**Exercise 3.5**

Are satisfaction factors and dissatisfaction factors affect dependently or independently? Are they two opposite factors? For the first look, the answer may be yes, but contrary to that logic they are independent. What make people dissatisfied with something cannot be compensated with what make them satisfied.

First of all, we need to know what each of them mean. Satisfaction factors, or what are also called motivation factors, are the factors that make people work better, love to stay in their workplace or reuse the products, feel better at work or enjoy using the product, etc. These factors make users or employees stick to the product or their company. Motivation factors are such as appreciation, recognition, growth and work itself. On the other hand, dissatisfaction, or hygiene factors, are the factors which user or employee believe that they are their minimum rights and they are the basic needs. Hygiene factors are such as salary, insurance, job security, work environment and the relation with supervisors.

Now let’s look at what happen as a result of the absence of each of them. The absence of motivation factors is not critical because users or employee will not let the product or their company down but if a better alternative appears they will choose the better alternative immediately. However, the absence of hygiene factors is very critical because users or employee will feel disappointed and they may be angry. As a result of that increasing hygiene factors have a short-term effect of satisfaction and huge increasing will have little improvement unlike motivation factors.

In conclusion, hygiene factors are the reason why employees accept staying in their companies but do not guarantee their loyalty or doing their best. While motivation factors make employees enjoy working, be active members, do their tasks perfectly and abide by deadlines. As a result, mangers care about hygiene factors to suit the life requests and increase motivation factors to increase employees’ productivity.