

# ASSESSMENT OF EMPLOYEE MOTIVATION AND ITS IMPACT ON ORGANIZATION PERFORMANCE “A CASE OF AWASH INTERNATIONAL BANK”

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## Abstract

The primary objective of this study has to identify the impact of employee motivation on organisation productivity in case of Awash international bank Arba Minch branch. The relevant data for this study will collect from both primary and secondary sources. To collect primary data self-administered questionnaire will be used. Whereas, secondary data had collected from via organisational records and written materials about the organisation. Census will be used to collect data from employees because they are few in numbers. The collected data will be effective

**Keywords:** Employee Motivation, Productivity, Human Resource

**Paper Type:** Descriptive Research Paper

## Introduction

The success of any business depends mostly on the motivation of the employees. Human resource is essential to prosperity, productivity and performance of any company. Motivation is the key to creating an environment where optimal performance is possible. The development and growth of the business organisation in a competitive business environment depend on the efficient utilisation of the resource. The performance of the organisation is affected by different factors such as motivation, working condition, and

job security. Taking this in to account motivating employees helps the organisation to get a competitive advantage. (Shane 2004). No doubt that the survival of an organisation largely depends on effective and efficient management of its resource. Human resource is one of these that needs to be well managed. It plays a crucial role in achieving both the long- run and short- run objectives of an organisation. Managing people is not as easy as managing the resource. Is has due to the complex nature of human being and as a result of a single organisation different people may have different personalities, attitudes, beliefs and values. (Glinow 2004). The rationale provides some of the reasons for doing this study are there is no good motivational practice in this branch which makes employee unpunctual and absent from their work. (Arnados 2008)

### **Statement of the problem**

Employee incentive programs go a long way towards ensuring employees feel appreciated and worthwhile. It can help alone with employees motivation across the board. The great thing about this program is that they are very individualised. Incentive program increase motivation because they are not only encouraging productivity performance but also show employees the company cares. (Plunkett 1997).The motivational tools that management generally uses to increase employees motivation are financial and non-financial motivation. Financial motivation includes like rewards, piece-rate wages and Tallow differential and the non-financial motivation also include promotion, status, responsibility, making job pleasant and exciting.(Robin 2001). Motivated employees are happy on behave of the job and strive for increasing the productivity of the business. They also try to develop a new mechanism of doing a job to improve their performance. In contrast to this, poor motivation leads to eradicate the productivity of the organisation using unpunctual and absenteeism. (Chandra 1995).

The researcher initiates to study in the awash international bank is because the study observes some problems that exist in the organisation with relation to the employee motivation on performance. The gap that are filled by the researcher in the organisation is problem existing concerning the employee motivation and its effect on performance. The gaps can be lack of incentives to employee unavailability of promotion to the employees can be considered a problem that should be filled by the research.

### **The fundamental question of this research will be:-**

- 1) Does awash international bank in Arba Minch branch motivate their employees?
- 2) What methods did the organisation use to motivate their employees?
- 3) What are the essential factors of employees motivation on performance?

### **Objectives of the study**

#### **General objective-**

The general objective of this research has to examine the employees' motivation and its impact on organisation performance in the case of Awash international bank in Arbaminch branch. **Specific objective-**

Guided by the above general objective, the study has the following specific objective

- (i) To identify the factors to motivate employees of the organisation.
- (ii) To assess the level of employees motivation of employee in the organisation.
- (iii) To examine the impact of the motivation of employees on performance.

### **The significance of the study-**

After accomplishing this study will be important.

Its study will enable the organisation to know their strength and weakness, and then it will help the organisation to identify the motivational problem.

It will also provide relevant information to those on various level of management, employees and labour union leads to understanding the importance of motivational factors on the performance of the employee. It can also be as a cornerstone for another researcher who want to undertake large scale study on motivation and its impact on organisational performance in the different sector.

It will also help to create awareness to minimise the problem related to employee motivation.

It will help the researcher to acquire more experience in research.

