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The Impact of Motivation on Employees Productivity in The Retail Sector: The Mediating Effect of Compensation Benefits

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Abstract

All companies aspire to compete against their rivals, retain a strategic edge in the industry, gain the largest market share and be inspired to bring out their utmost to achieve their desired goals at work. Few businesses think they will gain growth and wealth by important assets for their workers. Unfortunately, most companies appear to exploit the dismissal of their workers and talented applicants. Recognizing the critical position of workers appears to have a major effect on operational performance as most companies aim to maintain staff by empowering and enhancing the working standards of their employees. Therefore, it is necessary to enforce certain techniques to retain high quality and ensure performance and efficiency. The research examined the influence of organizational participation and encouragement in banks' work results. A study of 100 participants was tested, and findings were evaluated using the chi-square analysis. The findings revealed a substantial level below 5% which indicates that the study variables are closely linked. The quantitative approach and qualitative framework have been used to analyze their perception of the effects of job retention on the success of workers.

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Approach a single case study for various branches by implementing a similar case study and addressing a larger number of samples. This allows the researcher to remove the survey challenge and hold evidence from a larger community with a deeper comprehension of the idea of encouragement and how it influences workers' output.

Keywords: *Motivation, performance, compensation benefits, satisfaction, commitment.*

Introduction

The workers prefer to operate in the sector to achieve the organization's priorities and objectives. Therefore, the manager's job consists of several facets that involve leadership, negotiating, decision-making, communication, and workplace encouragement [1-3]. The management's principal battle is seeking to redesign management, owing to the dynamic workplace and technological abilities of administrators, which are deemed inadequate to inspire the workers at work [4-7]. Thus, managers require strong working partnerships with their workers, and this can be accomplished by giving encouragement and incentive to enhance employees' organizational efficiency and efficiency [8-12]. However, inspiration and participation are the core human resource in the company as they can improve organizational efficiency and achieve job satisfaction [13-17].

Statement of Problem

The workers prefer to operate in the sector to achieve the organization's priorities and objectives [18-23]. Therefore, the manager's job consists of several facets that involve leadership, negotiating, decision-making, communication, and workplace encouragement. The management's principal battle is seeking to redesign management, owing to the dynamic workplace and technological abilities of administrators, which are deemed inadequate to inspire the workers at work [24-29]. Thus, managers require strong working partnerships with their workers, and this can be accomplished by giving encouragement and incentive to enhance employees' organizational efficiency and efficiency. However, inspiration and participation are the core human resource in the company as they can improve organizational efficiency and achieve job satisfaction [30-35].

Importance of the Study

The analysis focuses on the effects of inspiration and its importance on employee satisfaction

and corporate success to improve employee productivity [36-37]. Motivation is known as a major human resources activity to be incorporated at work to improve employee efficiency. Many motivational methods are available, including incentive strategies, preparation and growth, financial incentives, non-financial rewards, recognition and help, and much more [38-45].

The Concept of Motivation

Motivation is a psychological force directed at identifying the course of employee actions in the company[46-53]. It is also characterized as an attempt on employees to accomplish the target result within a defined environment [54-59]. The definition of motivation is broader, and three key motivational elements involve direction, strength and determination that contribute to a study carried out by Jones & George [60]. As for guidance, it is describing itself as an objective that forces an employee to perform a given role, and the management selects this task and must satisfy the organizational objectives. However, internal and external considerations will cause the employee to follow a particular target and the end aim is the best replacement [61-67].

Persistence may essentially be described as the ability for workers to inspire even when barriers and difficulties occur [68-71]. A driven person can make more sacrifices to obtain a positive outcome than an unmotivated employee. If the aims are accomplished, the workers are happy and innovative, producing a healthy job mood. Furthermore, Richard and Edward break motivation into two kinds and motivation is intrinsic and external [72-78].

