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A Study On Impact Of Employee Motivation On Employee Performance In Rialto Enterprises Private Limited

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ABSTRACT: This study examines how employee motivation affects performance at Rialto Enterprises Pvt. Ltd., a toothbrush manufacturing company. Focusing on both intrinsic and extrinsic factors like rewards, salary, training, promotions, and work environment, the research used a descriptive design and surveyed 110 employees through structured questionnaires. Statistical tools such as correlation, ANOVA, regression, and factor analysis revealed a strong positive link between motivation and performance. Motivated employees showed better time management, teamwork, and commitment, while poor communication and lack of recognition reduced motivation. The study concludes that effective motivational strategies are key to enhancing both individual and organizational performance.

Index Terms - Employee Motivation, Employee Performance, Intrinsic Motivation, Extrinsic Motivation, Job Satisfaction, Productivity.

I. INTRODUCTION

Employee motivation is a crucial determinant of productivity and organizational success. As organizations increasingly recognize employees as valuable assets, understanding the link between motivation and performance becomes imperative for sustainable development. Motivation can be broadly categorized into intrinsic and extrinsic types. As organizations increasingly recognize employees as valuable assets, understanding the link between motivation and performance becomes imperative for sustainable development. Motivation can be broadly categorized into intrinsic and extrinsic types. In today's competitive business environment, motivated employees are more productive, creative, and committed to their organizations. Motivation affects how employees perform, interact with peers, and respond to organizational goals. The study of employee motivation has garnered significant attention due to its profound impact on employee performance and organizational productivity. Motivation not only affects individual performance but also contributes to team cohesion, customer satisfaction, and the organization's ability to adapt to changes. Various theories, such as Maslow's hierarchy of needs, Herzberg's two-factor theory, and

McClelland's theory of needs, have provided frameworks to understand how motivation can be harnessed effectively within the workplace. Understanding these dynamics allows organizations to design and implement strategies that align employee needs with organizational objectives. This research aims to explore the relationship between employee motivation and performance within an organizational context. By analysing motivational factors and their influence on employee behaviour, the study seeks to identify practical approaches that enhance productivity and employee satisfaction. The findings are intended to offer valuable insights for management professionals, enabling them to foster a positive and motivating work environment that ultimately drives business success.

II. REVIEW OF LITERATURE:

Hemakumara (2020) confirms a positive link between employee motivation and performance across various industries. Uzonna (2013) highlights the need for motivation strategies aligned with organizational goals. Ahamed and Mohamad (2015) explore intrinsic and extrinsic motivators, finding that extrinsic factors such as compensation and work environment highly influence employee performance within Somalia's federal government. Sopandi et al. (2024) show that communication and motivation significantly enhance performance. Kuswati (2020) finds that declining motivation leads to reduced employee performance. Maduka & Okafor (2014) reveal poor motivation results in low productivity and recommend financial incentives. Akinbola (2024) finds both intrinsic and extrinsic motivation positively affect job satisfaction. Razak (2020) shows training, competence, and motivation all enhance performance, with training having the greatest effect. Ekundayo (2018) confirms motivation strongly drives performance and recommends tools like bonuses, job rotation, and employee involvement. Noermijati & Primasari (2015) noted that motivation significantly improves female employee performance, both directly and through job satisfaction. Mustapa & Mahmood (2013) identified training, rewards, and recognition as key motivators in public service. Shahzadi & Javed (2014) confirmed that intrinsic rewards positively impact motivation and performance.

III. OBJECTIVE OF THE STUDY:

Primary objective:

To study the impact of employee motivation on employee performance.

Secondary objective:

- To study the factors influencing employee motivation.
- To analyze the effect of employee motivation on employee performance.
- To find out the problem hindering the success of the employee motivation.
- To provide suggestion for enhancing motivation and employee performance.

