



EFFECT OF MOTIVATION ON JOB SATISFACTION TOWARDS HEALTHCARE SECTOR OF AHMEDABAD

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ABSTRACT

Healthcare organisations all round the world specifically in public healthcare setting are facing challenges when it comes regarding effectiveness and efficiency of their employees. It is becoming more complicated to meet this challenges in most of the developed countries due to ever increasing gap between the available resources to their obligatory demands. Moreover, there is huge pressure on this organisations to maintain the quality of care and general public health. This research study focuses on the impact of motivation and implementation of motivation theories on performance, retention and satisfaction of the employees in Irish healthcare sector. 100 employees of Healthcare sector of Ahmedabad will be targeted for the research study.

KEYWORDS: Motivation, Ahmedabad, Healthcare.

INTRODUCTION:

Ahmedabad has been a wealthy city all through the history. Even during the Mughal period it was a flourishing commercial, financial and industrial centre. Ahmedabad has a rich historical heritage and forms the hub of the most prominent regional corridor extending from Vapi (Valsad district) near Mumbai to Ahmedabad. Its growth from a major trading centre for gold, silk and cotton in medieval times to become the "Manchester of India" in the 1940s reflects the continuity of its distinct enterprise and business leadership. Due to its location in the cotton growing belt, Ahmedabad has been a centre of manufacture of cotton textiles. The coarse cotton cloth woven here had a local market and hence survived competition from fine British textiles dumped in India. The establishment of the first cotton textile mill in 1861, without any special climatic advantage and before the advent of railways, and the way in which this industry expanded over the years speaks for the high level of business acumen.

Traders and financiers occupied important position in the city and their activities generated wealth in the city. Each community specialised in particular activities. The established financial and trading firms of the Hindus and Jains played a big role in raising industrial capital in the city. The Muslims were weavers and officials. In the 19th century, due to flourishing trade other groups such as Patidars and Parsis too rose in social hierarchy. Presently Ahmedabad is the commercial capital of the state of Gujarat, it is also a major industrial and financial city contributing about 14% of the total investments in all stock exchanges in India and 60% of the total productivity of the state. The growth of the textile industry reached its peak in the 1940s, attracting considerable migration. In the post-Independence period, the city witnessed not only diversification of its industrial base but also significant progress in other spheres of life, especially the establishment of professional and technical institutions of various types (such as the Physical Research Laboratory, the Indian Institute of Management, the National Institute of Design, the Centre for Environmental Planning and Technology and the Ahmedabad Textile Industry Research Association).

Since 1975, the economy started stagnating, as a number of textile mills closed down, and frequent commercial riots deterred additional investments in the city. The traditional composite mills started closing down because of their obsolescence and the production shifted to the power loom sector. The city failed to attract industrial investments and the new capital-intensive petrochemical sector started to locate near the source of raw materials or near the coast, from where exports were easier. The city's economy informalised as well as moved towards the tertiary sector activities. The 1990s decade is seen as the decade of revival of the city economy. The macro economic reforms initiated in the country provided a major boost for the local entrepreneurs and the restructuring of the economy started with increased investments in industry, trade and construction. In the 1990s the city emerged as the financial capital of the state.

MOTIVATION AT WORK:

Each organization has employees who work for that organization. When employees are motivated, they are enjoyable and they are more interested in their jobs (Deci, Ryan, & Gagné, 2001). A large amount of researchers agree in the concept work motivation. This chapter will provide an analysis of the two types of work motivation. The first part of this chapter work motivation will be discussed. The second part of this chapter intrinsic and extrinsic motivation will be explained and the last part of this chapter provides the effect of those types of motivation.

