

## Study on Effect of Motivational Factors Predicted By Mediator Organizational Citizenship Behaviour Towards Employee Performance of Selected Cement Company's in Ariyalur District

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**Received:** 11<sup>th</sup> March 2021

**Revised:** 03<sup>rd</sup> July 2021

**Accepted:** 30<sup>th</sup> September 2021

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**Abstract:** Organisations recognize that they must have the best motivational factors and predicted by mediator organizational citizenship behaviour in order to be successful in the employee performance and regularly more complex worldwide economy. Along with the concerned of the need to motivational factors and organizational citizenship behaviour an organizations are aware that they must manage motivational factors, organizational citizenship behaviour as a essential resource to attain the maximum prospective outcome. Motivational factors are a gradually more insufficient resource, so it must be handle to the greatest effect. This emphasis on motivational factors is conventional given that, on average, organization now spend over one-third of their revenues on employee both financial and non financial benefits in order to achieve employee performance with the predicted by mediator organizational citizenship behaviour.

**Key words:** Motivational factors, organizational citizenship behaviour, monetary and non monetary benefits, employee performance

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### MOTIVATION

The competence of employee depends on the enthusiasm of human resources to do assigned responsibilities with contribution and enthusiasm. Hence, Motivation is one of the most significant factors affecting human behavior and performance. Motivation is somewhat inside the human being that drives them to attain the target. Motivation represents a authority which guides the employees towards attain the target. Motivation emerges in present theories, out of needs, principles, objectives, intentions, and belief.

In brief, motivation in a company is efficient if employees achieve their human being needs and goals all the way through company's goals. A tremendously motivated worker knows what to do and how to achieve the prearranged aim in the most victorious manner. Present management system is gradually more aware of the consequence of worker motivation and is handled with huge care and consideration.

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**EMPLOYEE PERFORMANCE**

Employees are a significant component of production in a company. A well skilled and motivated labor force makes it shows potential to achieve great success for the company. Therefore, the organization should not only supply raw materials and equipment, but also motivate its human resources. Purchaser relation, quality and efficiency are the key areas of success and these depend on performance of the employees. "Performance is about behavior or what workers do, not about what workers produce or the outcomes of their work".

**ORGANIZATIONAL CITIZENSHIP BEHAVIOUR**

Organizational Citizenship Behaviour is a term that encompass anything optimistic and positive that human resources to do, of their own preference, which supports co-workers and benefits the organisation

**RESEARCH METHODOLOGY**

The present review estimates the association between Motivational Factors predicted by mediator organizational citizenship behaviour and their effect towards Employee Performance. The following hypotheses were formulated to examine the relationship between Motivational Factors, organizational citizenship behaviour and Employee Performance.

- H1a. Motivation has a positive effect on Organizational Citizenship Behaviour
- H1b. Organizational Citizenship Behaviour has a positive effect on Employee Performance
- H1c. Motivation has a positive effect on Employee Performance.

**SAMPLE**

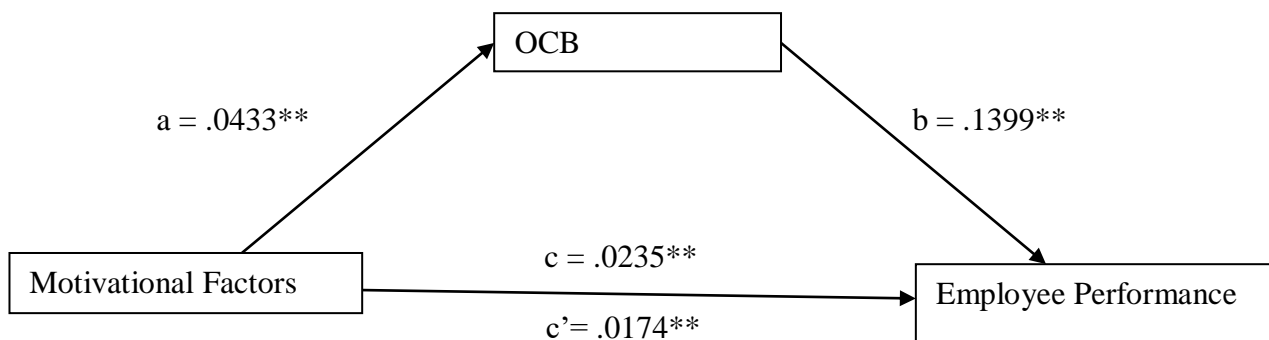
This is an essential a part of research design. This paper uses the two sorts of information that is, primary and secondary. The data was collected from 799 employees from various cement companies in Trichy District through stratified random sampling. Questioners were distributed to total of 900 employee's survey, out of which 850 were returned. Out of these surveys, 51 had been dismissed on account of missing information and the general sample size as 799.

**DATA AND ANALYSIS**

A structured questionnaire was developed on the basis of complete reviews. The questionnaire is separated into two types. Part 1 consists of question related to Demographic profile. The part 2 includes questions related to Motivational Factors, organizational citizenship behaviour and Employee Performance. This questionnaire is framed by using five point Likert scale. The study employed statistical tool such as **Mediator** analysis to analyse the data by using SPSS 22 software.

**MEDIATION REPORTING RESULT**

.0061\*\* CI (.0313, .0162)



There was a significant indirect effect of Motivational Factors on Employee Performance Organizational Citizenship Behaviour,  $ab = .0061$ , BCa CI [.0313,.0162]. The Mediator could account for more than half of the total effect,  $P_M = .77$ .

Using the SPSS macro provided by Preacher and Hayes, 2004, reveal that the total effect is positive and different from zero,  $c = .0235$ ,  $SE = .0858$ ,  $t = 23.2737$ ,  $p < .001$ . Thus, greater F-Commerce is associated with more positive Employee Performance outcome. Second, Motivational Factors does predict Organizational Citizenship Behaviour, the mediator  $a = .0433$ ,  $SE = .0816$ ,  $t = 30.5306$ ,  $p < .001$ . The greater the Motivational Factors, the more interactive the employees approaches the Organizational Citizenship Behaviour. Third, Organizational Citizenship Behaviour is significantly and positively related to Employee Performance when controlling for Motivational Factors  $b = 0.1399$ ,  $SE = 0.0372$ ,  $t = 3.7616$ ,  $p < .001$ . This suggests that the relationship between the mediator and the outcome is not spurious (which occurs when a predictor is correlated with an outcome only because the predictor is correlated with another variable that is causally related to the outcome). Finally, the direct effect of F-Commerce on Purchase Intention is smaller than the total effect,  $c' = 0.0174$ ,  $SE = 0.0864$ ,  $t = 4.2015$ ,  $p < .001$ .

## CONCLUSION

The study attempted to categorize the key factors of Motivational Factors Predicted by Mediator Organizational Citizenship Behaviour and its impact on employee's performance of the cement companies in Trichy District. The study accepted compensation, Fringe Benefits and Rewards as Monetary motivational factors, Organizational Citizenship Behaviour and employee's performance.

The performance to get better job motivation, Organizational Citizenship Behaviour and employee's performance may vary from job nature, towards individual to individual. Improved commitment towards work will outcome in efficiency and greater outputs, which every organizational desire. An organisation should prize the reliable employees both monetarily or non-monetarily. This will give confidence the employee commitment to work. The function and efficient use and management of workers must be done throughout in order to attain organisational effectiveness.

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