AN INVESTIGATION ON FACTORS INFLUENCING STAFF MOTIVATION: A CASE STUDY OF MEDIA PRESENTERS AT ROYAL MEDIA SERVICES LIMITED

ESTHER WANJIKU OTIENO

L125/12934/2009

A PROJECT SUBMITTED FOR THE PARTIAL FULFILMENT FOR THE AWARD OF DIPLOMA IN HUMAN RESOURCE MANAGEMENT, DEPARTMENT OF EXTRA MURAL STUDIES, UNIVERSITY OF NAIROBI

AUGUST, 2012
DECLARATION

I ESTHER WANJIKU OTIENO declare that this is my original work and it has never been presented in any institution.

Name: ESTHER WANJIKU OTIENO

Signature: ..................................................

Date: ....................................................

DECLARATION BY SUPERVISOR

This research has been submitted with my approval as University Supervisor.

SUPERVISOR: MR. JOHN MALI

Signature: ..................................................

Date: .....................................................
ABSTRACT

This study is intended to investigate motivation factors influencing the presenters' performance at Royal Media Group. The objective of this study is to investigate the factors that motivate presenters at Royal Media Group. It specifically sought to identify staff motivation programs in place to improve the presenter’s performance at Royal Media. It further looked at the role played by both intrinsic and extrinsic motivation factors in influencing the performance of performance at Royal Media Group.

Relevant literature on how motivation influences employee performance as well as various motivation theories was reviewed to incorporate, other research findings in this study. A conception framework explaining the relationship between the motivation factors and employee job performance work output was presented and used to illustrate these variables.

Data for this study was obtained through the use of questionnaires which were given to the entire Royal Media Group presenters. The total no of employees given the questionnaires were 75 the departments given were finance, presenters, editors, information technology department and the management. Out of the 75 questionnaires given 60 questionnaires were responded representing the rate of 80%. The data collected was analyzed using pies, tabulation and percentages. The statistical tool used was exploit was used to present and analyze specific issues on employee performance.

The findings on motivation factors that influence job performance at Royal Media Group show a close relationship between motivation factors and improved job performance. The results findings on the motivation factors influencing job performance at Royal Media Group showed that there was a close relationship between motivation factors and improved job performance. When the motivation factors were rated in a liking scale of 5-10 with 5 representing not very important and 10 representing the very important factors some of the most important factors are Performance Related Pay (70%), Bonuses (81%), Security (85%), Public recognition (71%) and Good communication channel (72%) although the Royal Media Group presenters noted the most important motivation factors need to be there in order to improve on their job performance.
In conclusion the study recommended the following for the presenters of Royal Media Group good working conditions, recognitions trips, security, bonuses etc it also identifies other areas of research and recommended for further investigation such as a study on the relationship between staff motivation and motivation factors for the growth of their organization.