IV. RESEARCH METHODOLOGY:

This study employs a **descriptive research methodology**, which aims to describe the characteristics of the variables studied and understand the relationship between employee motivation and performance.

Area and Duration of the Study:

The research was conducted at **Rialto Enterprises Private Limited** over a period of four months, from

February to May.

Sampling: Sampling may be defined as the selection of part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made.

Sampling Technique: The study employed a non-probability sampling technique, specifically the convenience sampling method.

Sample size: A sample of 110 employees was selected for the study.

DATA COLLECTION METHOD:

- **Primary Data:** Data was collected using primary sources through structured questionnaires distributed among the employees of Rialto Enterprises Private Limited.
- **Secondary Data:** Data was obtained from company records, academic journals, industry reports.

V. ANALYSIS AND INTERPRETATION:

Quantitative data collected from the survey was analyzed using SPSS software, applying the following statistical tools:

- ✓ **Correlation Analysis:** To examine the relationship between pairs of variables, such as age and the effect of job stress on motivation.
- ✓ **ANOVA (Analysis of Variance):** To test the significance of differences in perception across demographic variables, such as gender.
- ✓ **Regression Analysis:** To estimate the impact of motivational factors (independent variables) on employee performance (dependent variable).
- ✓ **Factor Analysis:** To reduce a large set of variables into core factors explaining patterns in employee motivation.

S. No	Test used	Variables analyzed	Test value	Significance (p-value)	Exact Inference
1	Correlation	Age vs. "Heavy workload and job stress reduce motivation"	$r = 0.141$	$p = 0.141$	Very weak positive correlation; not statistically significant.
2	One-Way ANOVA	Gender vs. "Overall work atmosphere is supportive"	$F = 1.302$	$p = 0.256$	No significant difference; gender does not affect perception of work atmosphere.
3	Regression Analysis	Salary → "Effective use of time and resources when motivated"	$R^2 = 0.040$; $\beta = -0.201$	$p = 0.035$	Statistically significant; higher salary relates to more effective motivation use.

4	Factor Analysis	Rewards, salary, training, promotion, work atmosphere, work-life balance	KMO=0.643; $\chi^2=61.257$, df = 15	p = 0.000	Significant correlation among variables; factor analysis is appropriate
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VI. FINDINGS:

- It is found that 51% of the respondents are Female.
- It is found that 37% of the respondents age is between 18 - 25.
- It is found that 53% of the respondents are having agree opinion with their rewards and recognition.
- It is found that 49% of the respondents are agreed with their salary and benefits and 43% of employees are agreed with training opportunities provided
- It is found that 42% of the respondents are agree with work atmosphere.
- It is found that 39% of the respondents are said that they are having Healthy work-life balance.
- It is found that 49% of the respondents have given agree opinion with the efficient use of time and resources in the company, when they feel motivated.
- It is found that 39% of the respondents are said that positive feedback motivates them to future tasks.
- It is found that 43% of the respondents are agree that their motivation level is affected by poor communication.

VII. SUGGESTIONS:

1. Implement structured recognition programs and regularly review compensation to keep employees motivated and satisfied.
2. Implement **transparent promotion policies** to build trust and morale.
3. Introducing stress management initiatives and ensuring fair workload distribution can help maintain a healthier and more productive workforce.
4. Strengthening internal communication channels, encouraging open feedback, and promoting transparency in decision-making will enhance employee engagement and trust in management.
5. Provide **regular training opportunities** to improve skills and employee engagement.

VIII. CONCLUSION:

- The study concludes that employee motivation has a direct and significant impact on employee performance. The study confirms a **positive relationship between employee motivation and performance**.
- The research at Rialto Enterprises Private Limited revealed that factors such as rewards, salary, training, fair promotion, and a supportive work environment play a crucial role in motivating employees.
- Overall, the objectives of the study were successfully met, and it emphasizes that employee motivation is essential not only for individual performance but also for overall organizational effectiveness and sustainability.

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