

Effects of motivation on employee's performance case of study family mall (Erbil)

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Abstract

In my research, the aim is to determine the effect of motivation on performance in family mall Erbil, Motivation is taken as independent variable; Performance is taken as depended variable. My strategy for undertaking this research was quantitative method, A sample population taken from Family mall Erbil and the sample size strategy was randomly to get more information, My research result shows that motivation in general increases performance and the sub tasks of motivation such as rewards, payment, risk taking increases performance too. So that family mall employees had a good motivation according to my research result.

Keywords: Employee, Motivation, Performance.

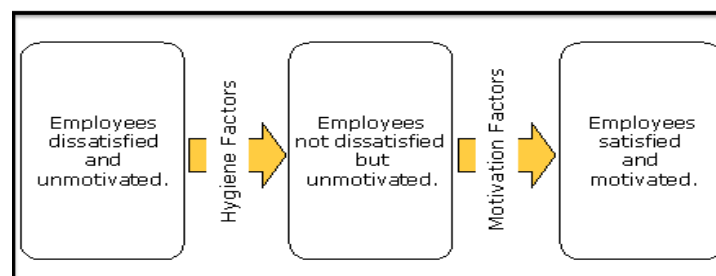
1. Introduction

Every business in the world regardless of product, size of its work, pursue to make a strong and good relation among its employees, (Michael & Robyn , 2016) Employees have different competing needs between each other that are driven by several motivators, for example some employee motivated by external motivation like rewards such us a bit of money but others by internal motivation. The best and only way to make employee work in high performance and do their best is motivation (Shahzadi , Javed , Pirzada , Nasreen , & Khanam , 2014) Interest of the employee is the main thing that makes do or does not do works and the best way to change employees work from bad to good or from good to better is motivation according to (Octaviannand , Pandjaitan , & Kuswanto , 2017) job satisfaction and motivation impact the performance of employee directly and make them work in a higher performance so they will have a better output in their job. When we come to the point of how to motivate employees there are some common ways to motivate them such us let them know you and make them trust you to have a good communication between you and your employees, set smaller weekly goals to achieve the main goal and that will help them to do the achievement easily, motivate individual instead of team to make the employees understand the tasks better and do it in a high performance and lastly reward them based on the feedback is more like a survey which shows the performance of employees based on the opinion of the costumers to reward the employees according to their performance. (Pozin, 2015) Job satisfaction which means the employees happiness or not and it has a relevant relation with motivation for example when employees are enough motivated by their managers it will be happy with

his or her job then they will have great output in the work and vice versa according to (Hassard, Teoh, & Cox, 2018) job satisfaction has theories the most common and prominent theories in this area include Maslow's needs hierarchy theory, Herzberg's and motivator-hygiene theory.

2. Literature Review

What does motivation mean? The answer for that question is difficult because of there is a lot of answers according to researches and scientists, In general motivation is a desire need or want to create the power required for a worker to act in a specific way, according to (McCoy, 1992) motivation is the ability to change the workers behavior for achieving organizational goals. There are a lot of different motivation types, but there are two main types that cover all of them which are intrinsic and extrinsic motivation. Intrinsic motivation means that the individual's motivational motives are coming from workers beliefs to fulfill a task. Extrinsic motivation means that the individual's motivational motives are coming from outside such as rewarding for completing a task or performing in a high performance to achieving main goals There are also multitudes of motivational theories in a workplace, some of this theories supporting motivation study, the most common theories are Herzberg two factor theories and Maslow theory. According to the two-factor theory of Frederick Herzberg workers are affected by, motivation factors and Hygiene factors. Hygiene factors are needed to guarantee that employees don't become dissatisfied. Motivation factors are needed so as to motivate employees into higher performance.



In 1960s Maslow developed the hierarchy of needs; it is a motivational theory in psychology involves a five-tier model of human needs. This individualistic inspection of Maslow's Hierarchy let as to scout the dynamicity towards human behavior across different and varying ends, these range from accomplishment of basic needs to achieving the ultimate phase of self- actualization (Shahrawat, A., & Shahrawat, R. 2017).