A large amount of researchers researched the concept work motivation. Accord-

ing to (Pinder, 1998) work motivation is a set of energetic forces that invent both inside as well as outside an individual's being, to initiate work-related behavior and to determine its direction, intensity, and duration. (Ambrose & Kulik, 1999) argues that work motivation is invisible, internal and hypothetical. A complement of the researchers above (Pinder, 1998) argues that energetic forces have a great influence on the work motivation of employees. (Pinder, 1998) argues that work motivation has a lot to do with the psychological process of employees. Seen these researchers there can be said that work motivation has to do with the psychological process. The psychological process of employees is invisible and internal.

LITERATURE REVIEW:

Motivation strategies should approach these complex problems holistically: provide opportunities for career development, make efforts to ensure adequate compensations, and promote positive work environments, including supportive supervision. (Initiative, 2004)

Knowing that there is room within a Healthcare Sector Employee's career for further development is a critical factor in motivating Healthcare Sector Employees and allowing them to continue to meet the changing medical needs of their communities. Increasing the number of job opportunities, whether is moving up the organization hierarchy or provided with the ability to learn new things, is an important indicator of job satisfaction. (Dieleman, Marjolein, & Harnmeijer, 2006) Career planning – whether personal or institutional – allows Healthcare Sector Employees to increase learning and job commitment. Organizations or health systems which assist Healthcare Sector Employees in planning their careers can improve morale and encourage retention of ambitious personnel. (Pharmacists, 2003)

In low-resource countries, increasing salaries may not be realistic. Tino Maliselo and Rita Magawa argue that a more cost-effective method to augment motivation for Healthcare Sector Employees in rural areas would be for governments to provide more amenities and infrastructure (such as better roads) in those areas (Maliselo, Tino, Rita, & Magawa, 2013). A study in Asia and the Pacific found Healthcare Sector Employees value modern working facilities with proper water and sanitation systems and up-to-date lighting and communication technologies. (Organization, The world health report: 2006: working together for health, 2006) This method can also work for Healthcare Sector Employees in other locations (Organization, "Increasing access to health workers in remote and rural areas through improved retention: global policy recommendations." World Health Organization, 2010). Providing safer and more pleasant working conditions increase health care workers' productivity and quality of service. In Kenya, health facilities successfully increased staff motivation and pride by undertaking such low-cost interventions as cleaning the public areas of health facilities, growing flowers onsite and offering free tea to staff in break rooms.

Insuring Healthcare Sector Employees feel safe at their job is also important to motivation, productivity and their decision to remain at work. This includes such issues as providing Healthcare Sector Employees access to clean water; insuring workers have adequate supplies of safety equipment and are trained to handle chemicals properly; further, making minor adjustments to the physical environment – such as increasing ergonomics of equipment and decreasing the amount of heavy lifting for Healthcare Sector Employees – decreases the amount of absenteeism.

Following positive management protocols and providing quality supervision is

also important. This can be done by improving the overall quality of managing. Examples include employing properly-trained managers who set clear expectations; increasing the time they spend with Healthcare Sector Employees; having them provide appropriate and constructive feedback and establishing transparent incentive schemes. (Henderson, Lyn, & Tulloch, 2008)

Deussom and Jaskiewicz argue that well designed performance-based financing systems or other types of payments for performance plans can reinforce accountability for particular services through verification and more or better supervision. Increasing accountability will compel staff to have a greater stake in meeting the facility's performance goals.

RESEARCH OBJECTIVES:

1. To examine the impact of motivation towards employee job satisfaction, performance and retention
2. To recommend measures for improving employee job satisfaction, performance and retention
3. To examine the parameters affect the employee job satisfaction, performance and retention

SAMPLE POPULATION:

Sampling is the process of selecting a sufficient number of elements from the population, so that a study of the sample and an understanding of its properties or characteristics would make it possible for us to generalize such properties or characteristics to the population elements.

Population:

Population for this research is set as employees of Healthcare companies with at least 1 year of experience

Sample size:

The research will be targeted with 100 employees.