### **Review of Literature**

Employee motivation has a significant impact on the economic performance of the firm. The firm used different essential resource for its economic performance. Especially human resource has most and significant, and ingredient part of resource and managers apply a variety of motivational scheme to give employees highly productive, and always they stand for the common good of the firm. This chapter tries to present the theoretical aspects of motivation.

#### **Motivation:**

There is no standard definition of motivation, but there is any collective agreement. Motivation has to do three broad areas concerning individuals behaviour. Source (Anderson 1989. PP63)

#### **How to motivate employees**

The successful managers have known how to motivate their employees. Even though different needs motivate everyone, most people tell that two of the most critical issues they look for the company are mutual respect and personal involvement. Employees are Be aware of the moral level of our organisation, Involve employees in decision making. Outline job responsibilities. Source ( Rollison 2001)

#### **Challenges of Motivation:**

Motivation in practice and theory are difficult issues conducting on several disciplines. Despite research basic as well as applied, the subject of motivation not clearly understood more often than not poorly practised. People in the organisation come from different places concerning attitudes towards job peers,

subordinates, organisational rules and procedures. As a result of these managers or organisation encounter a big problem of having a different outlook and at same goals and objective achieved by integrating and coordinating people. Source ( Plunkett, 1997.PP390).

## **Materials and research methodology**

### **Study area**

The study had conducted in Awash International Bank in Arbaminch branch which has found in southern Ethiopia. This study will conduct an impact of employee motivation on organisational performance in case of Awash International Bank, Arbaminch.

### **Study design**

The researcher will use a descriptive survey type of study design both quantitative and qualitative method because the method provides an opportunity for useful information that easily understand and interpret the result of the study.

### **Methods of Data collection**

Both primary and secondary data have used in the study. The primary data had collected by self-administered questionnaire for employees and a structured interview for managers. Secondary data had collected from organisational records and written documents about the organisation.

### **Population:**

Census will be used to collect data from the whole employees. The rationale to use the census is that the numbers of employees in the organisation is small. The total employees are 21, so the study will be concerned with all of them.

### **Method of data analysis and interpretation:**

The data for this particular study had analysed by using simple descriptive tools like percentage, table, and frequencies. For the simplicity and also provide relevant data the researcher will use tables to present and analyse the finding. Once the necessary analysis had accomplished the presentation of the data finding, conclusion and recommendation will make on data gathering through a questionnaire (both open end and closed end questions) from the respondents.

### **Conclusions**

After carefully the type of providing for employee and problem observe in this regard according there is financial as well as non-financial type of motivation provided for employee to make then boost up their performance most of the employee of Awash international bank in Arbaminch Sikela branch have found below the age of 25, and most of them are male.

- (i) Awash international bank use financial motivation to motivate the employee
- (ii) Motivation has on positive impact on the productivity of the organisation
- (iii) There is no sufficient enough monetary salary for employee this less payment harms the motivation further on the productivity of the company as a whole
- (iv) Most of the employee of the organisation satisfied with the payment system of the, and there is a good payment system in the organisation
- (v) Their good opportunity for promotion and had an additional reward system for that who perform better

- (vi) Almost all of the worker happy to stay in the organisation
- (vii) Most of the employee in the organisation are punctual because the organisation is useful in motivational practice

### **Suggestions**

Based on the analysis of the fact and findings the following recommendation to upgrade employees motivation that has a positive impact on the performance of Awash international bank in Arba Minch.

- (i) The company should practice the system of increasing the scale of the salary and reward for those who perform better than the other
- (ii) Since dissatisfaction of employee leads turn over which harms the performance of the organisation should satisfy those who were dissatisfied. The management should remove it.
- (iii) Because promoted employees have an excellent commitment to the organisation and perform their job accordingly, the organisation should give the chance of promotion to every employee for improving the overall performance of the organisation.
- (iv) Since the organisation were right in a system of staying employees, then the organisation should take necessary action to retain the best performer employees for the growth of the organisation.

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