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The Relationship Between Motivational Tools and Job Satisfaction

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ABSTRACT

In today's world of ruthless competition, the survival of any corporation depends on the performance and the effectiveness of human resources and job satisfaction is one of the primary elements that render human resources functional and effective in business life. It is influenced by motivating factors, and those factors eventually play a significant role in determining the level of job satisfaction. Motivational management, which aims to encourage employees to effective and productive working, utilizes various motivating factors for this purpose. The purpose of this study which was conducted on a sufficient number of employees of a company by using the questionnaire method is to probe the relationship between motivational tools and job satisfaction in order to determine what types of modern motivational tools lead to various levels of job satisfaction. The results of the survey on a company reveal that motivational tools are not used effectively enough to ensure overall job satisfaction. Today, businesses of the modern world are not, by nature, organizations that consistantly maintain their historical functions but they have become enterprises demanding scientific studies which project the future instead. The destiny of business is shaped by servants who gravitate towards studies aimed at leveraging the competitive power and by bringing new experiences into the play. Accordingly, transformation of organizational structures is accompanied by change of managers, and steers them into a guiding and supporting role rather than a controlling one. Ordinary workers carry out assigned task but those who are raising a competitive superiority are those who go beyond the regular task and exert themselves to the utmost in order to make difference. Enabling workers to do more, yet specifically in a voluntary and intentional manner, has always been the key issue of management thinkers and managers. The solution of this problem is associated with the motivation concept. Indeed, we call the process of creating a working atmosphere in a business where workers perform their tasks to the best benefit of organizational objectives that is "motivation management". It should be kept in mind that a working environment in a business should be capable of meeting the demands and expectations of workers by boosting their level of satisfaction and enhancing their work achievement. The present study coordinated through a survey applied to the workers of an already active business reveals the link between modern motivational tools and work satisfaction. Moreover, the study suggests major tips for the effective use of motivational tools across motivational practices of businesses. The motivational concept defined by Latham at the depth of its historical perspective and details is based upon researches done during the first 50 years of the 20th century, and conceptual approaches (Latham and Ernst, 1006:182). However, the literal meaning of motivation is wider than its psychological meaning; and it literally means driving. The factor that drives is the motive (İnceoğlu, 1985:2). The Turkish meaning of motivation is represented by the words "saik, güdü" (Eren, 2003:316). The word "güdü" originates from the Latin word "movere". Movere means to mobilize (Baysal and Tekarslan, 1998:100). The word "mobilization", namely "motivation" embraces a myriad of distinct factors. Motivation is correlated with the person's desire and effort to do work, act, and get the result (Koçel, 2011:620). In this respect, motivation is represented by the set of all efforts launched by businesses to ensure that workers converge to, believe in and are encouraged to fulfil the business objectives.