Job Performance is completing a given task, perfection, cost, and speed. Performance is rate of the implementing of a duty. Individual performance is high relation for organizations and individuals analogical. Showing high performance when completing the tasks results in satisfaction, feelings of self-efficacy and domination (Bandura, 1997; Kanfer et al., 2005). Further, high performing employees get promoted, awarded and honored. Career opportunities for employees who perform well are much better than those of modest or low performing employees (Van Scotter et al., 2000). An effective performance management action is very important tool for employee motivation to make optimal performance. While, it is not an enough condition for effective performance management. The most important affair within any performance management system is how critically it is taken and how devotedly managers and employees use it (Obiekwe, N 2016). There is a strong relation between motivation and employee performance, when workers are motivated enough according to mostly all researches they will show high performance, One of the most important factors that change every employees or workers act to achieve his or her goal is motivation. Surely, motivation is that guiding principle that becomes strong people to stay focused on the route of success regardless of the challenges that may be accomplish. This includes personal as well as professional goals and targets (Afful-Broni, 2012). According to (Osterloh & Frey, 2000) “employees must be motivated to perform In a coordinated and goal oriented way, therefore, managers must compare the benefits and costs related to motivate employees intrinsically and extrinsically”.

Research Problem:

- 1- What types of motivation methods in family mall Erbil small shops are available?
- 2- How does motivation affect employee performance in family mall Erbil small shops?
- 3- How could the owners or managers of the shops motivate the employees to do their best?
- 4- Are the employees of the small shops in family mall Erbil motivated enough to do their best?

Research Objectives

- 1- To determine the available motivation methods in family mall small shops.
- 2- To discuss the affection of motivation on employee's performance.
- 3- To identify the owners or managers the role of motivating employees.
- 4- To find out the level of motivation of employees in family mall small shops Erbil.

3. Research Methodology

My research, which is the effect of motivation on employee's performance, is a quantitative research that mean I used a numerical survey include some questions and the answer will be by rating, My questions has seven dimensions which are motivation, performance, rewards, managers support for employee, risk taking, payment and work environment and it has also (22) questions. In my data collection I didn't force any employees to answer my questions and nothing bad happen there, I did all the steeps depending on research rules which are wrote in our university thesis hand book, finally I made the employees sure to that their answers will be in secret and it will not affect their job in future. My data collection was in one of the biggest malls in Erbil the capital city of Kurdistan, which is (Family mall), I decide to take a randomly sample size to get information in all areas of market, I went to fashion, shoes, technology shops. my survey questions start with background questions which are (Gender, Age, Monthly income and position), and have seven dimensions first one is motivation which have 3 questions from 1 to 3, second dimension is work environment which are question 4 and 4, third one is risk taking from question 6 to 9, forth one is managers support for employees it has two questions 10 and 11, fifth dimension is payment which are question 12 and 13, sixth one is reward its has 4 questions from 14 to 17 and last dimension is performance which has 5 questions from question 18 to 22, my answers was by rating from strongly disagree to strongly agree.

4. Data Analysis

In the study analyze have four different tables statistically conducted with the research. First one is Cronbach's Alpha, second one is a background variable, the third table is all twenty-two items description presented as frequency and fourth table is correlation between general motivation and performance.

Table 1: Risibility Statistics

The above Table 1 showing the reliability statistics shows the ability of the instrument to measure the concept. The Cronbach's Alpha value is .969 is high Value of Cronbach's Alpha is the clear indicator of the reliability of the instrument.

