

## MOTIVATION AS A FACTOR OF EFFICIENCY INCREASE

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**Abstract:** The objective is the goal of an action, i.e., the achievement (the final), but it is not only the goal of our action, but it is also the primary motivation. Everyone makes different efforts to reach the goal of accomplishing the work.

Most people try to reach out if they know what those goals are and be rewarded for achieving them. It is not enough to see the plan, but that goal will bring us the result, and that result will satisfy us, that this is the essence of goal setting.

Motivation is a complex and broader process than others think. It involves many factors, so as such the working hours can be discussed because the more flexible it is, the more motivated the workers will be.

People have different needs, set goals to meet them, and take a variety of actions. That is why one theory or strategy alone cannot satisfy everyone. Motivation theories try to analyze and explain why people at work tend to react according to personal effort and contribution. They describe the effective forms and ways in which the organization can stimulate employees to achieve the result; why not by meeting the individual needs of everyone.

To maintain the balance between the individual and the work he does requires the most effective and efficient management, which coincides with a good fit between him and the company. A motivated employee positively affects work achievement and productivity. But despite this, the result is often affected by working conditions, organization strategy, management practices, or reward forms.

The strategy for job motivation is mainly based on training methods, rewards, pay increases, good working conditions, and other inspiring factors for every employee. The term motivation marks the individual's efforts towards meeting vital needs by devoting all the necessary forces and energies.

In this context, managers' task is to identify effective forms and ways of motivation by coming to the overall goal's aid.

Motivation as a phenomenon represents the provision and orientation of people's behaviors in the desired way so that the organization's goals are achieved at the same time, and the individual needs of the individual are met.<sup>84</sup>

Motivation is effective only when people combine and harmonize their potential with the organization's goals, respectively the realization of personal interests. So, professional goals are harmonized with the organization's goals (economic, social, and political interest).

To develop, companies need to respond on time and be flexible to change, which is very dynamic nowadays.

The demands arising from these changes have helped companies to build their capital with broad, deep, and flexible competencies, thus creating competitive advantage resources in this dynamic environment. They can only increase or maintain business success if they attract quality and high quantities of individuals.

**Keywords:** Enterprise, motivation, quality, service, efficiency

### 1. INTRODUCTION

In recent years, our country has undergone a series of business management changes, whether small, medium, or large. All these changes are reflected in human resource management, which is crucial for a business to succeed or no. Different countries try to intervene in this direction by improving working conditions, flexibility in schedule, quality of life of employees, their motivation, and beyond. Employees are no longer seen as executors of the tasks and orders given above but as essential resources that influence the institution's overall outcome. So the better the relationship is built with them, the higher the product will be.<sup>85</sup>

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<sup>84</sup>Laci, Shyqeri, Prof.Dr, "MenaxhimiiBurimeveNjerëzore", Tiranë, 2005

<sup>85</sup>Elmazi, Liljana, Dr, "Strategjitë e Marketingut", Tiranë, 2002

<sup>86</sup>Elmazi, Liljana, Dr, "Strategjitë e Marketingut", Tiranë, 2002

## 2. MOTIVATION AS A PRODUCTIVITY PURPOSE

To maintain the balance between the individual and the work he does requires the most effective and efficient management, which coincides with a good fit between him and the company. A motivated employee positively affects work achievement and productivity. But despite this, the result is often affected by working conditions, organization strategy, management practices, or reward forms.

Therefore, even though many studies emphasize that positive employee motivation policies impact increasing productivity, it is worth mentioning external elements' role in this process. Interventions, rewards, or other external stimuli increase our intrinsic motives for doing the work assigned to us.

Otherwise, we find the definition of motivation as the readiness of an individual who strives to achieve the organization's objectives by using a large amount of energy and effort. These efforts bring the fulfillment of his objectives. Since employees are different from each other, even their personal goals or, in other words, what they want to achieve from being and their work in the organization is diverse. It is manager's job to identify and understand individual differences and help employees meet all that they want from the organization.<sup>87</sup>

At the same time, if we were to refer to the key element in job development, it is finding appropriate forms of rewarding staff to increase motivation in their ranks. Therefore, understanding what motivates people in the work they do remains of particular importance. Thus, despite the organization's commitment and commitment, if an individual has negative attitudes about the work he does and the evaluation he receives, his involvement will be minimal.

