

Work Motivation and Job Satisfaction of Employees of a Retail Company in Negros Island

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Introduction. Factors such as work motivation and job satisfaction are essential to each other must be present in a company for employee performance. Work motivation and job satisfaction will increase employee commitment. These will enable the organization to be more productive and deliver excellence when employees are more interested in their work. The result is higher in quality, and employees are more fulfilled. Hence, the paper explores the difference in the extent of employees' work motivation and job satisfaction grouped according to demographics such as age, sex, educational attainment, years of service, employment status, and position. Likewise, it determined the relationship between employees' work motivation and job satisfaction for the Year 2019-2020.

Methods. A descriptive-comparative correlational research design was used to assess, compare, and correlate work motivation and job satisfaction when employees are grouped according to demographics. Using stratified random sampling, 225 employees participated in the study. The data were collected using two (2) standardized instruments, namely, the Multidimensional Work Motivation Scale (MWMS) by Gagne et al. (2015) and Minnesota Job Satisfaction Questionnaire by Weiss et al. (1967). Mean, Standard Deviation, and Pearson Product Moment correlation were used to analyze the data.

Results. The findings revealed that employees are strongly motivated in all areas of work motivation. Likewise, retail employees are satisfied in all dimensions of job satisfaction. No significant difference was revealed in the extent of work motivation when employees are grouped according to age, sex, years of service, educational attainment, employment status, and position. Likewise, there was no significant difference in the level of job satisfaction when employees are grouped according to the aforementioned variables. However, there was a significant difference in job satisfaction level when employees are grouped according to educational attainment. High school graduates were more satisfied than their college counterparts. Finally, a significant relationship exists between work motivation and job satisfaction of employees.

Conclusion. The employees working in a retail company are strongly motivated to work and are satisfied with their jobs. Demographic variables such as age, sex, years of service, employment status, educational attainment, and position did not make any significant difference in the employees' work motivation. The same is also true with job satisfaction level, except educational attainment, which implies that college graduates want more intrinsic and extrinsic sources of job satisfaction. It can also be implied that the strongly motivated workers are satisfied with their jobs, thus have more chances to be engaged and committed to the company's vision and mission. Since the employees are motivated and satisfied, the company must ensure that the working environment sustains or enhances the employees' work motivation and satisfaction for the organization's betterment.

Practical Value of the Paper. The study contributes to the existing literature on work motivation and job satisfaction of retail employees. afford new knowledge to employers and the human resource department regarding their employers' work motivation and job satisfaction. They can value them as partners in the company's growth and productivity. Also, the findings served as a basis for designing a proposed motivational plan for employees.

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