If an individual is inspired, it implies he likes his work and is prepared to continue. Research has shown that workers with innate encouragement appear to function with zeal and seek optimum outcomes to develop their learning qualifications and skills. Extrinsic motivation relates to the success of the tasks to accomplish the wanted purpose or objective. The job setting, such as the work environment, climate, incentives and promotions, provides intense encouragement [79-83].

Motivation Methods

There are various methods to inspire workers in the organization. Analysis has shown that something significant about their life is the strongest motivator for workers [84-89]. Various

workers have various principles and methods and thus have varying needs. The management function here is to research the employees' needs and to work to fulfil them [90-97]. Once these expectations are fulfilled, workers are inspired at work, and their efficiency improves [98-108].

He has shown that financial incentives like money are known as the strongest drivers for the workers in the research performed by Jan Ketil [109]. For workers who join the scheme "paying employees," the money is treated as a right and wealth rather than mere cash incentives. This is the key explanation why people try to replace their positions because they want their life and working environments to be changed [110]. On the other side, there are other motivators like self-accomplishment, appreciation, promotion, development and accountability, and employee involvement, which had played an important role in improving employee motivation [111].

They feel controlled and productive by encouraging their workers in the workplace and feel like they can take action in the workplace and participate in their everyday jobs [112]. They feel accountable and ready to carry out this job successfully and efficiently once the mission is complete [113-115]. Previous findings have found that strongly engaged workers appear to have greater efficiency and output in the organization [116-119].

The incentive for achievements can be described as the need for achievement and demonstrates the need to establish excellence. Accomplishments can vary depending on the needs [120-127]. They are inspired because the workers believe they have a position in the workplace. Advances are a motivator that reveals possibilities to reach a better workplace status and greater wages and further compensation [[128-135].

The Importance of Motivation on Organizational Effectiveness

All companies aspire to compete against their rivals, retain a strategic edge in the industry, and gain the largest market share. Workers should be inspired to bring out their utmost to achieve their desired goals at work [136]. Few businesses think they will gain growth and wealth by important assets for their workers. Unfortunately, most companies appear to exploit the dismissal of their workers and talented applicants [137-140]. Recognizing the

critical position of workers appears to have a major effect on operational performance as most companies aim to maintain staff by empowering and enhancing the working standards of their employees. Therefore, it is necessary to enforce certain techniques to retain high quality and ensure performance and efficiency.

Maslow Hierarchy of Needs

Abraham Maslow conducted the first philosophy of inspiration which was regarded as the Hierarchy of Requires. This theory shows five different human needs, from the basic to the most complex, in a hierarchical order. To describe his theory, Abraham Maslow used the terms 'physiological security, assets, esteem and updates.' The core of its theory is the maintenance of the highest level of self-updating. Since they are vital for the survival of employees no matter what, physiological needs are considered the main requirements. Sustainability cannot be maintained without food and minimum wages. Therefore, such needs should be satisfied first of all, and when such needs are met, the individual seeks to meet the protection requirements.

In addition to protecting job opportunities and families, other needs require personal security of the health and family alike. The demand for these requirements is growing every day. This is not just a desired place to live; it is a sense of security and a lack of danger and pain. Employees with job instability could call for this, and these requirements can be satisfied if employers provide employment security and the tools required to satisfy and retain their employees.

Liebe and belonging and is directly linked to psychological needs is the following level of needs. When employees' basic needs are met, their need for interpersonal, participation, and acceptance is social and friendships. It can be part of a working group, organizations, enterprises or families. There are much evidence of persons living in sole, antisocial or depressed life that none can deny the importance of charity and their needs in human lives. They can, however, create satisfactory rewards systems for employers in a business context and implement organizational programs to meet the employees' needs.

Regarding Maslow's fourth level of the hierarchy, it explains the need to appreciate it as all people strive to achieve stability and assess themselves highly for themselves and others. This level is achieved when an individual feels unhappy and takes advantage of the tasks he performs. Finally, self-actualization can be categorized as Maslow's hierarchy of needs at their highest level. This level explains the need to become all the people want and feel a sense of success. Once self-actualization has been achieved, employees tend to focus on themselves and improve their knowledge and acquire new skills to take on new tasks at work and face more challenges. In summary, Maslow's needs hierarchy can be described as workers motivated and influenced by personal wants and objectives and who are only motivated by unsatisfied needs, as satisfied needs do not.

