

A Research Study on the Impact of Recognizing Contributions on Employee Retention

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Abstract: *The research investigates Employee motivation is defined as the force that propels employees across achieving the organization's unique goals and objectives. The main goal of this research is to find out what kinds of factors impact employee motivation in Oman and to see how much motivation influences job performance. A sample of respondents from the OMANTEL Corporation was employed in the study. Furthermore, several interviews with managers are undertaken to acquire diverse information on the effect of job satisfaction on employee performance and to analyze the major opportunities for employees.*

Keywords: *employee motivation, job performance, job satisfaction.*

1. INTRODUCTION

The Employers are responsible for motivating employees so that they enjoy working for the company. Employees that are motivated are more likely to stay on the job and perform at their best (Brown and Yoshioka 2013). External and intrinsic motivation are the two types of motivation; Extrinsic motivation can be achieved through acknowledgment, progression, and reward packages. Intrinsic motivation is a type of motivation that comes from inside. originates from inside, manifesting itself in employee behavior, interest, work purpose, curiosity, growth, and self-expression. Employee productivity is directly influenced by employee motivation. Job satisfaction, on the other hand, refers to an individual's perception of the nature of their job and how much they like doing it. Job satisfaction is based on psychic restraint that can arise from within or outside the workplace (DeSantis and Drust 2016).

Supervisor feedback, confession, resilience, the physical career environment, fulfillment, and work advancement can all contribute to job happiness. Job satisfaction can come from various psychological responses that can be triggered by the environment and the people around us. It can also be influenced by the feedback that our supervisors provide. Employees perform effectively when they are provided inspiration and a sense of purpose at work. Employees must be encouraged to do their best work, and the environment must provide job satisfaction. In this regard, new employees are organically driven, and employers must provide job satisfaction by ensuring that all factors are aware of expectations and goals. Employers must maintain contact with their employees in order to track their progress and regular growth (Eisenhardt et al., 2016). If employees are underperforming, companies must figure out why and provide job satisfaction and motivation that meets their demands.

2. RESEARCH OBJECTIVES

The Objective for this study is:

- To find out the influence of job satisfaction on employee performance at OMANTEL.
- To explore analysis the key opportunities for employees in OMANTEL.
- To research analysis key challenges for employee motivation in OMANTEL.

3. SCOPE OF THIS STUDY

This study is restricted to examining the effect of motivation and job satisfaction on laborer performance in the workplace. On the importance of employee motivation at OMANTEL, readers will

discover that there is a proven link between motivation, job satisfaction and employee performance. The study focuses on employee motivation, Through the use of a questionnaire and an interview, relevant information will be gathered. The study is also limited to a three-month timeframe.

4. SIGNIFICANCE OF THE STUDY

This research is significant because last studies have focused on each motivation or employee satisfaction as independent variables that influence employee performance; however, this project can be used by OMANTEL Company as a back-up document to establish a strategy for improving employee performance. Furthermore, OMANTEL Telecommunications has been dealing with a lack of employee motivation and morale; employees are dissatisfied with their jobs. As a result, the focus of this research is on OMANTEL Telecommunications' staff performance, as well as the company's management. The management could benefit from this research in order to find solutions. Furthermore, future academics who are conducting research on motivation and job satisfaction can benefit from this study.

5. LIMITATION OF THE STUDY

Challenges are limitations that the researcher faces while performing the investigation are mostly with regard to time-management. Due to a time constraint, the research had to be completed in a shorter amount of time. The researcher was not permitted to collect data from unknown and untrustworthy sources and hence the data collected was mainly from the employees of the company. The study will include a review of the challenges in motivating employees and the impact of job satisfaction on employee performance.

6. RESEARCH METHODOLOGY

6.1. Research Design

The research design is a procedure that aids in the creation of a data collection strategy, which is then analyzed to ensure that the study purpose is clear and understandable through the use of a way of integrating data (Creswell 1996). The quantitative and qualitative methodologies are used in this study.

