
A STUDY ON THE FACTORS INFLUENCING MOTIVATION OF THE EMPLOYEES IN RITZ SERVE

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ABSTRACT

Employee motivation plays a critical role in enhancing organizational performance, productivity, and employee satisfaction. This study titled “*A Study on the Factors Influencing Motivation of the Employees in Ritz Serve*” focuses on identifying and analysing key motivational factors such as incentives, recognition, and workplace respect that influence employee performance. The study is based on primary data collected from 108 employees of Ritz Serve using a structured questionnaire. The collected data were analysed using statistical tools such as Percentage Analysis, Correlation, and Regression Analysis through SPSS. These tools were used to examine relationships between motivational factors and employee performance in a structured and measurable manner. The regression results ($F = 9.574$, $\text{Sig.} = 0.000$) indicate that incentives and recognition have a statistically significant impact on employee motivation. Correlation analysis revealed a positive and significant relationship between recognition and motivation ($r = 0.353$, $\text{Sig.} = 0.000$). Furthermore, a stronger positive correlation was identified between workplace respect and employee motivation ($r = 0.764$, $\text{Sig.} = 0.000$), indicating that respect is a more powerful driver of motivation compared to recognition. The findings clearly suggest that while financial incentives and recognition contribute to employee motivation, psychological factors such as respect in the workplace have a significantly greater influence. The study concludes that organizations should prioritize both financial and non-financial motivational strategies, with a stronger emphasis

on creating a respectful and supportive work environment to enhance employee performance and long-term organizational success.

INTRODUCTION

In today's highly competitive and performance-driven business environment, employee motivation has become a critical factor in determining organizational success. Organizations that effectively motivate their employees tend to achieve higher productivity, better performance outcomes, and improved employee retention. Motivation influences not only how employees perform their tasks but also their level of commitment, engagement, and willingness to contribute beyond minimum expectations.

Employee motivation is influenced by a combination of financial and non-financial factors. While incentives and bonuses act as external drivers that encourage better performance, non-monetary factors such as recognition, respect, managerial support, and work environment play a deeper psychological role in shaping employee behaviour. Organizations that fail to address these factors often experience low productivity, disengagement, and higher turnover rates.

Ritz Serve, being a service-oriented organization, depends heavily on employee efficiency, service quality, and customer satisfaction. In such a setting, motivated employees are essential for maintaining service standards and achieving organizational goals. Factors such as incentives, recognition, workplace respect, career growth opportunities, and managerial support are likely to have a direct impact on employee motivation levels.

This study provides a structured and analytical examination of the key factors influencing employee motivation in Ritz Serve. It specifically focuses on understanding how incentives, recognition, and workplace respect affect employees' willingness to perform and contribute effectively. By applying statistical tools such as correlation and regression analysis, the study aims to establish measurable relationships between these factors and employee motivation.

The findings of this study are expected to provide practical insights for organizations to design effective motivational strategies. By identifying the most influential factors, management can make informed decisions to improve employee satisfaction, enhance performance, and ensure long-term organizational success.

OBJECTIVES

PRIMARY OBJECTIVE

To study the factors influencing employee motivation in Ritz Serve.

SECONDARY OBJECTIVES

1. To examine the impact of incentives and rewards on employee motivation.
2. To analyze the role of recognition in improving employee motivation.
3. To evaluate the influence of managerial support on employee motivation

REVIEW OF LITERATURE

Kumar and Sharma (2023) conducted a study on employee motivation and performance in Indian organizations and found that motivational factors such as incentives, recognition, work culture, and work-life balance significantly influence employee productivity and engagement. The study emphasized the importance of structured motivation strategies in improving organizational performance.

Rao and Patel (2019) conducted a study on IT employees in Bangalore and found that the quality and relevance of training significantly influence employee engagement and retention. Their research concluded that organizations offering role-specific and continuous learning programs report higher productivity and lower turnover rates.

Menon and Krishnan (2023) explored the relationship between digital training platforms and employee performance in Indian IT companies. The study revealed that e-learning modules, when supported by managerial feedback and career development opportunities, lead to improved knowledge application, motivation, and overall job satisfaction. These findings align with the present study, reinforcing that structured, relevant, and inclusive training initiatives are key drivers of employee productivity and organizational success.

Singh and Jain (2013) examined the relationship between employee motivation and job satisfaction in Indian workplaces and concluded that there is a strong positive relationship between motivation and satisfaction. The study highlighted that both intrinsic and extrinsic motivational factors significantly influence employee performance and organizational effectiveness.