Today the traditional concept of work that meets the basic needs of the individual has changed. They are constantly changing depending on the development of the work system and the ever-increasing demands. Needs vary from one employee to another, from one time to another, and general strategies cannot be followed. They should be specified depending on the job position and the individual.<sup>88</sup>

The literature shows that employee motivation is influenced by the climate created at work, which is related to many factors such as the type of task, independence, evaluation, social status, etc. Thankfully today, many executives have the opportunity to structure employee work oriented towards increasing motivation and productivity.

## 3. MOTIVATION AS AN INFLUENTIAL IN DYNAMIC DEVELOPMENT

The strategy for job motivation is mainly based on training methods, rewards, pay increases, good working conditions, and other inspiring factors for every employee. The term motivation marks the individual's efforts towards meeting vital needs by devoting all the necessary forces and energies.

In this context, managers' task is to identify effective forms and ways of motivation by coming to the overall goal's aid. It is difficult for the organization to meet the personal needs and values of each employee. However, if the organization provides the appropriate authority to design the work activities for each employee individually, then she chooses and the right motivational paths making the best use of all her resources.<sup>89</sup>

To exist in business, for an extended period, the manager must look for effective and efficient ways to develop business activities to achieve organizational objectives. Today, in a world of free competition and influenced by globalization, it is very difficult and challenging the struggle for survival and success in business. The business develops in a dynamic environment, where everything changes and changes are made very quickly. A successful business will only be one that recognizes these facts and prepares to face the challenges posed by change and influences the speed and direction of change by making them more conducive to survival and growth.<sup>90</sup>

## 4. ANALYSIS OF MOTIVATION AT WORK

Employees are very different from each other; even their personal goals or what they want to achieve from being and their work in the organization are diverse. The manager's job is to identify and understand individual differences and help employees meet all they want.

Motivation is a (cyclical) process that makes people give the maximum possible in terms of either physiological or psychological to achieve the organization's goal by achieving its purpose. Motivation represents the individual's readiness to use energy, provided that these bring about the fulfillment of individual goals. Motivation is a psychological phenomenon of the individual. Still, when we look at it in general, all forms of building the concept of motivation can not be realized as in the isolated individual but when he enters into relationships with other people.

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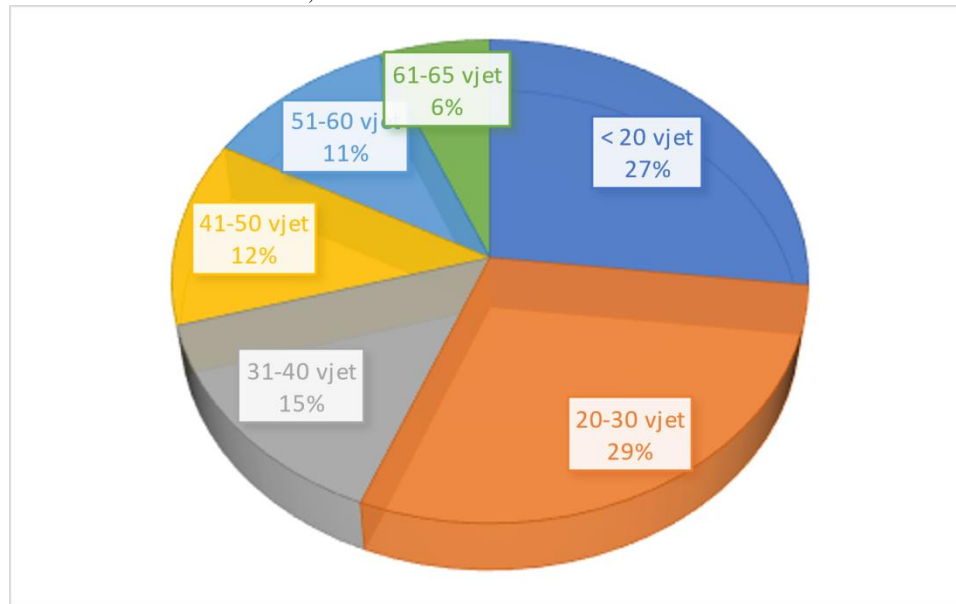
<sup>87</sup>Laci, Shyqeri, Prof.Dr, "Menaxhimi i Burimeve Njerëzore", Tiranë, 2005