DATA ANALYSIS:

1. Do you believe Salary and other fringe benefits impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	60	30%
Agree	90	45%
Neutral	20	10%
Disagree	20	10%
Strongly Disagree	10	5%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 30% of the respondents are strongly agree with the statement "Do you believe Salary and other fringe benefits impact on Job Satisfaction?" whereas 45% agree with the above statement, 10% of the respondents have neutral opinion for this statement, 10% of the respondents are disagree with the statement while 5% of the respondents are strongly agree with the statement

2. Do you believe Job security impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	40	20%
Agree	60	30%
Neutral	50	25%
Disagree	30	15%
Strongly Disagree	20	10%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 20% of the respondents are strongly agree with the statement "Do you believe Job security impact on Job Satisfaction?" whereas 30% agree with the above statement, 25% of the respondents have neutral opinion for this statement, 15% of the respondents are disagree with the statement while 10% of the respondents are strongly agree with the statement

3. Do you believe Relationship with co-workers impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	20	10%
Agree	70	35%
Neutral	50	25%

Disagree	30	15%
Strongly Disagree	30	15%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 10% of the respondents are strongly agree with the statement "Do you believe Job security impact on Job Satisfaction?" whereas 35% agree with the above statement, 25% of the respondents have neutral opinion for this statement, 15% of the respondents are disagree with the statement while 10% of the respondents are strongly agree with the statement

4. Do you believe Support and guidance from my supervisor impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	30	15%
Agree	80	40%
Neutral	40	20%
Disagree	40	20%
Strongly Disagree	10	5%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 15% of the respondents are strongly agree with the statement "Do you believe Support and guidance from my supervisor impact on Job Satisfaction?" whereas 40% agree with the above statement, 20% of the respondents have neutral opinion for this statement, 20% of the respondents are disagree with the statement while 5% of the respondents are strongly agree with the statement

5. Do you believe Optimistic about promotional opportunities impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	50	25%
Agree	90	45%
Neutral	30	15%
Disagree	20	10%
Strongly Disagree	10	5%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 25% of the respondents are strongly agree with the statement "Do you believe Optimistic about promotional opportunities impact on Job Satisfaction?" whereas 45% agree with the above statement, 15% of the respondents have neutral opinion for this statement, 10% of the respondents are disagree with the statement while 5% of the respondents are strongly agree with the statement

6. Do you believe Training and development opportunities impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	60	30%
Agree	86	43%
Neutral	30	15%
Disagree	20	10%
Strongly Disagree	4	2%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 20% of the respondents are strongly agree with the statement "Do you believe Training and development opportunities impact on Job Satisfaction?" whereas 30% agree with the above statement, 25% of the respondents have neutral opinion for this statement, 10% of the respondents are disagree with the statement while 15% of the respondents are strongly agree with the statement

7. Do you believe "Management communicates effectively with employees" impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	60	30%
Agree	86	43%

Neutral	30	15%
Disagree	20	10%
Strongly Disagree	4	2%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 30% of the respondents are strongly agree with the statement "Do you believe "Management communicates effectively with employees" impact on Job Satisfaction?" whereas 43% agree with the above statement, 15% of the respondents have neutral opinion for this statement, 10% of the respondents are disagree with the statement while 2% of the respondents are strongly agree with the statement

8. Factor affecting Job retention and Job Satisfaction

VARIABLE	FREQUENCY	%
Salary	85	43%
Performance Appraisal	95	48%
Job Safety	65	33%
Work Environment	70	35%
Opportunity	60	30%
Staff	55	28%
Company Image	75	38%

INTERPRETATION:

From the above table it can be concluded that 43% of the respondents giving importance to salary as they Job satisfaction and motivation towards job retention, 48% of the respondents giving importance to performance appraisal as they Job satisfaction and motivation towards job retention, 33% of the respondents giving importance to job safety as they Job satisfaction and motivation towards job retention, 35% of the respondents giving importance to work environment as they Job satisfaction and motivation towards job retention, 30% of the respondents giving importance to opportunity as they Job satisfaction and motivation towards job retention, 28% of the respondents giving importance to staff members as they Job satisfaction and motivation towards job retention, 38% of the respondents giving importance to company image as they Job satisfaction and motivation towards job retention