RESEARCH METHODOLOGY

This study adopts a descriptive research design to examine how various motivational factors influence employee motivation in Ritz Serve. The research is quantitative in nature, focusing on statistical analysis to understand the relationships between factors such as incentives, recognition, workplace respect, and employee motivation.

Primary data were collected from 108 employees across different levels—junior, mid-level, senior, and managerial—using a structured questionnaire designed to assess their perceptions

of motivation-related factors such as salary satisfaction, incentives, recognition, workplace respect, career growth, and job security. A convenience sampling method was employed to select respondents based on accessibility and willingness to participate.

Secondary data were obtained from journals, company records, and published reports related to employee motivation and human resource practices. The collected data were analysed using IBM SPSS Statistics software at a 5% significance level ($\alpha = 0.05$). The analytical tools used included Percentage Analysis, Correlation, and Regression Analysis. Percentage analysis was used to summarise demographic data, correlation analysis was used to identify relationships between recognition, workplace respect, and employee motivation, and regression analysis was used to assess the impact of incentives and recognition on employee motivation. Overall, this methodology provides a structured approach to evaluate how motivational factors influence employee performance and organizational effectiveness.

Sample Design

The study uses a convenience sampling method to select respondents from Ritz Serve. A total of 108 employees across junior, mid-level, senior, and managerial positions were chosen based on their availability and willingness to participate. This sampling method ensures adequate representation of different levels of employees within the organization.

Primary Data

Primary data were collected through a structured questionnaire distributed to employees of Ritz Serve. The questionnaire covered various aspects such as salary satisfaction, incentives and bonuses, recognition, workplace respect, managerial support, work environment, career growth, job security, and overall employee motivation. Responses were measured using a Likert scale ranging from strongly disagree to strongly agree. The collected responses were compiled and analysed using SPSS software to draw meaningful insights about the factors influencing employee motivation.

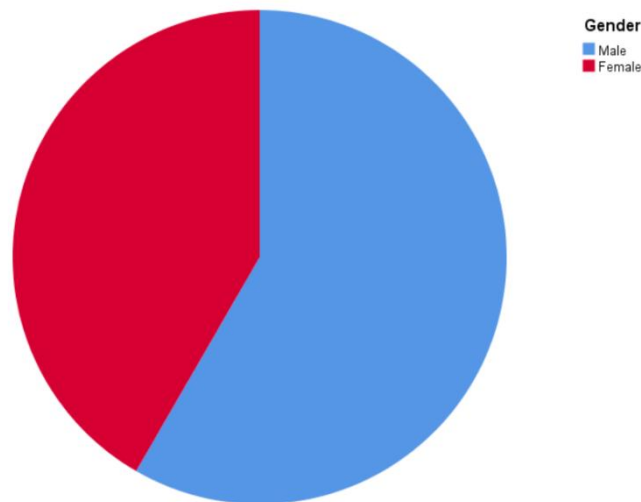
Secondary Data

Secondary data were gathered from reliable academic and organizational sources, including journals, HR publications, company websites, and research articles related to employee motivation and organizational behavior. These sources provided background information, theoretical insights, and comparative findings that supported the primary data analysis and strengthened the overall reliability of the study.

Percentage Analysis

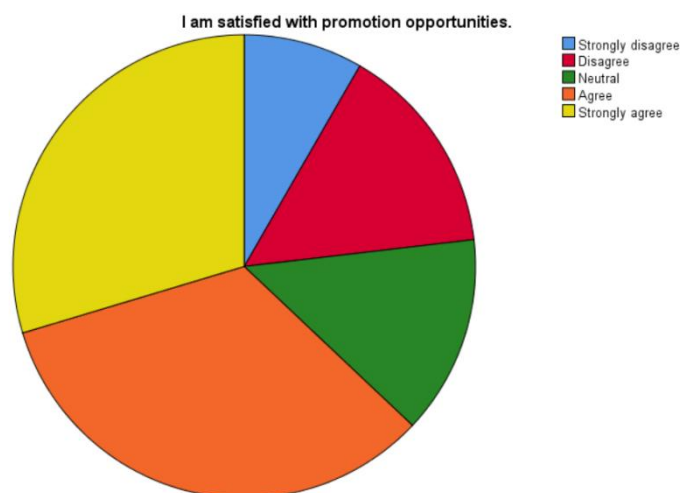
Percentage analysis was used to interpret and summarise the demographic and general characteristics of the 108 employees who participated in the study. This method helps in presenting the data in a simple and understandable form by converting responses into percentages, making it easier to identify patterns and trends among respondents.

