

## EMPLOYEES MOTIVATION AND ITS IMPACT ON JOB IT

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### To Cite this Article

Niligonda Harish, Srilekha Rageru, M.Pavani, "Employees Motivation And Its Impact On Job It", *Journal of Science Engineering Technology and Management Science*, Vol. 02, Issue 08, August 2025, pp: 458-465, DOI: <http://doi.org/10.63590/jsetms.2025.v02.i08.pp458-465>

Submitted: 13-07-2025

Accepted: 19-08-2025

Published: 26-08-2025

### Abstract

Employee motivation plays a critical role in determining organizational success, especially in the Information Technology (IT) sector where innovation, productivity, and adaptability are key drivers. Motivated employees are more likely to demonstrate higher efficiency, creativity, and commitment, leading to improved job performance and overall organizational growth. In the IT industry, where tasks are dynamic and demanding, motivation acts as a catalyst to reduce employee turnover, enhance job satisfaction, and sustain long-term competitiveness. This study focuses on understanding the relationship between motivation and job performance, highlighting both intrinsic factors such as recognition, skill development, and career growth, as well as extrinsic factors like salary, incentives, and work environment. Findings suggest that organizations that implement structured motivational strategies are better positioned to achieve employee engagement, innovation, and sustainable performance outcomes.

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## **LINTRODUCTION**

Motivation is defined in Introduction

Motivation is the process that initiates, guides, and maintains goal-oriented behaviours. It is what inspires you to take action, be it sipping a glass of water to quench your thirst or reading a book to learn something new. Motivation encompasses the biological, emotional, social, and cognitive elements that impact behaviour. In ordinary discourse, the term "motivation" is frequently used to describe the reasons behind a person's actions. It serves as the catalyst for human actions. A driving force that affects a person's decisions and actions is called motivation. As a result, workers improve, become more driven, and become more goal-oriented. In order to be considered for a promotion, for example, employees seek to accomplish targets as a motivating factor. Employees might be encouraged with monetary rewards like a car or a raise in salary. It is also possible to employ non-monetary incentives like public acknowledgment.

### **Definition:**

Employee motivation can be defined as the internal and external factors that stimulate individuals to take actions that lead to the achievement of personal and

organizational goals. In the context of the IT sector, employee motivation refers to the willingness and drive of IT professionals to perform tasks effectively, adapt to technological changes, and contribute to organizational success. It encompasses intrinsic elements such as personal growth, recognition, and job satisfaction, as well as extrinsic elements like compensation, rewards, and favorable working conditions. Motivation in IT jobs is crucial as it directly impacts employee productivity, innovation, teamwork, and retention.

### **Research Problem:**

1. There were only fifty participants in the study.
2. It takes a long time to obtain primary data.
3. Only a short period of time was spent on the study.
4. It was difficult to get information from the respondents and complete the form because they were busy with their occupations.

### **Research Methodology:**

The kind of research design used in this study was called "Descriptive

Research". The data is organized and condensed for comprehension in a descriptive study design. The main objective of this descriptive statistics is to provide a succinct summary of the samples. This usually means that descriptive statistics were not produced using probability theory.

## **DATA SOURCE**

### **1. Original data**

The closed-ended, self-designed questionnaire used to collect primary data from the workforce of the IT sector business contained 19 statements on employee motivation.

### **2. Secondary data**

It is assembled from accounts, historical records, journals, and the internet.

i. Sampling Method: The method used is convenient sampling.

ii. Sample size: The study's sample size consists of fifty workers from different IT-related companies.

iii. Research methodology: Using SPSS software, the percentage and correlation show a good relationship between employee motivation and performance.

## **II.LITERATURE REVIEW**

Elizabeth Boye Kuranchie-Menash and Kwesi Ampnash-Tawaiah (2023) A comparative study of employee motivation and productivity in Ghanaian mining businesses found that more contented workers generate higher-quality output. Compensation is the primary focus, even if both internal and external variables motivate people. They discovered that high pay is the main motivator for employees in the mining industry.