6.2. Data Collection Methods

Research methodology is a process for collecting data in a systematic manner using research methodologies. The data collection process and data analysis technique are discussed in this section. The researcher followed particular methodologies and ethical conventions in order to conduct this research, and all data gathering instruments are detailed in this chapter. Furthermore, a research onion is a layered strategy to data collection for a study. Each layer of the onion represents a data collection strategy with associated information. The researcher has utilized a variety of tools to aid in the data collection process. Epistemology, ontology, and axiology are the three major layers of the research onion (Saunders et al.,2015). The traditional data gathering plan that aids in meeting the research objectives is known as the research onion.

7. DATA ANALYSIS

The tool for analyzing quantitative data has been used in this study endeavor. Quantitative data analysis is a technique for analyzing data numerical and building a more complicated statistical sample (Palinkas, 2015). The confidentiality of respondents is protected by the quantitative data analysis process. To assure anonymity protection, however, a cautious approach is essential. This can be seen in an example where it was attempted to demonstrate that respondent anonymity is possible. Assume that a small business has chosen a certain age group to compare responses. The responses will be traceable to others if a certain age group (for example, those over 70) is small or has only one employee. The anonymity rate in huge corporations, on the other hand, will be lower. Nonetheless, careful selection of an acceptable data aggregation approach will be necessary to protect respondents' identity (Lampard & Pole, 2015). The data acquired from the survey in this study project was analyzed using descriptive statistics by the researcher. The survey was created using Excel bar graphs and pie charts. Results were presented. The survey tables and excel diagrams were analyzed in conjunction with literature reviews and theoretical frameworks. To present data in tabular style and create charts, Microsoft Excel Packaged is utilized. The analysis in this research study was done using weighted averages and percentages.

The responses to the interviews were analyzed using qualitative data analysis. In order to look at the issue of job satisfaction and employee performance, the researcher employed thematic analysis.

The findings of the study are the outcome of the methodology employed in the data collection process being selected and then implemented. All data analyses are carried out in order to arrive at new outcomes. The survey was delivered to OMANTEL personnel via the first online survey, which was conducted using Google, as well as an interview to obtain further information.

The results of the survey are presented in this section as Pie charts and graphs in Excel. Initially, collected data was provided in tables. The information was then graphically presented using charts.

The correlation between job satisfaction and employee desire to perform. This indicates that the more satisfied and motivated employees are, the better the employee will perform. Otherwise, if employee satisfaction and motivation is poor, employee performance will be affected (Octaviannand, Pandjaitan& Kuswanto,2017)

8. DEMOGRAPHIC DATA

Academic qualifications of the respondents

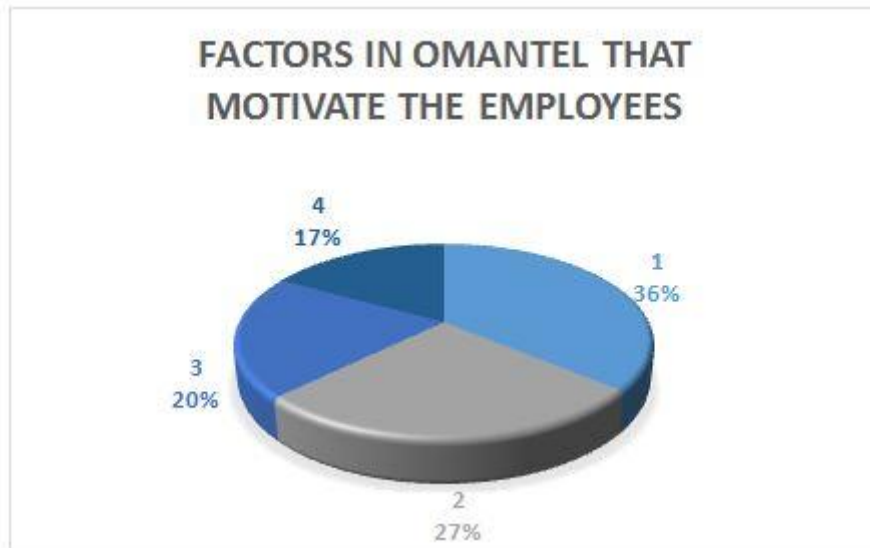
Options	Number of respondents	Response percentage	Total respondents
High School	10	12%	81
Diploma	28	35%	81
Bachelor	32	39%	81
Masters	11	14%	81