Percentage analysis for Gender



INFERENCE: From the chart, it is observed that the majority of the respondents are male, constituting 58.3% of the total sample, while 41.7% are female. This indicates that the study sample is slightly male-dominated, with males representing more than half of the participants. The total sample size is 108 respondents

Percentage analysis for Satisfaction of promotion opportunities



INFERENCE: From the chart, it is observed that the majority of the respondents agree (33.3%) that they are satisfied with promotion opportunities, followed by 29.6% who strongly agree. A moderate proportion of respondents remain neutral (13.9%), while 14.8% disagree and 8.3% strongly disagree. This indicates that most employees are satisfied with promotion opportunities, although a noticeable portion of employees express dissatisfaction, suggesting scope for improvement.

Percentage analysis of I am motivated to give my best at work



INFERENCE: From the chart, it is observed that the majority of the respondents strongly agree (41.7%) that they are motivated to give their best at work, followed by 22.2% who agree. A smaller proportion of respondents disagree (16.7%) and strongly disagree (11.1%), while 8.3% remain neutral. This indicates that most employees are motivated to perform well, although a noticeable portion of employees show lower levels of motivation.

REGRESSION

Regression analysis was carried out to examine the relationship between motivational factors—such as incentives and recognition—and employee motivation in Ritz Serve. The analysis produced an F-value of 9.574 with a significance level (Sig.) of 0.000, which is below the accepted threshold of 0.05. This indicates that the regression model is statistically significant. The findings confirm that employees who are motivated through incentives and recognition tend to show higher levels of motivation and performance in their work.

Null Hypothesis (H₀):

There is no significant relationship between motivational factors such as incentives and recognition and employee motivation.

Alternative Hypothesis (H₁):

There is a significant relationship between motivational factors such as incentives and recognition and employee motivation.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.241	2	17.120	9.574	.000 ^b
	Residual	187.759	105	1.788		
	Total	222.000	107			

a. Dependent Variable: I am motivated to give my best at work.

b. Predictors: (Constant), Incentives and bonuses motivate me to perform better., I receive recognition for my performance.

INFERENCE

- The ANOVA results show an F-value of 9.574 and a significance (p) value of 0.000, which is less than 0.05. Hence, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁).
- This indicates that factors such as incentives and recognition have a significant impact on employee motivation.
- In other words, when employees receive incentives and recognition for their performance, their motivation to give their best at work increases significantly.

CORRELATION

Correlation analysis is a statistical technique used to measure the strength and direction of the relationship between two continuous variables. It helps determine how closely related one variable is to another and whether changes in one correspond to changes in the other. In this study, correlation analysis was employed to examine the relationship between recognition and employee motivation.

The results indicated a positive and significant correlation ($r = 0.353$, Sig. = 0.000), showing that employees who receive better recognition for their performance tend to have higher levels of motivation. This suggests that recognition plays an important role in enhancing employee motivation and engagement. The findings highlight the importance of

acknowledging employee performance to improve overall motivation and productivity within the organization.

Null Hypothesis (H₀):

There is no significant relationship between recognition and employee motivation.

Alternative Hypothesis (H₁):

There is a significant relationship between recognition and employee motivation.

Correlations

		I receive recognition for my performance.	I am motivated to give my best at work.
I receive recognition for my performance.	Pearson Correlation	1	.353**
	Sig. (2-tailed)		.000
	N	108	108
I am motivated to give my best at work.	Pearson Correlation	.353**	1
	Sig. (2-tailed)	.000	
	N	108	108

** . Correlation is significant at the 0.01 level (2-tailed).

INFERENCE

- The correlation results show a Pearson correlation coefficient ($r = 0.353$) with a significance (p) value of 0.000, which is less than 0.05. Hence, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1).
- This indicates that there is a positive and statistically significant relationship between recognition and employee motivation.
- In other words, employees who receive better recognition for their performance tend to be more motivated to give their best at work.

CORRELATION

Correlation analysis was used to examine the relationship between employees’ perception of workplace respect and their level of motivation. This statistical method helps in determining the strength and direction of the association between two variables and provides a clear understanding of how one variable influences another.

The results show a strong positive and statistically significant relationship between workplace respect and employee motivation ($r = 0.764$, Sig. = 0.000). This indicates that employees who

feel respected in their workplace are more likely to be highly motivated and perform better in their roles.

Null Hypothesis (H₀):

There is no significant relationship between workplace respect and employee motivation.

Alternative Hypothesis (H₁):

There is a significant relationship between workplace respect and employee motivation.

