



The Impact of Employees Motivation on Performance of Communication Companies in Nigeria

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Abstract

This study investigated the impact of employee motivation on performance of communication companies in Benin City, Edo State, Nigeria. The ineptness of management to understand employees motivation and develop appropriate technique to manage it, is one of the problems facing many organizations in Nigeria today. And this has resulted to a great waste of human resources. Employees should be motivated to tap an immense source of their productive energy. Motivated employee is bound to internalize the goals of the organization and will be emotionally attached to it, since he perceive that management cares. A survey research design was used in this study. It involves collection of data to answer research questions and test of hypothesis. The data collected from the questionnaire instrument was analyzed using percentages and multiple regression. The research findings show that a significant and positive relation lie between the independent variables employee satisfaction, employee retention; employee productivity and employee efficiency and the dependent variable organizational performance. This is consistent with the literature. We recommend that organizations should understand the meaning of motivation and find an appropriate technique in handling it. They should identify the causes of employee de-motivation and develop a packaged programme to cater for the motivational needs of employees

Keywords: Motivation, De-motivation, Productivity, Satisfaction, Commitment, Organization, Employee.