

A STUDY ON THE MOTIVATIONAL FACTORS AFFECTING FACULTIES' PERFORMANCE IN SELECTED PRIVATE HIGHER EDUCATIONAL INSTITUTIONS IN BHOPAL CITY

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Abstract

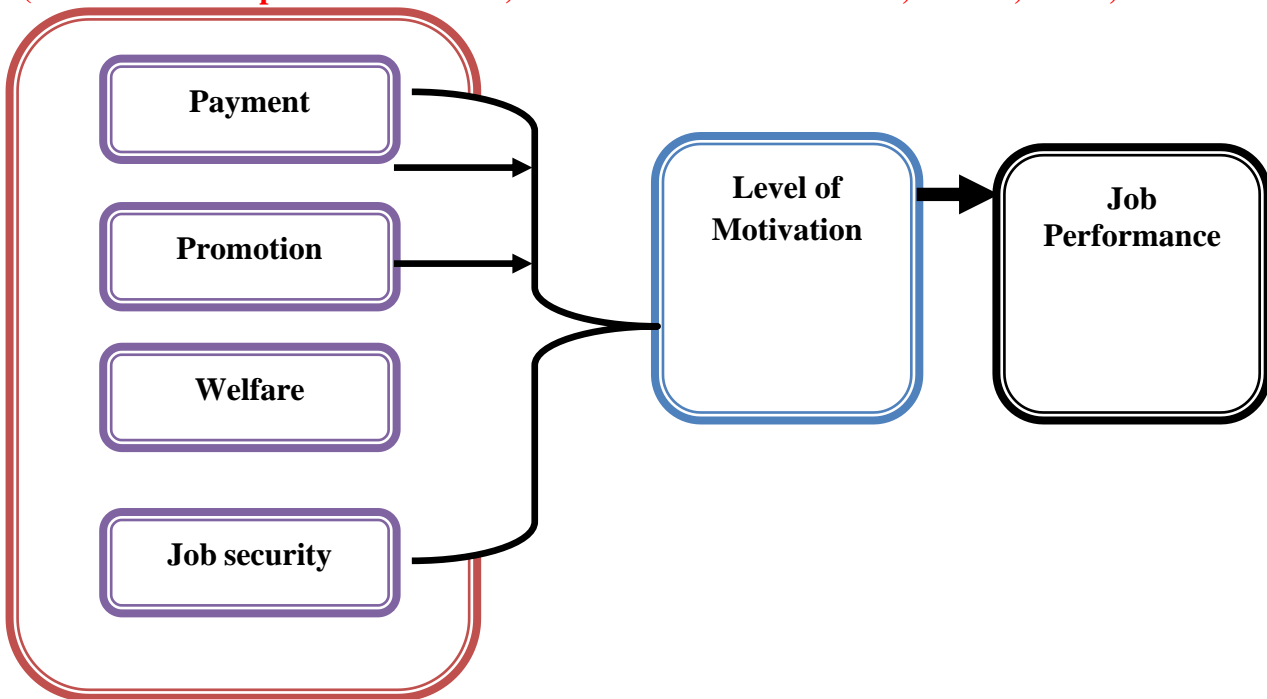
The present study explore the motivational factors affecting the faculty's performance working in various higher educational institutions in Bhopal. In order to examine the relationship between motivation and job performance few factors of motivation has been discussed such as Payment, Promotion, and Welfare and job security. Study used conveyance sampling method to gather the sample among the faculties working on different geographical locations. The findings of the study explore that motivational factors like payment, Welfare and Job security has been found significant and positive related with faculties performance. However on the other hand promotion has not been found as significant and positive. Data analysis for the study has been done by using the Chai square test.

Keywords: Payment, Promotion, Welfare, job security, performance, motivational factors

INTRODUCTION

Motivational factors drive satisfaction of employees because these factors enable employees to improve performance in order to increase productivity in to the organization. Since the satisfaction of the employee related with employee performance and many organizations accepted that, the productivity of the organization is depends on the level of employee satisfaction. There are many motivational theories has been point out that, various factors affecting motivational level of the employee. French (2006) has been conducted a study and explore that motivational factors lead improved in performance and great organizational success. Now these days each and every organization is implementing certain efforts to make employee motivate for more productivity. There are many research study has been explored the factors contributing to employee motivation.

The study explores the motivational factors of higher educational institutions of Bhopal city that leads to improved faculties performance. In Bhopal there are many higher educational institutes with numerous no of working faculties. Due to this large number of working faculties human resource management of the institutions has become very important to motivate faculties by adopting effective motivational practices. In order to examine the level of motivation among the faculties' four important factors identified such as Payment, Promotion, and welfare and job security.