<sup>88</sup>Ceku, Bardhyl, Dr, "Marketingu", Tiranë, 2000

<sup>89</sup>Havolli, Ymer, Prof. Dr.:Menaxhimi i Burimeve Njerëzore, Prishtinë, 2014

<sup>90</sup>Laci, Shyqeri, Prof.Dr, "Menaxhimi i Burimeve Njerëzore", Tiranë, 2005

Motivation as a phenomenon represents the provision and orientation of people's behaviors in the desired way so that the organization's goals are achieved at the same time, and the individual needs of the individual are met.<sup>91</sup> Motivation is effective only when people combine and harmonize their potential with the organization's goals, respectively the realization of personal interests. So, professional goals are harmonized with the organization's goals (economic, social, and political interest). The most efficient productivity analysis is to examine the employment of employees in businesses in the municipality of Gjilan. In the City of Gjilan, exist 3050 companies with 8 699 employees, from which 3890 are Women, and 4809 are Men.<sup>92</sup>



*Fig. 1. Age of employees in the surveyed businesses*

The most significant number of employees by age is 20 - 30 of the employed population in Gjilan (29%) or 1 541 employees. This figure is then followed by the age of 16 to 20 years (27%) or 1 329 persons, we have the following age of 31 - 40 (15%), or 1 262 persons, the age of 31 - 40 (15%) or a total of 1 086 persons, then we have the age of 41 - 50 (12%) or the total number 943 persons, with the smallest number followed by the age 51 - 60 (11%) or 182 persons, and the number of employed persons aged 61-65 (retirees) is about 25 people (6.0%) The data we used during this research are the primary data which were provided with questionnaires with employees in small businesses in the center of the municipality of Gjilan.

The theory presupposes that each individual is a rational decision-maker who determines what activities he will rely on to get the desired rewards. For this reason, each employee behaves and reacts depending on the personal effort and performance expected of him. The higher the expectations of the employee, the more he will try and contribute to his work. The study's general object is to assess the factors of the internal and external environment, which affect the volume of sales in general, focusing on the impact they have had on product sales volume.<sup>93</sup>

Products that consumers consider necessary tend to have less elasticity than products viewed as luxurious or discretionary. If a consumer believes that he needs a specific product for life, he is more likely to buy that item for a better quality of life or satisfaction, even if the price goes up. On the contrary, for an optional product, its purchase decreases, with the price increases because the customer can live without it and replace it. The more options a product offers to the consumer, the more the demands on the product increase.<sup>94</sup>

## 5. CONCLUSION

To develop, companies need to respond on time and be flexible to change, which is very dynamic nowadays.

<sup>91</sup>Laci, Shyqeri, Prof.Dr, ‘‘MenaxhimiiBurimeveNjerëzore’’, Tiranë, 2005

<sup>92</sup>HulumtingaKomuna e Gjilanit,viti 2015

<sup>93</sup>Пеливанов, УКИМ, Скопје 2001

<sup>94</sup>Ceku, Bardhyl, Dr, Abazi, Arjan, dr, ‘‘DrejtimMarketingu’’, Tiranë, 2003

The demands arising from these changes have helped companies to build their capital with broad, deep, and flexible competencies, thus creating competitive advantage resources in this dynamic environment. They can only increase or maintain business success if they attract quality and high quantities of individuals.

Product promotion is the ultimate aspect of the marketing mix regarding customer awareness and connection to the product and brand. Decisions have been made regarding the promotional combination, including advertising, personal selling, sales promotion, direct marketing, internet, and online promotion.

-Product quality is becoming one of the essential competitive issues. Product quality can also be seen as a set of features that increase customer satisfaction. Although quality may not be the customer's focus, in reality, adding it as an additional feature will affect customer satisfaction.

The product's cost justifies these added features to be paid for by additional customer costs or the organization that earns a payment due to increased customer loyalty.

Contacts with customers before and after the sale; it is the manufacturer's responsibility (seller) to provide excellent services to customers, establish a good relationship, and create satisfaction for the customer, which makes the overall image of the product improve.

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