
MOTIVATION AND ITS IMPACT ON AN ORGANIZATION

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Abstract: Different people express different ways of motivating human behavior. The demand for people to work simultaneously in realizing the organization's goal and realizing their own interests is rather a complex problem. The manager uses different forms and ways to motivate people to work. Any strategy oriented towards this is aimed at meeting the needs of the organization.

Employees are very different from one another and their personal goals, or what they want to achieve from their being and their work in the organization is multifaceted. It is the task of the manager to identify and understand individual differences and to help employees complete everything they want from the organization.

Keywords: motivation, organization, employee, process, need

1. INTRODUCTION

By motivation, we understand the integrity of factors affecting people in their particular behaviors, namely the intensity and the way of achieving certain goals and effects. Motivation is the psychological phenomenon of the individual, but when we look at all the forms of building the concept of motivation, we can not realize it as an isolated individual, but when he enters into relationships with other people.

Motivation stems from MOWARE word that represents in some way a boost, but this is a process, not just so stirring and is not momentum, to motivate someone does not mean only to say that you will have better salary or will be promoted because this is not enough. Motivation is a (cyclic) process that makes people give their best in terms if either physiological or psychological to achieve the purpose of the organization to meet its own goal. Motivation represents the individual's willingness to use energy quantities, that are provided to bring fulfillment of individual goals.

Based on this definition it is seen that the motivation in themselves has three common denominators:

1. What leads or guides such behavior?
2. In what way does such behavior keep constant? and
3. What energises people's behavior?

Each of these three components is also an important factor in terms of appointing people in the workplace. This is seen, first, in the existence of some incentives to stimulate the individual that make it behave in a certain way. Secondly, there is the concept of orientation according to individual purpose, because his own behavior are always oriented by intention, and thirdly, this way of motivation meaning contains systemic orientation.

Motivation as a phenomenon represents the assurance and orientation of people's behaviors in the desired way, so that the goals of the organization are attained and the individual needs are met. Motivation is only effective when people unite-harmonize their potential with the goals of the organization namely the realization of personal interests (professional goals) aligned with the organization's goals (economic, social and political interest).

Understanding in this relatively broad aspect, motivation is a rather complex phenomenon that influences a large number of factors that are reflected in the organization of work. The full understanding of the organization's way of doing things requires that special attention to be paid to the issue, because people behave just as they behave in the workplace, ie. It seek the discovery of determinants of employees' behavior and the effects of these behaviors in the organization itself.

Relying on the principle that people's behaviors in the organization can be divided into the necessary and rewarded behaviors, the task of management is to unite them.¹³⁴

2. NEED AS A PROCESS

The essential problem, people who do not need it is very difficult to motivate, the motivation base is the need, the need is a perception of absence, nothing else. When we need, for example ... to drink water, the perception

¹³⁴ Eccles, J. S., & Wigfield, A. (2002). Motivational beliefs, values, and goals. *Annual Review of Psychology*, 53, 109–132.

of the head is created that we are thirsty. Without the necessity of motivation, motivation can not be built, maybe built in specific cases, but we generally understand it in general cases.

Manager utilizes various forms and ways to motivate people to work. Each oriented strategy that aims to meet the needs of the organization's members. Therefore, it is quite difficult to say which strategy is most effective, because each shows the effects in different situations. There are different strategies of motivation:

- a) - communication strategy
- b) - the strategy of the manager's attitude towards employees
- c) - job enrichment and strategy
- d) - strategy of behavior modification.

We know that we can not be manager if you do not make decisions, and those decisions lead to the fulfillment of the main goal of organisation. These theories start from what we have in mind, what is the objective, and what is the main objective and what is the main task.

Is it important that people just look at work or what they have created, this is the essential difference. New theories are not interested to see what people are doing, but what they realize and classic managers in some way have not been able to notice these phenomena and they thought it would be very effective if people pushed them to work rather than how much they have reached, but they only push them to work.

Income is a great motivational factor, here we are dealing with the discrepancy that represents the moment when the dishonest part of the attitude is concrete attitude, and the reinforcers are factors that increase the cohesion between the cause and the consequence. Perforators are phenomena / factors of such nature that in fact increase the cohesion between reason, consequence, attitude and concrete behavior. Revenues in most cases are positive reinforcements but there are many cases that are also the biggest negative reinforcement. No matter how much income can push workers to give good results, sometimes it is the decisive factor that affects workers to work badly. Income can be paid remuneration, appreciation, professional upgrading, career advancement, getting a job, all these are income.¹³⁵

3. PROMOTE AS A PROCESS

It is actually based on the needs that we push someone to make a move, whether physical or emocionale. Motivation involves three stages: motivation, the effect (outcome), satisfaction (dissatisfaction).