(Figure: 1 Research Framework)

The above figure shows the framework for the study. In this figure relationship between various factors, level of motivation and job performance of faculties can be seen. According to above figure the four factors are independent variables like Payment, Promotion, welfare and job security. Level of motivation is the mediator leading the job performance of the faculties

REVIEW OF LITERATURE

Minerva C. Manalo et al (2021)¹, has been conducted a research study to measure the Motivational Factors and its Influence on the Job Performance of Non-academic Staff in a University. The purpose of the study is to explore the impact of work motivation on the job performance of academic staff. Sample for the study collected among the 50 administrative staff. The findings of the study reveal that the work place environment and professional growth of the administrative staff is highly impact the motivational level. Furthermore study indicates that motivational performance has a significant impact on the job performance of the academic staff working in the university. However result also explore the professional growth of the staff is highly influenced the motivational level among the academic staff.

Abigail M. Narag (2018)², has been conducted a research study on motivational factors affecting the job performance of employees of Cagayan state university Lallo campus. The purpose of the study is to determine the factors of motivating affecting the job performance of the employee. The study was based on descriptive nature of research and primary data has been collected among the employees working in Cagayan State University. The findings of the study indicate that motivational factors have a significant impact on the job performance. However it has also been explore in the findings that benefits and incentives does not have significant impact on the job satisfaction. In the conclusive remark study suggested that management of the university must be aware of the motivational factors related to the job performance in order to attainment of the goal and objective of the organization.

Mohamad Said Arabi (2013)³, has been conducted a research study on Relationship between Motivational Factors and Job Performance of Employees in Malaysian Service Industry, The purpose of the study is to explore the relationship between factors of motivation and job performance among the employee working in Malaysian service organization. The study has been classified in two categories such as independent variables namely payment, job security, promotion, freedom, friendly environment and training and dependent variables is job performance. The study was based on survey methods which have been conducted among the groups of employee. The primary data for the study

has been collected from 130 employees by using the questionnaire method. The findings of the study explore that among all the independent variables training contribute 40% to improve job performance however promotion only contribute 3%. On the other hand the study explored that various other factors such as payment, job security, and friendly environment has not been found significant with job performance.

Trinh Le Tan et al (2021)⁴, has been conducted a research study on Research Factors Affecting the Working Motivation of Employees at Accommodation Facilities in Danang. This study explored that work motivation on most burning issue for organization and society both. Study also examines the factors influencing the motivation in order to improve the quality of work life. The aim of the study is to find out various factors that directly affecting the level of employee motivation in various contexts. The study has been using quantitative approach and primary data has been collected using survey method. Reliability and scale validity of the data, the testing of hypothesis has been done by using the correlation and regression analysis. The findings of the study suggested that there are five factors affecting job satisfaction such as Self-recognition, Company Relationship, Working Environment, Job Characteristics and Salary & Bonus

OBJECTIVES OF THE STUDY

The objectives of the study are as under

1. To study the relationship between motivational factors and faculties performance of higher educational institutions towards payment.
2. To study the relationship between motivational factors and faculties performance of higher educational institutions towards Promotion.
3. To study the relationship between motivational factors and faculties performance of higher educational institutions towards welfare.
4. To study the relationship between motivational factors and faculties performance of higher educational institutions towards Job security.

HYPOTHESIS OF THE STUDY

H_{a1}: Payment as motivational factor affecting the performance of faculties working in higher educational institutions

H_{a2}: Promotion as motivational factor affecting the performance of faculties working in higher educational institutions

H_{a3}: Welfare as motivational factor affecting the performance of faculties working in higher educational institutions

H_{a4}: Job security as motivational factor affecting the performance of faculties working in higher educational institutions

RESEARCH DESIGN

The research design for present study is quantitative in nature and use primary data in order to explore the relationship between independent and dependent variables. The research study focused on the various motivational factors namely Payment, promotion, welfare and job security as independent variables and performance is dependent variables. The structure questionnaire was prepared to collect the primary data. Five point Likert scale were used to prepare the questionnaire (01 strongly disagree to 05 strongly agree)

Sample Size and Design

The Conveyance method of sample was use to obtain the sample among the faculties members working in higher educational institutions. The sample were collected from different categories of institutions such as technical and non-technical. Total **150** faculties has been target to collect the sample and requested them to fill the questionnaire. However **141** faculties have filled the questionnaire appropriately. The identity of the faculties was confidential.