Chukwuma Edwin Maduka and Dr. Obiefuna Okafor (2023 a[7]) found that poor employee engagement leads to extremely low output in a comparative study of manufacturing enterprises in Nnewi. The sample size consists of 400 workers, including management and lower-level staff. Furthermore, the data shows that the salary of junior staff was significantly lower than what the Nigerian Joint Industry Council had decided upon. Junior employees prefer cash incentives over non-financial ones. The key takeaway from this is that companies need to motivate their employees to increase productivity and decrease attrition. However, the reasons why junior employees prefer monetary benefits over non-monetary ones were not found in the study. The study did not

identify the parameters used for financial and non-financial incentives.

Four factors—moral incentives, rewards, the effectiveness of the reward system, and promotions—have a significant impact on employee performance for employees of Jordanian tourism and travel institutions, according to Drs. Ashraf and Md. Shabieb's (2023) study on the role of incentives and reward systems in improving employee performance. They conclude that promotions have the least impact on employee performance, whereas the rewards system has the greatest. However, their study had limited relevance because they chose to focus on a smaller sample size of 44 respondents.

Job stability, a good relationship with the principal, pay scale, the work itself, and career advancement are some of the elements that affect job satisfaction, according to study on the impact of financial incentives in higher education by Dr. MM. Jadhav (2022)[14]. Furthermore, he suggests that instructors use their knowledge and talents in a secure setting, which enhances their job satisfaction. The study concludes that financial incentives have a negligible effect on job satisfaction when all factors are considered. According to a

study by Falola et al. (2023)[20] on incentive packages and employee attitudes toward working at a few selected government parastatals in Ogun State, south-west Nigeria, employees placed a high value on the various incentives offered by their employers. This proves that government employees can perform better if the incentives package is enhanced. However, the poll was unable to identify the preferred incentive plan among the company's employees. It concludes that if employees prefer the reward scheme, they will have a more positive work attitude.

"Are incentives effective?" by Andrew Hopkin and Sarah Maslen (2022) [42]. The degree to which incentives motivate current top managers is the main subject of a qualitative study on manager motivation in risky industries. He concludes that senior managers and executives make the decision to evaluate performance and award cash rewards. If incentives are to continue to be a method of encouraging financial and economic performance, safety must be promoted, particularly with regard to major accident prevention.

### **III.DATA ANALYSIS AND INTERPRETATION**

## 1. Analysis:-

Characteristics		Frequency (Sample Size=50)	Percentage
Gender	• Female	20	42%
	• Male	30	58%
Age	• 20-30 years	42	86%
	• 31-40 years		
	• More than 41 years	8	14%
		0	-
Experience	• Less than 1 year	14	36%
	• 1 to 3 years	28	44%
	• 3 to 5 years + 5 to 7 years		
	• More than 7 years	8	12%
		0	-

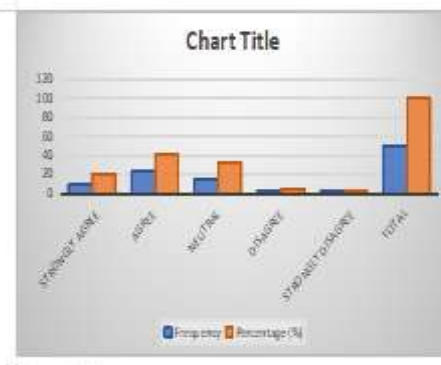
## 1. Chart Representation:-

**Interpretation**

The discussion on employees' motivation and its impact on jobs in the IT sector highlights that motivation is not just a personal factor but also a strategic organizational tool. From the abstract, it is clear that motivated employees exhibit higher productivity, creativity, and loyalty, which are essential in the IT industry where continuous innovation and adaptability are required. The definition further explains that motivation arises from both intrinsic factors (such as recognition, learning opportunities, and personal growth) and extrinsic factors (such as salary, incentives, and working conditions). Interpreting these insights, we understand that employee performance in IT is directly linked to how effectively organizations address these motivational factors. A motivated IT workforce not only ensures quality

output and innovation but also reduces turnover rates, increases job satisfaction, and builds long-term organizational competitiveness. Hence, organizations that invest in balanced motivational strategies are more likely to thrive in the fast-paced and challenging IT environment.