9. Do you believe "Supervisors sit down with employees and discuss their development plans" impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	40	20%
Agree	60	30%
Neutral	50	25%
Disagree	20	10%
Strongly Disagree	30	15%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 20% of the respondents are strongly agree with the statement "Do you believe "Supervisors sit down with employees and discuss their development plans" impact on Job Satisfaction" whereas 30% agree with the above statement, 25% of the respondents have neutral opinion for this statement, 10% of the respondents are disagree with the statement while 15% of the respondents are strongly agree with the statement

10. Do you believe "Management communicates effectively with employees" impact on Job Satisfaction?

VARIABLE	FREQUENCY	%
Strongly Agree	40	20%
Agree	60	30%
Neutral	70	35%
Disagree	14	7%
Strongly Disagree	16	8%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 20% of the respondents are strongly agree with the statement "Do you believe "Management communicates effectively with employees" impact on Job Satisfaction" impact on Job Satisfaction" whereas 30% agree with the above statement, 35% of the respondents have neutral opinion for this statement, 7% of the respondents are disagree with the statement while 8% of the respondents are strongly agree with the statement

11. What types of incentives do you believe motivate you the most?

VARIABLE	FREQUENCY	%
Financial	97	49%
Non-Financial	57	29%
Both	46	23%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 49% of the respondents believe that financially incentive motivate them the most, 29% of the respondents believe that non-financially incentive motivate them the most where as 23% of the respondents believe that both financially as well as non-financially incentive motivate them the most

12. Would you consider leaving your job for another if you were unhappy financially?

VARIABLE	FREQUENCY	%
Yes	119	60%
No	81	40%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 60% of the respondents are leaving job for another if they were unhappy financially where as 40% of the respondents are not leaving job for another if they were unhappy financially

13. Do you feel the organisation keeps to their promises?

VARIABLE	FREQUENCY	%
Yes	90	45%
No	110	55%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 45% of the respondents feel the organisation keeps to their promises where as 55% of the respondents don't feel the organisation keeps to their promises

14. Do you feel that the expectations you had at the beginning of your employment have been fulfilled?

VARIABLE	FREQUENCY	%
Yes	80	40%
No	120	60%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 40% of the respondents believe that expectations they had at the beginning of their employment have been fulfilled and 60% of the respondents don't believe that expectations they had at the beginning of their employment have been fulfilled

15. Do you think that you will still be employed with your current company in the next 12 months?

VARIABLE	FREQUENCY	%
Yes	75	38%
No	125	63%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 38% of the respondents are believe that they will still be employed with current company in the next 12months where as 63% of the respondents are not believe that they will still be employed with current company in the next 12months

16. In the past 12 months have you considered leaving your job?

VARIABLE	FREQUENCY	%
Yes	80	40%
No	120	60%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 40% of the respondents are considered leaving job during last 12 months where as 60% of the respondents are considered not leaving job during last 12 months

17. Can incentives influence your motivation and performance levels at work?

VARIABLE	FREQUENCY	%
Yes	150	75%
No	50	25%
TOTAL	200	100%

INTERPRETATION:

From the above table it can be concluded that 75% of the respondents believe that incentives influence their motivation and performance levels at work where as 25% of the respondents don't believe that incentives influence their motivation and performance levels at work

CONCLUSION:

While this research was carried out on the basis of completing a project report, the area of study is of major relevance to employers and organisations of Healthcare Industry of Ahmedabad. Employees are essential to the everyday running of an organisation, and as proven in this research, when correctly rewarded for the attainment of organisational goals employees become motivated and increase their productivity and efficiency for the organisation. With this in mind, it is of great importance for organisation to develop and maintain suitable reward systems that cater for the motivational needs of their employees for the good of the organisation.

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