

6. Uluslararası Öğrenci Bilimler Kongresi

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Salon-3 | 10.45-12.15

Oturum Başkanı: Prof. Dr. Özden Zeynep Oktav

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Analyzing the Impact of Motivation on Performance of University's Employees Using the Two-Factor Theory Model



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ANALYZING THE IMPACT OF MOTIVATION ON PERFORMANCE OF UNIVERSITY'S EMPLOYEES USING THE TWO-FACTOR THEORY MODEL

Zhandos Kudaibergenov

Many modern HRM systems have been created based on the theories of motivation. Herzberg's motivation theory can serve as a methodology used to study and build a system of motivation in organizations. This paper aims to reveal the relation between the descriptive characteristics of respondents and hygienic/motivating factors, and the impact of these factors on the performance of employees. The authors used the questionnaire method in data collection and the 5-point Likert's system to assess them. The gained data were coded and analyzed by SPSS 20.0 Statistics program. With the help of this program, we applied the factor analysis, T-test, ANOVA test, regression analysis. This paper has determined the impact of hygienic

and motivating factors on employees' performance. When the hygienic factor increases by one unit, performance decreases by 0.239 units. There is a positive correlation between the performance and the motivating factor. If the motivation factor increases by one unit, performance also increases by 0.643 units. Within the framework of the two-factor theory, it has been determined that two factors have an importance for employees but motivating factors should be provided more for employees. While motivation is increased with fair and adequate stimulation practices, employees' performance is increased too.

Keywords: Human Resources Management, Motivation, Hygienic and Motivating Factors, Performance, Two-Factor Theory.