

EMPLOYEES MOTIVATION IN A COMPETITIVE SERVICE AND MANUFACTURING SECTORS PERFORMANCE

¹Abner, Ishaku Prince

Department of Management

¹University of Nigeria, Enugu Campus

&

²Udo Emmanuel Samuel

Department of Banking and Finance

University of Nigeria, Enugu Campus

(samuel.udo.pg77393@unn.edu.ng)

Corresponding Author)

ABSTRACT

In a competitive business climate employee's motivation and resourceful integration into the organization operational and business activities remains a vital competitive tool in today's competitive business climate. Unmotivated and weak employee's integration erodes organizations competitive prowess. Employee's motivation drives customer satisfaction, productivity and job satisfaction. The financial and non-financial motivation of training and development, recognition and allowances were identified as employee's motivational elements. The sample of 181 was determined through the Krejcie and Morgan's sampling table. The Classical Linear Regression and correlation matrix were the prime technique of analysis. Customers satisfaction measured organizational performance while training and development, recognition and allowances measure employee's motivation. Findings revealed that financial and non-financial employee's motivation impact positively and statistically on customer's satisfaction. Also factor such as job enrichment, Promotion (where promotion is not visible horizontal moves motivate employee's new and different job build employee's skills and knowledge; renew interest in their work.

Keywords: Allowance, employee's motivation, organizational performance, customer's satisfaction.