Herzberg's Two-factor Theory

Two factory theories by Frederick Herzberg explained the conduct of employees, which is influenced by two distinct factors which contribute to satisfaction and dissatisfaction. He thinks that these factors can motivate and satisfy workers at work and lead them to a high turnover rate, leading to a demotivation of employees at work. In addition, Frederick Herzberg identified two components that could lead to employee satisfaction or dissatisfaction, which are both the hygiene factors and the driving forces.

Personal performance, recognition of status, responsibility, growth and promotion are the motivating factors. They are described as factors that tend to be intangible and address emotional and/or financial needs. Hygienic factors, however, concern interpersonal relationships, working conditions, quality of supervision, wages, etc. and are known as foreign factors. These factors are considered tangible and are classified as necessities since they relate to external recompenses and money and the contrary to factors that directly impact the employees' desire and motivation. The hygiene factors will not motivate but can eliminate satisfaction and lead to demotivation instead of motivational factors.

Vroom's Expectancy Theory

Vroom [55] published this hypothesis to explain how the individual decides to do a series of activities over another and focus on the job and how it is associated with corporate priorities. In this principle, the employee is driven by three factors: expectancy, instrumentality and

valence, which are the intended outcome. The expectation was described as the expectation of employees that their actions contribute to the desired workplace results and performance. The assessment of the type and the sum of commitment to produce the required outcomes and optimize efficiency is often regarded. Secondly, resources and values are related to goals obtained, including incentives or penalties. The second aspect is resources. For example, when workers are assured that the good work they perform would be paid for and appreciated, they are ready to do better at work. The last part is the valence factor that depends on workers' expectations of success incentives or punishments. If workers believe the incentive or penalty is well received for the work they need, they are encouraged to make a greater effort to gain more money.

Types of Rewards

The reward is the main factor to discuss while the incentive issue is addressed, and the mechanism is referred to as a reward. It's not only a bonus; it's an underlying emotional force that facilitates further work from the improved norm. Some people feel it has to be a steady and constant management endeavour.

Monetary Rewards

The traditional approach to promoting Motivation, success and Direct and Indirect Payment is highly regarded as monetary incentives. The first one includes wages, benefits, and money, which are both necessary for hiring and empowering skilled workers.

Non-Monetary Rewards

Non-monetary incentives may be listed in many ways, such as the employers' appreciation of employment credits, which tells the employee how important his or her role is, which makes the employee make more sacrifices and improves his or her abilities. This is an important component in the organization's exposure that helps it to make the best use of its personnel and develop its strategic ambitions on a long-term basis.

The Importance of the Reward System

The scheme has several valuable effects. Workers need to understand when it is paying for bonuses in many ways, such as salaries higher, for example, both offered and granted to their employees for success. Money is a motivator to high expectations, as seen by accountants and economists. It is also a critical motivator to relate the inspiration theories mentioned in this portion. It is important to consider the different consequences on two occasions when addressing cash in the case of a strong motivator: Money is of significant significance, in absolute words, because of its value-related buying ability. As an indicator of social standing, money is significant.

Incentive Schemes

Countless qualities are known as a driving factor that may influence workers in numerous ways. In his view, Schumacher addressed the idea of motivation whereby people strive mainly for income to set a certain level of life that they choose to preserve and fulfil, which is first and foremost a love for that principle. Many big corporations globally and globally use money to maintain well-qualified and appropriate workers and not encourage employees. Most study indicates that bonuses differ in their form and strengths, which cannot all be driven by such studies that suggest that the money.

