

The Impact of Employees' Motivation on Employees' Performance in the Telecommunication Industry: Reference to Rathnapura District

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Abstract

Employee performance is a vital element in every organization in the world that tries to inspire its workforce through human resource applications and practices to achieve higher levels of results. Rewards are an important factor motivating workers to increase their performance and allow them to achieve competitive advantage in a highly competitive and volatile market world. Whilst the telecommunications sector is one of the most influential industries in Sri Lanka's business environment, the industry plays an important role in the business landscape of dynamic international and local markets, which emphasizes the need for exploring. This study addresses the district of Rathnapura, where employee motivations are primarily focused on the contribution of intrinsic and extrinsic motivating factors to the performance of employees. The study consists of intrinsic and extrinsic motivation being the independent variables and employee performance being the dependent variable. Through analyzing the literature in which employee performance was addressed through aspects like traits, behaviour and outcomes. The extrinsic factors were primarily addressed using self-efficacy, Perceived control, goal difficulty, salary, promotion, working conditions as dimensions in the sense of expectations theory. While the theory of self-determination is the basis for the intrinsic motivational factors and Training development, regular feedback, Experimentation, Relationship with co-workers, Recognition, Social interaction has been taken as the dimensions. The convenience sampling method is adopted to arrive at a sample size of 85, from two organizations in the Rathnapura district. A questionnaire was designed using five-point Likert scales and distributed through Google form and both inferential statistics and descriptive statistics were performed using Statistical Package for the Social Sciences software for the collected data. According to the findings of the study, both extrinsic and intrinsic motivators showed a significant and positive impact on the performance of employees. Therefore, this study underlines that motivation is directly proportional to the performance of employees where the impact of intrinsic factors was routed by extrinsic factors of motivation. This research proposes increasing the different metrics and parameters covered by the intrinsic and extrinsic motivation for employee performance enhancement for telecommunications organizations' growth.

Keywords: Employee motivation, employee performance, extrinsic motivation, intrinsic motivation