Correlations

		I feel respected at my workplace.	I am motivated to give my best at work.
I feel respected at my workplace.	Pearson Correlation	1	.764**
	Sig. (2-tailed)		.000
	N	108	108
I am motivated to give my best at work.	Pearson Correlation	.764**	1
	Sig. (2-tailed)	.000	
	N	108	108

** . Correlation is significant at the 0.01 level (2-tailed).

INFERENCE

- The correlation results show a Pearson correlation coefficient ($r = 0.764$) with a significance (p) value of 0.000, which is less than 0.05. Hence, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1).
- This indicates that there is a strong positive and statistically significant relationship between workplace respect and employee motivation.
- In other words, employees who feel respected in their workplace tend to be more motivated to give their best at work.

FINDINGS

1. Employee Qualification and Workforce Profile

The study reveals that the majority of employees are well qualified, with 50.9% holding a bachelor’s degree and 39.8% possessing a master’s degree. This indicates that the organization has a skilled workforce, which contributes positively to overall performance and productivity.

2. Salary Satisfaction and Employee Perception

The findings show that most employees are satisfied with their current salary, with 58.3% expressing agreement. However, a considerable portion of respondents (32.4%) remain neutral, indicating that there is still scope for improvement in compensation policies.

3. Effectiveness of Incentives and Bonuses

The study found that incentives and bonuses play a significant role in motivating employees, with a majority of respondents agreeing that they perform better when rewarded. This highlights that financial incentives are a strong driver of employee motivation.

4. Role of Recognition in Employee Motivation

Correlation analysis revealed a positive and statistically significant relationship ($r = 0.353$, Sig. = 0.000) between recognition and employee motivation. This indicates that employees who receive recognition are more likely to be motivated and engaged in their work.

5. Impact of Workplace Respect on Employee Motivation

The study identified a strong positive and statistically significant relationship ($r = 0.764$, Sig. = 0.000) between workplace respect and employee motivation. This shows that respect is one of the most influential factors affecting employee motivation.

6. Impact of Motivational Factors on Performance

Regression analysis showed a statistically significant relationship ($F = 9.574$, Sig. = 0.000) between incentives, recognition, and employee motivation. This confirms that these factors have a direct and measurable impact on employee performance.

SUGGESTIONS

1. Enhance Employee Recognition Programs

The study indicates that recognition has a significant impact on employee motivation. Therefore, the organization should implement structured recognition programs such as performance-based awards, appreciation initiatives, and regular feedback systems to acknowledge employees' efforts and improve their motivation.

Strengthen Incentive and Reward Systems

Since incentives and bonuses are identified as key motivational factors, the organization should strengthen its reward systems by offering fair and performance-based incentives. This will encourage employees to perform better and contribute effectively to organizational goals.

2. Promote a Culture of Workplace Respect

The findings show that workplace respect has a strong influence on employee motivation. The organization should focus on creating a respectful and inclusive work environment where

employees feel valued, heard, and appreciated. This can significantly improve motivation levels.

3. Improve Salary and Compensation Policies

Although many employees are satisfied with their salary, a considerable number remain neutral. The organization should review and improve compensation structures to ensure fairness and competitiveness, thereby enhancing overall employee satisfaction.

4. Provide Career Growth Opportunities

Employees have expressed moderate satisfaction with promotion opportunities. The organization should offer clear career paths, regular promotions, and skill development programs to motivate employees and improve retention.

5. Enhance Managerial Support and Communication

Management should actively engage with employees, provide guidance, and maintain open communication channels. Strong managerial support can positively influence employee motivation and job satisfaction.

CONCLUSION

The study concludes that employee motivation plays a significant role in enhancing organizational performance, productivity, and overall effectiveness in Ritz Serve. By applying statistical tools such as correlation and regression analysis, the research clearly establishes that motivational factors have a direct impact on employee performance.

The regression results confirmed that incentives and recognition have a statistically significant influence on employee motivation. In addition, correlation analysis revealed a positive relationship between recognition and employee motivation ($r = 0.353$, Sig. = 0.000), indicating that employees who receive recognition are more likely to be motivated in their work. Furthermore, the study identified a stronger positive relationship between workplace respect and employee motivation ($r = 0.764$, Sig. = 0.000), highlighting that respect is one of the most influential factors affecting employee motivation.

The findings indicate that while financial incentives and recognition contribute to motivation, non-financial factors such as workplace respect have a greater impact on employees' willingness to perform effectively.

Overall, the study highlights that organizations should adopt a balanced approach by focusing on both financial and psychological factors to enhance employee motivation. By improving recognition practices, strengthening incentive systems, and promoting a culture of respect,

organizations can achieve higher employee satisfaction, improved performance, and long-term organizational success.

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