Empirical Literature

Relationship between Job Satisfaction and Motivation

Previous experiments were carried out to research the correlation between work satisfaction and motivation. A study conducted by Okilo examined the impact on Nigerian banks of job satisfaction and encouragement. The thesis was performed on a panel of 300 respondents, with regression analysis evaluated for the findings. The findings revealed a substantial level below 5% which indicates that the study variables are closely linked. To research, the impact of happiness in the function of workers in European banks, Abigail tackled a survey of 400 respondents and used inferential statistics to evaluate outcomes.

Relationship between Organizational Commitment and Motivation

Montenegro study examined the influence of organizational participation and encouragement in banks' work results. A study of 100 participants was tested, and findings were evaluated using the chi-square analysis. The findings revealed a substantial level below 5% which indicates that the study variables are closely linked. Warnock carried out an additional study on the impact of organizational engagement on employee efficiency in German banks; Warnock analyzed a survey of 250 respondents. The findings showed a substantial and optimistic degree, and the more organizational participation, the more the workers are eager to succeed, indicating the clear correlation between the study variables. This appears to have a positive effect on corporate efficiency.

Further study by Ahmed, using both quantitative and qualitative methodology, on the effects of inspiration and organizational participation on an estimated 350 participants. The findings have demonstrated that the more individuals dedicate themselves to the company they operate, the better their efficiency; there is a strong correlation between organizational participation and employee performance.

Relationship between Employee Retention and Motivation

Okilo [22] study investigates the impact of staff retention and morale on retail success in Canada. A survey of 150 respondents was carried out, and the findings were evaluated using a chi-square analysis. The findings revealed a substantial level below 5% which indicates that the study variables are closely linked. Another investigation was undertaken by Abigail (2009) to research the impact of staff retention on US banks performance; a survey of 210 respondents was discussed, and descriptive and inferential statistics were used to evaluate the findings.

The findings demonstrated a substantial and optimistic amount, and the greater the retention of the employee at the workplace and the stronger the direct connection between the testing variables. This appears to have a positive effect on corporate efficiency. Further study by Mitchel utilizing both the objective and the qualitative approaches for inspiration and worker retention on a group of 50 people. The quantitative approach and qualitative framework have been used to analyze their perception of the effects of job retention on the success of workers.

Relationship between Financial Rewards and Motivation

Okilo [78] investigates the effects of financial incentives and encouragement on Nigerian banks' results. The thesis was performed on a panel of 300 respondents, with regression analysis evaluated for the findings. The findings revealed a substantial level below 5% which indicates that the study variables are closely linked. Another research by Abigail studied the effects of financial awards for the success of workers in European Banks, presented a survey of 400 respondents and evaluated findings with inferential statistics. The findings indicate an important and beneficial feature. The greater cash incentives in the workplace are, the more workers are likely to succeed, and the more clear the correlation between study variables is expressed in that. This appears to have a positive effect on corporate efficiency.

Relationship between Non-financial Rewards and Motivation

A study by Okilo examines the effects of non-financial incentives and incentive on US banks' workplace results. A survey of 400 respondents was carried out, and the findings were evaluated using regression analysis. The findings revealed a substantial level below 5% which indicates that the study variables are closely linked. He researched the impact of non-financial incentives in African banks, discussed a survey and evaluated the findings using inferential statistics to study employee results in the African banks. Mitchell has performed a variety of other research projects. The findings indicate that the study variables are important and constructive, which is a clear correlation between them. This appears to have a positive effect on corporate efficiency.

The Relationship between Intrinsic and Extrinsic Motivation

There is certainly a distinction between inherent Motivation and Extrinsic Motivation, but researchers suggest they affect each other. Deci claims that external motivators often decrease internal motivators. He says money can decrease the incentive intrinsically by utilizing it continuously. If money is not handled contingently, this won't happen. Amabile suggests that while international encouragement can also have a reinforcing impact, intrinsic motivation is the opposite. In her research, both principles were also claimed to improve the

commitment of workers to work but have separate impacts on them. Extrinsic and inherent motivators may be inferred because they can motivate workers to conduct their duties, each of which may reinforce each other. However, in some specific circumstances, extrinsic motivators can minimize inherent ones. In addition, experts claim that workers are not similarly driven since some are more extrinsically motivated and others appear to be naturally motivated.