Reliability Statistics

Cranach's Alpha	N of Items
.969	30

Table 2: Demographical Data

<i>Parameter</i>		<i>Frequency</i>	<i>Percent</i>
Gender	<i>Male</i>	54	60.0
	<i>Female</i>	36	40.0
Age	<i>Under 20</i>	25	27.8
	<i>20 Years -40 Years</i>	48	53.3
	<i>Over 40</i>	17	18.9
Monthly Income	<i>200-500\$</i>	23	25.6
	<i>500-1000\$</i>	43	47.8
	<i>Over 1000\$</i>	24	26.7
Position	<i>Manager</i>	15	16.7
	<i>Employee</i>	75	83.3
<i>Total</i>		90	100

Table 3: Items Data

<i>Parameter</i>		<i>Frequency</i>	<i>Percent</i>
My company provide fair promotion opportunities	Strongly Disagree	7	7.8
	Disagree	20	22.2
	Neutral	28	31.1
	Agree	22	24.4
	Strongly Agree	13	14.4
Promotion should be based on performance	Strongly Disagree	6	6.7
	Disagree	11	12.2
	Neutral	35	38.9
	Agree	28	31.1
	Strongly Agree	10	11.1
My job is beneficial to my career	Strongly Disagree	2	2.2
	Disagree	22	24.4
	Neutral	28	31.1
	Agree	26	28.9
	Strongly Agree	12	13.3
My boss allows me to have my ability fully utilize	Strongly Disagree	4	4.4
	Disagree	15	16.7
	Neutral	30	33.3
	Agree	31	34.4
	Strongly Agree	10	11.1
Its enjoyable to go to work	Strongly Disagree	6	6.7

	Disagree	11	12.2
	Neutral	29	32.2
	Agree	28	31.1
	Strongly Agree	16	17.8
	Strongly Disagree	4	4.4
I have the possibility to be promoted in my work	Disagree	18	20.0
	Neutral	25	27.8
	Agree	28	31.1
	Strongly Agree	15	16.7
	Strongly Disagree	4	4.4
I like more challenging task at work	Disagree	15	16.7
	Neutral	27	30.0
	Agree	29	32.2
	Strongly Agree	15	16.7
	Strongly Disagree	2	2.2
I am well aware of the company's comprehensive goals	Disagree	11	12.2
	Neutral	34	37.8
	Agree	36	40.0
	Strongly Agree	7	7.8
	Strongly Disagree	1	1.1
I am satisfy with the working condition	Disagree	12	13.3
	Neutral	36	40.0
	Agree	31	34.4
	Strongly Agree	10	11.1
	Strongly Disagree	4	4.4
My boss is good in communicating information	Disagree	15	16.7
	Neutral	34	37.8
	Agree	27	30.0
	Strongly Agree	10	11.1
	Strongly Disagree	4	4.4
It is essential for managers empower employees	Disagree	13	14.4
	Neutral	31	34.4
	Agree	26	28.9
	Strongly Agree	16	17.8
	Strongly Disagree	3	3.3
The company value my service	Disagree	16	17.8
	Neutral	32	35.6
	Agree	25	27.8
	Strongly Agree	14	15.6
	Strongly Disagree	11	12.2
I'm happy with my salary	Disagree	14	15.6
	Neutral	17	18.9
	Agree	31	34.4
	Strongly Agree	17	18.9
	Strongly Disagree	8	8.9
I know how my success was measured	Disagree	12	13.3
	Neutral	31	34.4
	Agree	23	25.6
	Strongly Agree	16	17.8
	Strongly Disagree	4	4.4
Bonuses should not be part of the company policy	Disagree	13	14.4
	Neutral	36	40.0
	Strongly Disagree	4	4.4