The above graph depicts the respondents' educational backgrounds, with bachelor's degree holders being the most numerous 39%. OMANTEL is in the telecommunications industry, and the company's Bachelor degree holders have telecommunications experience. OMANTEL also employs post-graduates in science and commerce, with 35% of respondents having finished their post-graduation. Qualifications employees in the work are constantly looking for opportunities for advancement and motivation to stay with the company.

Factor in OMANTEL that motivates the employees the most

Options	Number of respondents	Response percentage	Total respondents
Reward system	14	17%	81
Leadership style	22	27%	81
Structure of the work	17	20%	81
Organisational culture	30	36%	81



The above graph depicts organizational motivating elements, with survey respondents expressing their views on leadership style 27 % and organizational culture 36%. It suggests that, in addition to the organization's awards and recognition, employees place a greater emphasis on direct supervisors and leaders. as indicated in the literature study, leaders' communication styles motivate and urge personnel to work inside the organization. The survey results also show that team bonding, the organization's culture, leaders' communication, and managers' and leaders' leadership styles are all critical factors in employee motivation. OMANTEL's leadership must be democratic, with staff making decisions after consultation.

Factors impact employee satisfaction in OMANTEL

Options	Number of respondents	Response percentage	Total respondents
Flexible working hours	8	10%	81
Fixed salary	44	54%	81
Career development	12	15%	81
Appreciation of work	6	7%	81
Relationship with superiors	11	14%	81



The graph above demonstrates that fixed salary 54% and career growth and Flexible working hours, awards, and a set wage are all goals for OMANTEL management. Employees, on the other hand, quit the company because it does not provide opportunities for advancement. OMANTEL is dedicated to establishing a successful effort that will improve the working environment, employee engagement, and loyalty. OMANTEL's strategy has been included into employee happiness, and the company's

management is working to improve Clients will benefit from teamwork and high-quality service. Employees also desire a strategy for their professional growth so that they may expect to advance within the company and keep their positions.

Employee Satisfaction

Options	Number of respondents	Response percentage	Total respondents
Strongly agree	16	20%	81
Agree	13	16%	81
Neutral	10	12%	81
Disagree	22	27%	81
Strongly disagree	20	25%	81



According to the above bar graph, 27% of respondents disagree with the statement that they are satisfied in OMANTEL, with 25% strongly disagreeing. OMANTEL has increased its focus on client needs by continuing to invest in the management system. OMANTEL strives to develop the understanding value in order to bring satisfaction to its employees. It provides incentives to staff, as well as specific holidays and strategic objectives. Because of the leadership style, lack of professional advancement and business strategy, employees are dissatisfied. OMANTEL employs methods such as leave benefits and insurance for its employees in order to keep them happy.

Does management of OMANTEL give importance to employee satisfaction and motivation