Regression

Correlations

		Working Conditions	Employee Performance
Working Conditions	Pearson Correlation	1	.989**
	Sig. (2-tailed)		.000
	N	100	100
Employee Performance	Pearson Correlation	.989**	1
	Sig. (2-tailed)	.000	
	N	100	100

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.989[a]	.977	.977	.04935

a. Predictors: (Constant), Working Conditions

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.025	.010		2.447	.016
	Working Conditions	1.215	.019	.989	65.054	.000

a. Dependent Variable: Employee Performance

The regression analysis found that a significant amount of 0.016 was smaller than 0.05, meaning that the "no statistical association is formed between working conditions and employee results" dismissed null hypotheses and that "there is no statistical correlation between working conditions and employee performance" approved alternative hypotheses. The R-Square displayed a level of 97,7%, which is well above 25%, which indicates the close correlation between the above variables. As for Pearson Correlations, the ratio showed a 98.9 percent relation, indicating that the above variables are positively associated.

Correlations

		Employee Performance	Training And Career Dev
Employee Performance	Pearson Correlation	1	.993**
	Sig. (2-tailed)		.000
	N	100	100
Training And Career Dev	Pearson Correlation	.993**	1
	Sig. (2-tailed)	.000	
	N	100	100

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993[a]	.986	.986	.03849

a. Predictors: (Constant), Training And Career

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.019	.008		2.379	.019
	Training and Career	1.191	.014	.993	83.779	.000

a. Dependent Variable: Employee Performance

The test shows the importance of 0.019, below 0,05, i.e. to deny the "no statistical association between teaching and job growth and employee results," which means "there is no statistical correlation between training and professional development and employee performance."

Correlations

		Employee Performance	Motivation
Employee Performance	Pearson Correlation	1	.982**
	Sig. (2-tailed)		.000
	N	100	100
Motivation	Pearson Correlation	.982**	1
	Sig. (2-tailed)	.000	
	N	100	100

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.982[a]	.965	.965	.06119

a. Predictors: (Constant), Motivation

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	.049	.012		4.015	.000
	Motivation	.918	.018	.982	52.138	.000

a. Dependent Variable: Employee Performance

The research shows a typical 0.00 error smaller than 0.05, which is a rejection of H0, where it notes that "There is no statistical connection between motivation and the worker results." "There is a statistical correlation between motivation and employee performance", and the alternate theories are acknowledged.

Correlations

		Employee Performance	Engagement
Employee Performance	Pearson Correlation	1	.985**
	Sig. (2-tailed)		.000
	N	100	100
Engagement	Pearson Correlation	.985**	1
	Sig. (2-tailed)	.000	
	N	100	100

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985[a]	.971	.971	.05596

a. Predictors: (Constant), engagement

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.022	.012		1.906	.006
	Engagement Av	1.579	.028	.985	57.175	.000

a. Dependent Variable: Employee Performance

In the test, the typical loss of 0.006 is below 0.05, indicating that H0, "there are no statistical relations between employee participation and employee results," was rejected. The alternate explanations were agreed that "the employee contribution is statistically associated with employee performance.

Validity and Reliabiliy

Reliability Statistics	
Cronbach's Alpha	N of Items
.990	5

The purpose of the above test is to examine whether or not the data gathered was accurate based on the Cronbach Alpha predictor. The Cronbach Alpha is 0,990, 0.7-1; this means that the obtained data is accurate and evaluated.