	Agree	22	24.4
	Strongly Agree	15	16.7
My boss recognizes the extra effort I put at work	Strongly Disagree	4	4.4
	Disagree	13	14.4
	Neutral	32	35.6
	Agree	27	30.0
	Strongly Agree	14	15.6
Rewards should be based on performance	Strongly Disagree	4	4.4
	Disagree	16	17.8
	Neutral	22	24.4
	Agree	33	36.7
	Strongly Agree	15	16.7
I understand the criteria of performance review of my organization	Strongly Disagree	4	4.4
	Disagree	12	13.3
	Neutral	26	28.9
	Agree	35	38.9
	Strongly Agree	13	14.4
I understand my job and how to carry it out	Strongly Disagree	1	1.1
	Disagree	14	15.6
	Neutral	31	34.4
	Agree	31	34.4
	Strongly Agree	13	14.4
I am able to resolve unexpected schedules on time	Strongly Disagree	3	3.3
	Disagree	11	12.2
	Neutral	31	34.4
	Agree	30	33.3
	Strongly Agree	15	16.7
I can carry out assigned duties effectively and efficiently	Strongly Disagree	1	1.1
	Disagree	14	15.6
	Neutral	25	27.8
	Agree	31	34.4
	Strongly Agree	19	21.1
I am very conversant with the standard operating procedure of my job	Strongly Disagree	4	4.4
	Disagree	13	14.4
	Neutral	21	23.3
	Agree	31	34.4
	Strongly Agree	21	23.3
Total		90	100

Table 4: Correlation between general motivation and performance

Correlations

		PERFORMANCE	GENERALMOTIVATION
PERFORMANCE	Pearson Correlation	1	.809**
	Sig. (2-tailed)		.000
	N	90	90
GENERALMOTIVATION	Pearson Correlation	.809**	1
	Sig. (2-tailed)	.000	
	N	90	90

** . Correlation is significant at the 0.01 level (2-tailed).

5. Finding and Conclusion

The major purpose of my research was to find out is there any relation between employee's motivation and showing high performance in small shops of family mall Erbil. The strategy taken for undertaking this research was quantitative method, by following quantitative strategy and making questionnaires among employees and managers of the shops. The independent variable of my research was motivation: Motivation is a reason to make people or employees doing a task to achieve a goal and showing high performance also that motivation is intrinsic or extrinsic, as well as Performance was the depended variable of this study: Performance is the way of how employee's act or work to doing a task and to achieve a specific goal of an organization. In the study I have conducted a quantitative questionnaire to collect preliminary data, and the sample was taken based on convenient sampling and it was randomly sample size to get more information about all kinds of working area, I have distributed 120 papers of questionnaires and I received 90 completely answer papers 30 questionnaires were missing or they did not answered. Moreover, During the process of collecting data, I have all the ethical issues which is on the Thesis Handbook of (ISHIK) university faculty of administrative sciences and economics academic year 2017-2018, and I didn't force any one to answer my survey, For the secondary data's, I have collected them by reviewing journals, books, and other available sources. In the Data analysis of my research, there are conclusions after I discussed and analyzed my collected data's, the most effective tool of showing high performance of employees was (Rewards), in

question17 I asked that (Rewards should be based on performance) 33 people were agree and 15 of them were strongly agree among of 90 person, another factor of showing high performance according of my survey was (risk taking), in question8 I asked that (I am aware of the company's comprehensive goals) 36 of the respondents were agree to this statement and 7 of them were strongly agree in total of 90 and that was showed .699 correlation between risk taking and performance, another factor was (Payment), in question13 I asked (I am happy with my salary) 31 respondents were agree to the statement and 17 of them were strongly agree so that mean they are happy with their salary and the correlation between payment and performance was .680. In my research data analysis I showed that motivation have some sub dimensions and those dimensions are (payment, rewards, risk taking) with motivation I named them as (general motivation), after analyzing shows that the correlation between general motivation and performance .809, between 0-1 the result of .809 mean that motivation I strong in the small shops of family mall (Erbil). Overall, for answering my research question of the study, I came to result that motivational methods are affecting the employees performance and those methods are Payment, Risk taking, rewards. And it affect the performance highly, the owners and managers should making risks and tasks and giving rewards for achieving that tasks and according to performance increase the payment of their employees, lastly the result of the research shows that the employees of small shops in family mall Erbil are motivated enough to show high performance.

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