A SURVEY OF FACTORS AFFECTING JOB MOTIVATION

CASE STUDY BLUE SHIELD INSURANCE COMPANY

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT FOR A DIPLOMA IN BUSINESS MANAGEMENT
DECLARATION

This research project is my original work and has not been submitted in any other learning institution.

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This research project has been submitted for examination with the approval as the university supervisor.

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ABSTRACT

Motivation is the term used to describe those processes, both instinctively and rational by which people seek to satisfy the basic drives, perceived needs and personal goals, which trigger human behavior.

The study intended to investigate the factors affecting motivation of the Blue shield worker in Nairobi.

The researcher adopted both descriptive and exploratory research design. In the exploratory study involved the field. The target population for this study consisted of the employee at Blue Shield Insurance Company. The descriptive study entailed a library research to locate secondary data from books, magazines, previous research works and the internet.

The data collection tools were questionnaires which contained both closed and ended and open ended questions. The questionnaires were administered through personal contacts, where the researcher dropped them and picked them after three days to allow respondents' time to fill them. These questionnaires were then edited and the data collected analyzed using the EXCEL computer package. The study made recommendations for intervention, which were geared to enhancing job motivation.
Some of the recommendations were as follows.

a) The company has to train its employees in order to retain them
b) The employees need to be involved in decision making

Management of the company needs to implement a standardized Human Resource policy.

d) Young and vibrant employees should be considered for recruitment.

e) Methods of job motivation should incorporate inner need for belonging status and achievement.