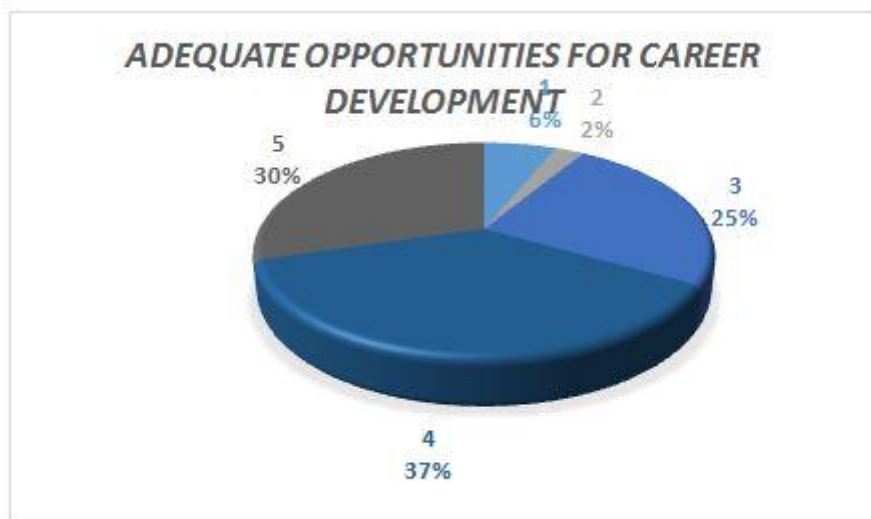
Options	Number of respondents	Response percentage	Total respondents
Yes	30	37%	81
No	18	22%	81
No comment	33	41%	81



As can be seen from the pie chart above, Employee agree and satisfaction strategies are taken seriously by OMANTEL, according to respondents. The council of Manager of OMANTELhas decided on a strategy for including employees in the company's growth. They are attempting to get feedback on the service from shareholders and customers. They've established the goal of developing the society's future leaders by 2020. As a result, they seek to increase Employee engagement, exposure, and leadership development are all important factors to consider. OMANTELmanagement is upfront about their desire for its employees to grow and expand their skills. Internal satisfaction is aided by a fixed income, greater benefits for employees, good pay, and respect. Bonuses, promotions, motivation, career opportunities, and company culture all give inspiration from the outside.

Adequate opportunities for career development

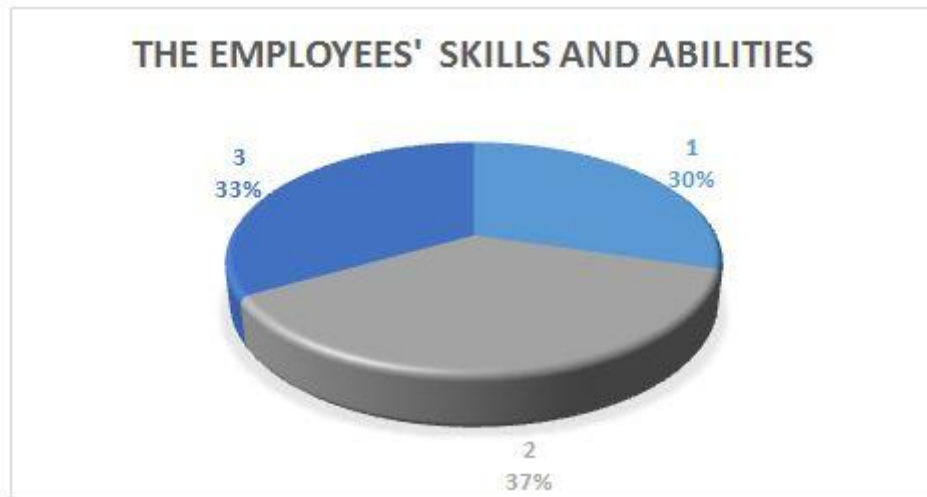
Options	Number of respondents	Response percentage	Total respondents
Strongly agree	5	6%	81
Agree	2	2%	81
Neutral	20	25%	81
Disagree	30	37%	81
Strongly disagree	24	30%	81



The above graph demonstrates that OMANTELdoes not give enough professional development chances. The fact that OMANTELmanagement does not provide opportunities for professional advancement was Disagree by 37 % of respondents, with 30 % strongly disagreeing. Employees, according to OMANTEL, are the most precious assets for the company, and they are the ones that fuel the company's success. OMANTELplaces a premium on personnel abilities and leadership qualities. Employees quit OMANTELdue to a lack of professional advancement, and career development is a key element for employees, aside from external motivation. Employees must wait a long time for advancement in their careers.

