THE IMPACT OF MOTIVATION ON EMPLOYEE PERFORMANCE
A STUDY OF NATIONLNL TELECOM SOMALIA

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MASTER OF SCIENCE (MANAGEMENT)

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Abstract

The aim of this study are to investigate whether there is any relationship between motivation, job satisfaction and employee performance. The survey method employed was quantitative data, which processed using multivariate techniques such as descriptive statistic like frequency and percentage to describe the respondent’s profile such as their gender, age, marital status and job title. Correlation and multiple regressions used for inferential statistics. The Pearson correlation used to measure the significance of linear between the independent and dependent variables thereby achieving the objective of this study. Multiple regressions used to determine the relationship between independent and dependent variables, the direction of the relationship, the degree of the relationship and strength of the relationship. This thesis found that motivation has strong positive influence on employees’ performance rather than job satisfaction. Job satisfaction has low significance influence on employees’ performance about 20%. This study concludes that motivation among support staff more contributes to the employees’ performance of support employees of NationLink telecom Somalia.
ACKNOWLEDGEMENT

In the name of Allah, the Most Merciful and Most Compassionate. First, I would like to express my appreciation to Allah, the Most Merciful and, the Most Compassionate who has granted me the ability and willing to start and complete this study. I do pray to His Greatness to inspire and enable me to continue the work for the benefits of humanity.

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Naima Abdullahi Gure

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# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>i</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ii</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>iii</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>viii</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>ix</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>x</td>
</tr>
<tr>
<td><strong>CHAPTER ONE: INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>1.1 Overview of the study</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Company profile</td>
<td>3</td>
</tr>
<tr>
<td>1.3 Problem of the study</td>
<td>7</td>
</tr>
<tr>
<td>1.4 Objectives of the Study</td>
<td>9</td>
</tr>
<tr>
<td>1.5 Research questions</td>
<td>9</td>
</tr>
<tr>
<td>1.6 Significance of the study</td>
<td>10</td>
</tr>
<tr>
<td>1.7 Definition of terms</td>
<td>10</td>
</tr>
<tr>
<td>1.8 Summary of subsequent chapters</td>
<td>11</td>
</tr>
<tr>
<td><strong>CHAPTER TWO: LITERATURE REVIEW</strong></td>
<td></td>
</tr>
<tr>
<td>2.1 Introduction</td>
<td>13</td>
</tr>
<tr>
<td>2.2 Motivation</td>
<td>13</td>
</tr>
<tr>
<td>2.3 Job satisfaction</td>
<td>15</td>
</tr>
<tr>
<td>2.4 Employee performance</td>
<td>17</td>
</tr>
<tr>
<td>2.5 Conceptual model</td>
<td>18</td>
</tr>
<tr>
<td>2.5.1 Abraham Maslow's hierarchy of needs (1943)</td>
<td>19</td>
</tr>
<tr>
<td>2.5.2 ERG theory</td>
<td>20</td>
</tr>
<tr>
<td>2.5.3 Equity theory (1965)</td>
<td>21</td>
</tr>
<tr>
<td>2.5.4 Douglas McGregor Theory X and theory Y</td>
<td>23</td>
</tr>
<tr>
<td>2.5.5 Locke's theory on job satisfaction</td>
<td>27</td>
</tr>
</tbody>
</table>
2.5.6 Life-cycle theory 29
2.6 Motivation and Employee performance 30
2.7 job satisfaction and employee performance 30
2.8 Summary of the chapter 32

CHAPTER THREE: METHODOLOGY

3.1 Introduction 33
3.2 Theoretical framework 33
3.3 HYPOTHESES 34
3.4 Research design 35
3.5 source of data 35
3.6 data collection 35
  3.6.1 secondary data 35
  3.6.2 primery data 36
3.7 Data analysis 42
3.8 Summary of Chapter 43

CHAPTER FOUR: DATA ANALYSIS AND INTREPERTAION OF THE RESULT

4.1 Introduction 44
4.2 Demographic Profile of Respondents 44
4.3 Reliability analysis Test 48
4.4 Correlation between variables 49
4.5 Multiple Regression Analysis 50
4.6 Summary of Chapter 53

CHAPTER FIVE: DISCUSSION AND CONCLUSION

5.1 Introduction 54
5.2 Discusion 54
5.3 Recommendation 56
Appendix A: Questionnaire
Appendix B: Descriptive Statistics
Appendix C: Cronbach's Alpha Reliability Test
Appendix D: Pearson Correlation
Appendix E: Multiple Regression
## List of tables

<table>
<thead>
<tr>
<th>Table</th>
<th>title</th>
<th>page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1</td>
<td>Descriptive statistical of the respondents profile</td>
<td>45</td>
</tr>
<tr>
<td>Table 2</td>
<td>Results of Reliability Test</td>
<td>48</td>
</tr>
<tr>
<td>Table 3</td>
<td>Correlation analysis</td>
<td>49</td>
</tr>
<tr>
<td>Table 4</td>
<td>Model summary</td>
<td>51</td>
</tr>
<tr>
<td>Table 5</td>
<td>ANOVA</td>
<td>51</td>
</tr>
<tr>
<td>Table 6</td>
<td>Beta Coefficient</td>
<td>52</td>
</tr>
</tbody>
</table>
## List of figure

<table>
<thead>
<tr>
<th>Figure</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Theoretical framework</td>
<td>33</td>
</tr>
<tr>
<td>2</td>
<td>Respondent’s Profile</td>
<td>47</td>
</tr>
</tbody>
</table>
DEDICATION

I dedicated this book to my beloved parents father Mr Abdullahi Gure Fidow and mother Khadija Weheliye Moge, Also I dedicated to my lovely and sweetly husband Mr Muhidin Mahamed dhuhulow
CHAPTER ONE

INTRODUCTION

1.1 OVERVIEW OF THE STUDY

Motivation has been defined as the individual, internal process that energizes, directs and sustains behavior. In other words, motivation is the force that causes people to behave in a particular way, whether positive or negative. A very important aspect associated with motivation is the employee's morale, which is the attitude or feeling about the job, about superiors and about the firm itself. This means that an employee with a high morale will be more dedicated and loyal to the job. High morality of the employee results from different aspects to positive job and the firm, for example, being recognized in the workplace and being financially secured. In short, motivation is the process of providing reasons for people to work in the best interests of the organization.

Motivation in simple terms may be understood as the set of forces that cause people to behave in certain ways. A motivated employee generally is more quality oriented. Highly motivated worker are more productive than apathetic worker one reason why motivation is a difficult task is that the workforce is changing. Employees join organizations with different needs and expectations. Their values, beliefs, background, lifestyles, perceptions and attitudes are different. Not many organizations have understood these and not many HR experts are not clear about the ways of motivating such diverse workforce.
The contents of the thesis is for internal user only
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