



MOTIVATION, MORALE, AND FINANCIAL INCENTIVES OF EMPLOYEE OF SELECTED MOTORCYCLE DEALERSHIPS

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ABSTRACT

This study assessed the motivation, morale and financial incentives of employee of selected motorcycle dealership.

The participants in this study were thirty (30) selected employees using Cronbach method of computing the sample size. Purposive sampling was used in the study. The survey questionnaire used by the researcher was specially accustomed for the use of significant data regarding respondent's profile specifically their age, sex, highest educational attainment and income, the assessment of employee motivation, morale and financial incentives in terms of job satisfaction, employee loyalty and employee behaviour and productivity. The study findings showed that the most of the respondents belonged to age bracket 26 to 35 years old, male, college graduate and income range of Php 5,001 to Php 10,000. The respondents were satisfied on job satisfaction, employee loyalty and employee behavior and productivity have impact on the assessment of the motivation, morale and financial incentives of employees of selected motorcycle dealerships. There was no significant difference on the assessment of the respondents in motivation, morale and financial incentives of employees of selected motorcycle dealerships. The proposed business plan was crafted and designed by the researcher to enhance and improve the employee motivation, morale and financial incentives based on the results of the study.

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