A STUDY OF FACTORS AFFECTING EMPLOYEES MOTIVATION AT WORK PLACE: A CASE STUDY OF EQUITY BANK OF KENYA

BY

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L123/14881/2011

This research project submitted in partial fulfillment for the award of a Diploma in Business Management: University of Nairobi

July, 2012
DECLARATION

This research project is my original work and has never been presented in any other Academic institution for any award.

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This research project has been submitted for examination by my approval as the University Supervisor.

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ABSTRACT

In this research, study, which mostly concentrates on motivation and how it affects employee at work place a case study on Equity Bank of Kenya Eastleigh branch. The background on the Equity Bank, when it started and its vision and missions are clearly indicated.

This study try to establish the impact of motivation and, if keenly implemented by the management, on how it plays an active role in any organization setting as both better understanding and performance are hugely boosted, hence factors such as good communication, mostly and non monetary benefits, employees retention, issues affecting workers and motivation factor sin line with banking activities. Have to be highly addressed by the Human Resource Management as to achieve the set goals and objectives of the organization.

By the responses given after issuing of questionnaires at Equity Bank of Eastleigh its response rate at 80% which is most of the workers are highly satisfied on how Equity Bank, carries along its management practices and employees welfare while by the end of the study Equity Bank, which is regarded among the best and attractive corporate in the land, should be a leader of all other corporate. In the land by showing them that, motivating of employees, ensure that, maximum potential is full realized, hence effectiveness and maximum improved performances.