Sample Area: Total 16 private higher educational institutions were taken to collected the sample located in different geographically locations of **Bhopal**

Data Analysis: Data analysis for the study performed by using SPSS, Chai square test was used to determine the impact of motivational factors on faculties' performance. Corbach alpha was also applied to examine the reliability and scale validity of the data.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 1: Demographic Profile

Factors	Categories	No of respondents	Percentages
Gender	Male	84	59.57
	Female	57	40.43
Age	25-30	26	17.43
	30-35	51	36.17
	35-40	32	22.69
	40-45	21	14.89
	45-above	11	7.81
Qualification	Ph.D	53	37.59
	P.G	88	61.41
Experience	0-10	76	53.90
	10-20	47	33.33
	20-Above	18	12.76

Table 1 explores the demographic profile of the respondents, among all the respondents 59.57% were make and 40.43 percentages were female.

17.43% respondents were between age of 25-30, 36.17% of respondents were between age 30-35, 22.69% of respondents were between age 35-40, 14.89% respondents were age between 40-45 and 7.81% were age between 45 and above.

37.59% of respondents were doctorate (Ph.D) and 61.41% of respondents were post graduate

Among all the respondents 53.90% were experienced between 0-10 years, 33.33 % were experience between 10-20 and 12.76 % respondent's experience 20 and above.

RELIABILITY AND SCALE VALIDITY

Table 2: Reliability Analysis

Factors	No of items	Value of alpha
Payment	5	0.83
Promotion	5	0.80
Welfare	5	0.95
Job security	5	0.81

Table 2 explores the reliability and scale validity among all the variables. It can be seen in the table that reliability rate between all the variables is **0.80 to 0.95**. All the variables are closely related because value of alpha of all the variables is more than **0.70**. Reliability rate is very good because is between **0.80 – 0.95** (Zikmund, Babin, Carr & Griffin 2010)

DATA ANALYSIS

Table 3: Testing of hypothesis

Hypothesis	Statement	df	χ^2	Table Value	Sig.	Result
H_{a1}	Payment as motivational factor affecting the performance of faculties working in higher educational institutions	4	10.31	9.49	0.05	Accepted
H_{a2}	Promotion as motivational factor affecting the performance of faculties working in higher educational institutions	4	8.72	9.49	0.05	Rejected
H_{a3}	Welfare as motivational factor affecting the performance of faculties working in higher educational institutions	4	11.03	9.49	0.05	Accepted
H_{a4}	Job security as motivational factor affecting the performance of faculties working in higher educational institutions	4	10.42	9.49	0.05	Accepted

Degree of freedom (n-1) = 4

Result of hypothesis testing can be explore as

1. Above table explore the relationship between promotion as motivational factor and faculties’ performance. It can be seen in table that calculated value of χ^2 is greater than tabulated value (**10.31 ≥ 9.49**). the result shows that first hypothesis “Payment as motivational factor affecting the performance of faculties working in higher educational institutions” is accepted (**H_{a1} = accepted**)
2. Above table explore the relationship between payment as motivational factor and faculties’ performance. It can be seen in table that calculated value of χ^2 is greater than tabulated value (**8.72 ≤ 9.49**). the result shows that second hypothesis “promotion as motivational factor affecting the performance of faculties working in higher educational institutions” is accepted (**H_{a2} = Rejected**)
3. Above table explore the relationship between promotion as motivational factor and faculties’ performance. It can be seen in table that calculated value of χ^2 is greater than tabulated value (**11.03 ≥ 9.49**). the result shows that third hypothesis “Welfare as motivational factor affecting the performance of faculties working in higher educational institutions” is accepted (**H_{a3} = accepted**)
4. Above table explore the relationship between promotion as motivational factor and faculties’ performance. It can be seen in table that calculated value of χ^2 is greater than tabulated value (**10.42 ≥ 9.49**). the result shows that fourth hypothesis “Job security as motivational factor affecting the performance of faculties working in higher educational institutions” is accepted (**H_{a4} = accepted**)

CONCLUSION

The purpose of the study is to explore the relationship between factors motivational factors affecting job performance of the faculties working in various higher educational institutions in Bhopal city. Four factors of motivation has been discussed namely Payment, Promotion, Welfare and Job security. Chai square test has been used to analyze the data. According to the result, the reliability value for all the variables is between 0.80-0.90, the range of alpha value indicates high reliability rates between study variables. Based on the result of Chai square it ca bee seen that motivational factors like payment, welfare and job security found to be significant and positively related with performance with faculties working in various higher educational institute. However promotion has not been found significant and related with job performance of faculties. The study explore that Payment, welfare and job security factors are able to motivate the employee in order to improve their performance. Thus human resource management of the higher educational institutions should provide health payment, adequate welfare

schemes and proper security to the job, because these all factors are highly related with their job performance.

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