Pearson Correlations

Correlations						
		Working Conditions	Training And Career	Employee Performance	Motivation	Engagement
Working Conditions	Pearson Correlation	1	.994**	.989**	.995**	.993**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Training And Career	Pearson Correlation	.994**	1	.993**	.991**	.991**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Employee Performance	Pearson Correlation	.989**	.993**	1	.982**	.985**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Motivation	Pearson Correlation	.995**	.991**	.982**	1	.989**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Engagement	Pearson Correlation	.993**	.991**	.985**	.989**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

The above-mentions test has been done to test if the relationship among the variables is good or good, and the findings revealed that all the variables are positive as the table indicates that the Pearson coefficient is a positive one.

Findings

The results revealed that working conditions and efficiency are directly beneficial and solid because the better the working conditions, the better the workers' performance. This is because workers may perform in terms of job versatility and delegation in the workplace when they get positive atmosphere and working conditions. This helps to improve their confidence and their workplace skills. Therefore, companies with decent working practices appear to achieve better than workers working in weak cultures.

The study outcomes have often demonstrated that recruitment and job growth are also influential in the advancement of worker efficiency in the workplace. Because recent research has demonstrated that most workers withdraw from the workplace to pursue new job prospects, companies adopt fast-track systems that provide preparation and growth to increase their expertise and grow their personal life, the attrition of employees reduces. Through doing so, they increase quickly and effectively. Organizations that plan to carry out formation and growth activities tend to do better than organizations that do not carry out preparation and development initiatives.

Furthermore, the results show that enthusiasm is one of the key drivers to achieve employee success excellence. Motivated workers are more effective than demotivated employees because they can work harder to fulfil their targets. This will be achieved by introducing longevity and salary incentive plans focused on the wishes of workers to meet and make the most of them. Finally, the results indicate that workers' participation with the employees' success at work directly relates to each other. The greater their involvement and the more duties they are able to do and undertake because they believe they are responsible for their roles in the company.

Conclusion

The researcher only adopted a quantitative approach without taking qualitative methodology into account. The quantitative approach is intended to gather evidence from a broad range of samples. In contrast to qualitative methodology, it is intended to undertake in-depth interviews of identified samples to research their perspective on the impact of motivation on employees' results. Because of the anonymity and scarcity of data in Lebanon, the scientist could not collect a sufficient number of samples and certain institutions declined details or addressed some queries. Certain people could not address the questionnaires because of

secrecy problems, or else they answered the questions alone because they feared risking their employment or being frightened by the boss in the long run short time constraints since most people couldn't find the time to finish the questionnaires because they were filled with work. The thesis analyzed the variables listed. In addition, many other factors may affect employee morale on the job, including salary incentives, talent retention, performance assessments and many other initiatives. The analysis is very broad, as the Lebanese banking sector, in general, has not taken into account the case study. Moreover, owing to tight time limitations, it is difficult to explore all facets of the study.

Recommendations

Introduce quantitative and qualitative methodologies to retain reliable notes and research management perspectives on the issues that may influence the motivation of workers at work. Extensive interviews with business representatives may achieve this to gather data and spread a survey over broad surveys so that data collection and interpretation stay reliable. Approach a single case study for various branches by implementing a similar case study and addressing a larger number of samples. This allows the researcher to remove the survey challenge and hold evidence from a larger community with a deeper comprehension of the idea of encouragement and how it influences workers' output. Discuss emerging parameters, including compensatory incentives, track initiatives, success reviews and engagement measures for workers. Introduction of retention measures that inspire and attract skilled workers in the workplace. It will enable administrators to improve team attrition and reduce preparation and overall expenses levied on the employment of new workers. A lack of motivation understanding in the Libyan industry provided that most organizations technically and not know. Motivation is the key factor behind the high attrition rate for workers, as no motivating techniques are in effect and are not applied on the job site. Lack of training and advancement initiatives in businesses contributes to qualified workers resigning and searching for a new job to contribute their talents to them and see career improvement. However, this is wrong, and workers have particular requirements to be fulfilled. Some require cash incentives such as salaries, whereas other rewards such as promotions and appreciation require non-financial revenge. Research managers' point of view and suggest forms of increasing enthusiasm and communication abilities at work to reduce sales and improve efficiency.

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