure the impact of 'certification' on 'employee job satisfaction'.
3. To measure the impact of 'working culture and condition' on 'employee job satisfaction'.
4. To measure the impact of the 'nature of the job' on 'employee job satisfaction'.

CONTRIBUTION OF THE PAPER:

The findings of this research will be beneficial for numerous stake holders including the top management and middle management of the selected NCR Region companies as they can incorporate the findings when making the strategic decisions. Moreover, the results of this study will lead to identify the exact needs of the employees where the Organizations could address them strategically, Furthermore, the managers could recognize suitable job satisfaction and performance evaluation criteria that links with the rewarding system.

This study ensures the academic significance by adding new knowledge to the existing theories and future researchers could test and develop theories by incorporating the research findings related to the concepts of 'motivation' and 'employee job satisfaction'.

LITERATURE REVIEW:

Maslow proposed a hierarchy of requirements for human beings, with the lowest level being physiological necessities and the highest level being self-actualization. Some researchers have examined job satisfaction from a need fulfilment perspective (Homans, George; Johnnie, P. B.; Kreishman, Barbara J.; Alder), drawing on Maslow's theory. Herzberg et al. developed the two-factor theory of job satisfaction, proposing that satisfaction and dissatisfaction were two distinct and even unrelated phenomena. Job'satisfiers' included intrinsic aspects like accomplishment, recognition, the task itself, and responsibility, all of which are referred to as'motivators' (factors inherent to the nature and experience of performing work). The Motivation-Hygiene hypothesis proposed by Herzberg and Mausnr has been widely used as a foundation for the growth of work satisfaction evaluation and has dominated the field of research into the factors that contribute to job satisfaction. An employee's positive emotional reaction to his or her employment is defined as job satisfaction. The authors (Herzberg, F. I., & Futrell, C.) surveyed 956 teachers in Virginia (including regular and special education teachers) to learn more about their motivations for entering the field, their plans to remain in the field, and their overall feelings about their jobs. The results of this research showed that both groups were more satisfied with their jobs when they had strong leadership support, were actively involved in their work, and had less role conflict and stress.

There is a strong correlation between an employee's level of motivation and work satisfaction and their level of productivity and performance on the job. The effect

of motivation on workers' contentment in their jobs has been studied extensively. This article will summarise some of the most important studies in this field.

Herzberg et al. (1959) performed one of the first and most seminal research in this field, proposing the Two-Factor Theory of Motivation. This theory proposes that two classes of elements—hygiene factors and motivators—influence an employee's level of contentment in the workplace. Salary, job security, working conditions, and business regulations are all examples of hygiene considerations in the workplace. On the other hand, intrinsic factors like as the nature of the work itself, room for professional development, and public acknowledgement are powerful motivators in the workplace.

According to studies (Herzberg et al., 1959; Hackman & Oldham, 1975), the existence of motivators is a considerably greater predictor of work satisfaction than the lack of hygienic elements. As a result, it seems that basic workplace amenities, although crucial for avoiding discontent with one's employment, do not directly result in that pleasure.

There have been numerous theories of motivation presented besides the Two-Factor Theory. If an employee has a sense of autonomy, competence, and connectedness to others at work, they are more likely to be content with their employment, according to the Self-Determination Theory (Deci & Ryan, 2000). Similarly, the Job Characteristics Model (Hackman & Oldham, 1976) implies that people are more satisfied with their work if they are given opportunities to challenge themselves, work towards specific objectives, and get constructive criticism.

Different types of motivation have been found to have varying effects on job satisfaction. For instance, research has shown that intrinsic motivation (motivation from inside) is a better predictor of work satisfaction than extrinsic motivation (motivation from outside sources, such income) (Deci & Ryan, 2000).

According to a review of the research on employee happiness on the work, intrinsic motivation is a key factor. Motivated workers report higher levels of job satisfaction, which in turn boosts their productivity and efficiency. work contentment is a result of the existence of motivators, rather than the absence of hygiene elements, which are necessary for avoiding work discontent.

DATA SOURCE:

Data sourcing by employees of Delhi NCR Region for research survey on impact of motivation on Employees job satisfaction whether to check how motivation impacting employees for their working life and working culture in organizations. Since data is an essential part of research. It is needed to select the source of data. For collecting accurate and reliable data, researcher has used two sources. They are primary sources of data and secondary sources of data.

RESEARCH METHODS:

This research is based on the deductive approach as there is a theory testing and thus the hypotheses were tested accordingly. The data collection was done mainly to test the hypotheses which were developed based on the literature review. Hence, the theory verifications were done by assessing the impact of motivation on employee job satisfaction. The selected companies are NCR Region organization and the study of population consisted of 150 employees and sample was selected through the simple random sampling where the sample size of this study consisted of 78 professionals as the unit of analysis. Thus, sample represented managerial level employees, executive level employees and trainees. Moreover, the sample consisted of 52.6 of male employees and 47.4 of female employees.