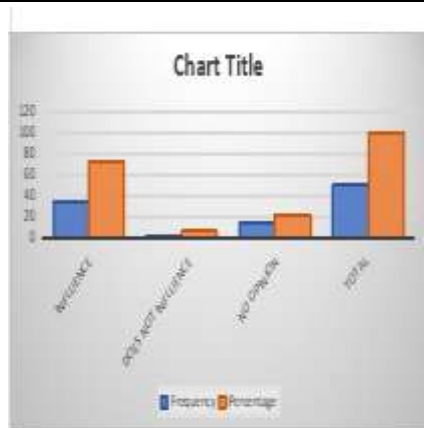
Particulars	Frequency	Percentage (%)
Strongly Agree	9	20
Agree	23	42
Neutral	15	32
Disagree	2	4
Strongly Disagree	1	2
Total	50	100

**Interpretation:****Interpretation:**

From study, it is concluded that, 20 % respondents strongly agree, 42% respondents agree, 32% respondents were on neutral platform, and remaining 6% respondents were disagreeing for presence of Effective Promotional Opportunities in the job.

Particulars	Frequency	Percentage
Influence	34	72
Does not Influence	2	6
No opinion	14	22
Total	50	100

**Chart Representation:**



**Interpretation:**

It is concluded that, about 72% of respondents gets influenced for improving their performance by getting incentives and other benefits from the company, whereas, 6% does not get influenced and other 22% respondents had no opinion on the particular question.

#### IV.FINDINGS

- **Direct Impact on Job Performance** – Motivation significantly improves job efficiency, creativity, and problem-solving ability among IT employees.
- **Intrinsic vs. Extrinsic Motivation** – Both intrinsic factors (recognition, learning opportunities, career growth) and extrinsic factors (salary, incentives, work environment) play vital roles in driving employee performance.
- **Retention and Turnover Reduction** – Motivated employees show greater job satisfaction, reducing attrition in the IT sector where high turnover is common.

- **Innovation and Adaptability** – Motivation enhances adaptability to rapidly changing technologies and encourages innovative contributions.
- **Work Engagement** – Higher motivation is linked to improved employee engagement, teamwork, and organizational commitment.
- **Stress Management** – Motivation acts as a buffer against job stress and burnout, which are frequent challenges in the IT industry.
- **Organizational Competitiveness** – Companies with strong motivational strategies enjoy better long-term competitiveness, employee loyalty, and overall growth.

#### V.CONCLUSION

This research was conducted at various IT-related firms. As part of the project, several organizational factors that affect employee motivation—such as pay, raises, promotions, and recognition—were examined. "An Analysis on Employee Motivation and Its Impact on Employee Performance in the IT Sector" was the subject of another study. The purpose of the study was to comprehend the many motivating elements that organizations use to inspire their

workforce. The study's primary goals were to analyze the many elements that contribute to employee motivation and evaluate the connection between motivation and performance at various IT-related firms. Employee motivational factors, including pay, promotions, motivational talks, and rewards for hard work, were found to correlate with employee performance using SPSS software. The results demonstrated a positive and significant relationship between the motivational factors and employee performance.

Therefore, the study's main conclusions are that employee performance at the company is significantly impacted by motivating factors like pay, promotions, motivational speeches, rewards, and recognition.

The study was highly beneficial overall. It aided in comprehending the different facets of the firm that motivate personnel. It improved my understanding of an organization's work culture and style and exposed me to the theoretical elements I had acquired in a real-world setting.

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