Is OMANTELmaking the best use of his skills and abilities?

Options	Number of respondents	Response percentage	Total respondents
Yes	24	30%	81
No	30	37%	81
No comment	27	33%	81



The management of OMANTEL is focused on developing talent. OMANTEL invests in training, capacity, and development programs in order to keep abilities sharp in the workplace. However, as seen in the graph above, 37% of respondents disagree about the talents and abilities used in OMANTEL. Employees at OMANTEL are given autonomy in order to contribute to the company's vision. Employees can demonstrate their technical competence as well as their work ethic. The determination of persistence can provide flexibility.

9. SUMMARY OF FINDINGS

Employee motivation is a factor that influences the satisfaction and productivity of employees. Employee motivations are based on highly individually qualities that a firm strives to provide in order to keep employees pleased. The Board of Directors at Omantel aims to motivate staff via intensity, direction, and perseverance. Employees at Omantel are dissatisfied, according to the poll results. However, according to the interview conversation with the management, the desired employee involvement and performance are missing. Employee performance, as mentioned by Ansari et al. (2018) in the literature review section, is concerned with those behaviors geared toward the organization's products, mission and objectives.

The work structure and organizational culture at Omantel keep employees motivated.(Bhatti, 2016), characteristics that stimulate employees within an organization are the same ones that bring satisfaction to employees, as discussed in the literature review section. Managers at Omantel disagreed, claiming that the company offers its employees some of the best career possibilities in the industry, and that they even send people abroad to build their business. Employees at Omantel are given training to help them enhance their skills. The results of the interviews and surveys aid in achieving the study project's goals. Manager from Omantel explained why employee motivation is crucial to them since it improves employee happiness and performance. Employees who perform effectively will be able to achieve the organization's 2030 objective. Career growth is the most important priority for employees among these. As a result, Omantel will need to add a new function to provide improved career opportunities for its employees. Motivated and satisfied personnel at Omantel can contribute to the industry's innovation, creativity, and reputation.

10. CONCLUSIONS

The research project's findings highlight the significance of incentive programs based on performance and employee career development. Omantel aims to get to the next level, thus they've been boosting consumer subscriptions across the Sultanate. As a result, the organization needs motivated people, and management desires to delegate additional responsibilities to the employees. Employees are driven by additional compensation, incentives, and bonuses, which are all examples of extrinsic motivation. Internal and external motivation are both provided by organizational culture. External motivation is provided by Omantel in the form of paid leave, medical insurance, and a pension plan that prevents employees from leaving the company too soon.

This study demonstrates that motivated employees are more likely to be satisfied and perform effectively. Key Performance Indicators can be used to assess employee performance. Employees' job happiness (attitudinal) and performance (behavioral) are influenced by motivation, which is an independent variable. Managers may be unaware that some employee desires, such as achievement, need, and power, are indicative of dynamism and energy at work. Managers must direct teams to participate in goal accomplishment and goal objectives in order to display a positive effect in employee performance. Within a team, there must be ideal synergy between the employees' traits and motivational driving system. As a result of combining literature with primary data findings, the challenges in Omantel that emerge include a lack of career progression opportunities, performance based remuneration, and rival climate where employees feel energized to work hard and work as a team.

11. LIMITATIONS

Time: Because there was not enough time to finish all of the project's tasks, it is severely constrained.

Responses: I found it challenging to assess the questionnaire data because certain questions were left unanswered. This is due to their obsession with working circumstances and a general lack of interest in the subject. **Limited resources:** There were insufficient resources to conduct proper information searches, whether on the Internet or in libraries. Because they didn't have enough time, several respondents declined to complete the survey. In addition, several questions did not take into account the answer and hence were not completed by participants. **The difficulties of translation:** questionnaire and interview replies were difficult to translate.

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