This study was cross-sectional in nature since it was carried out in the first quarter of the year 2023, and the respective findings were discussed based on the data collected at that point of time.

SAMPLE DESIGN AND PLAN:

- a) **Target population:** Delhi NCR Region corporate sectors
- b) **Sampling frame:** Employees of corporate sector of Delhi NCR
- c) **Methods for selecting sample units:** Through sharing google form questionnaire among employees who are working in Delhi NCR corporate industries by sharing google form link through whatsapp, g-mail and text.
- d) **Sample size:** Shared google form questionnaire research survey to 150 employees.
- e) **Response rate:** In 150 employees 78 responded to this questionnaire research survey only.

HYPOTHESES:

Ho1: There is no significant relationship between pay & benefits and employee job satisfaction.

Ha1: There is a significant relationship between pay & benefits and employee job satisfaction.

Ho2: There is no significant relationship between certification and employee job satisfaction.

Ha2: There is a significant relationship between certification and employee job satisfaction.

Ho3: There is no significant relationship between working culture & conditions and employee job satisfaction.

Ha3: There is a significant relationship between working culture & conditions and employee job satisfaction.

Ho4: There is no significant relationship between nature of the job and employee job satisfaction.

Ha4: There is a significant relationship between nature of the job and employee job satisfaction.

Ho5: The motivation does not have a significant impact on employee Job Satisfaction.

Ha5: The motivation has a significant impact on employee Job Satisfaction.

RESULTS:**CORRELATION ANALYSIS**

The correlation analysis of the study conducted to investigate the relationship between independent variables and dependent variables described in the conceptual framework in fig.1.

According to the correlation analysis shown in table 1, there is positive and statistically significant correlation of 0.396 (sig.=.001 < 1%) between the motivation and employee job satisfaction and hence accepting Ha5. When considering each variable, the correlation between the pay & benefits and employee job satisfaction is positive and statistically significant 0.395 (sig.=.001 < 1%) thus accepting Ha1, Moreover the correlation between certification and employee job satisfaction is positive and statistically significant 0.300 (sig.=.000 < 1%) therefore accepting Ha2. The correlation between the working culture & conditions and employee job satisfaction is positive and statistically significant 0.190 (sig.=.001 < 1%). However, the result demonstrates that there is a weak relationship and hence accepting Ha3. The nature of the job and motivation has a moderate positive and statistically significant correlation 0.476 (sig.=.001 < 1%) and consequently accepting Ha4.

DISCUSSION

Pay and benefits, certification, workplace culture and environment, and the nature of the job have all been highlighted as factors that affect employee happiness and motivation on the job. Hypotheses were developed using these criteria in order to accomplish the study's aims. Researchers found a strong connection between pay and benefits and employee happiness using correlation analysis. In addition, there was a positive correlation between certification and employee job satisfaction, with certification showing a stronger positive correlation than working conditions. There was a somewhat favourable correlation between the nature of the work and job satisfaction. The regression analysis result shows that pay and benefits, certification, workplace culture, and working conditions all have beneficial effects on workers' happiness with their jobs. The primary determinant in deciding whether or not a person is happy in their employment is the nature of the work itself. Moreover, compensation and benefits have an outsized effect on workers' happiness on the job. In light of this policy's implications, it is strongly advised that the organisation provide stable employment and ensure that each employee's work responsibilities are commensurate with their skills and abilities. Equal pay for equal work is another principle that should be upheld. It is recommended that an appropriate increment procedure be put into place to deliver performance-based incentives. Employers are responsible for identifying workers' certification gaps and placing them in appropriate education and development opportunities. The connection between managers and workers may also be strengthened via company-sponsored welfare and leisure events.

CONCLUSION:

The research set out to do just that by looking at how different levels of employee motivation affected their level of happiness with their jobs in the business sector in and around the Delhi-National Capital Region. To examine the Research problem of the selected organisations in the Delhi NCR Region corporate sector, a sample of 78 workers was chosen. Job discontent and low motivation are two of the biggest problems facing many industries today. In the companies we looked at, motivation had a significant impact on how happy their workers were in their roles. Employees are more satisfied with their jobs because of factors like compensation and perks and the overall nature of the work they do. Based on the analysis, it is clear that motivation has a significant positive impact

on employee job satisfaction, and the results of this research are on par with the results of previous studies. This means that the company must address financial incentives and rewards and must pay more attention to job designing to obtain the highest performance from the employees. To further advance our understanding of the ideas already in place, future studies may want to look at the effects of leadership and organisational culture on worker productivity.

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