The first phase - the birth of motive, represents the moment of the resurrection of employees activity towards realization of this goal. In the second stage, the activities produce certain effects, while in the third phase the employee's satisfaction is presented, since the effect is the reward, which in most cases is expressed with money. The employee's satisfaction with the effects of his own work still promotes new motives, so that the circle of motivation fills the other cycle.¹³⁶

Classical managers in fact define the exact duties of their subordinates and control those tasks precisely, check the results to the final result so this is MBC. It has been seen that this has many weaknesses, the main weakness of this management mode lies in the fact that people are controlling and diminishing creative ability, in fact they do the tasks but are carried out according to the target of the person who controls them and does not say for this objective to be accurate, each one can do the job in his own way without having anyone on the head, and can find many alternatives or solutions that are far more effective than the solution of the person who controls them.

Creating the liberal spaces of people in their own way to solve the problem or to achieve the objectives has come to be far more successful than the decision that is taken by checking.¹³⁷

Domestic Income - are those income that is controlled and experienced by the employee and directly from the individual as a pleasure or value that the individual receives from performing the work that in fact is status, position, growth or professional upgrading, self-evaluation, etc. These are the inner income that an individual feels in his soul that is his and nobody has forgiven.

Foreign income - are those income controlled by others, from the accompanying environment, which in fact are salaries, bonuses and rewards. However, sometimes the income seems to be the workers they really are someone else determines.

In fact, this division is relying on individual perception, that the proceeds are to everyone is different from how to realize income. Someone understands how he feels he is his and he can not get anybody because he deserved

¹³⁵ A Study of Motivation: Hoë to get yout employees Moving – SPEA Honors Thesis Spring 2012 – Indiana University by Keli Burton - Management

¹³⁶ Prof.Dr.Berim Ramosaj, Bazat e menaxhimit, Prishtinë, 2013, fq. 211-212.

¹³⁷ Prof. Justina Shiroka Pula & Besnik A. Krasniqi, Vendimarrja Menaxheriale, Prishtinë, 2012, fq 68.

it. Someone else says, that all depends on how much the manager will pay us, how much will the company give us, so all this depends on the individual perception of it and are divided into two groups.

4.GOAL AS PROCESS

It is what drives us to do all these actions. These objectives are the objective of the organization or the individual objectives, but these are interconnected by achieving the objectives of the organization we try to achieve our objectives. In fact, the objective represents a motivation that is always built in achieving that goal, that is, the forces that guide that behavior of the individual towards that goal or towards the objective.¹³⁸

Hierarchical levels of management, decisions can also be divided into:

- Strategic decisions are corporate-level decisions that determine the company's strategic direction with all businesses and require the responsibility of the organization's chief executive.

- Tactic decisions are business-level decisions that define the activity and orientation of specific entities within the corporation.

- Operational decisions are business level decisions that affect functional areas of business, which are raised at departmental level.

The essence of this is that the people are motivated to work when they expect to achieve the things they want from work, motivation does not come as a result of the encouragement that somebody does to someone, the basis of the waiting theory lies in the perception that in fact this perception increases the degree of credibility, or a certain behavior.

The objective is the goal of an action, ie achieved (final), this objective is not only the goal of our action but is also the main motivation. Each one does different actions to reach the target. This objective is in fact the main level of motivation, it motivates us. Judging from these two concepts that objective is the purpose of an action and the target is a source of motivation. Action makes sense if we see a higher goal than the ordinary one, so the meaning and the decision we have taken makes sense. It's not enough just to know the goal but that goal will bring us the result and that result will please us, that's the essence.

CONCLUSION

Motivation is an important part and factor in the work aspect, but never ignoring the salary factor, which in an ideal case the salary will not always have to be determinant, but unfortunately, as can be seen in analyzing questionnaires, it is still crucial and essential among them. However, management has a duty to encourage, motivate and preserve the subordinate's individuality. A very important factor for motivation is the leader and his behavior at work, but not only because the leader / manager's figure for subordinates, especially when it comes to senior hierarchical subordinates, is very important. This is because they spend a considerable part of their time with the leader. Another factor is the methods, techniques and strategies used by the leader / manager to stimulate or motivate subordinates. The environment, the physical environment, is very important in motivating subordinates, because it creates pleasure and desire to spend a considerable part of the day at work, giving the best possible.

Employers need to create a working atmosphere for their subordinates to feel comfortable in their day-to-day work, making them feel important and valuable to the company, but having mutual respect among themselves. Employers who apply different motivational methods aim to raise their subordinates, both financially and humanly, to a genuine success. However, motivation remains the main pillar of a good effort between the employee and the employer in order to achieve the expected and expected results within this phenomenon.

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