

Effective factors on staff's motivation by using AHP Method

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Abstract: This research with goals identity effective factors on staff's motivation by using AHP method. Study that with This research seeks to study and prioritize the factors that impact job motivation based on an analytical hierarch process. This research has been carried out a descriptive-interpretive in related organization during a period in 2014. The method used for prioritization is hierarchy analysis. This research found that almost all experts and participants agreed on the factors affecting motivation. We found that the two factors retirements, work difficulty and residence are the most important and the factors, work environment condition and Communication with others and Job security, are the least important ones. Therefore, the organization can improve employees' performance. [Safaie A. **Effective factors on staff's motivation by using AHP Method.** *Nat Sci* 2014;12(10):155-157]. (ISSN: 1545-0740). <http://www.sciencepub.net/nature>. 19

Key words: Motivation, Herzberg's motivation theory, Analytic Hierarchy Process

1. Introduction

From an organizational point of view, motivation is defined as such: An internal factor that leads to Motivation means dynamism and movement a change in the behavior and advancement in organization's goals Organization resources are categorized as human and nonhuman resources. Since human resources use materials, optimal use of such resources is impossible without having a motivated human resource (Etemadi, 2013).

Job motivation is one of the most important factors in the success or failure of a system and neglecting it results in the loss of organization's resources. A study showed that the success of an organization is 20% due to its efforts and 80% due to its motivation. In terms of job satisfaction and motivation factors of individuals, there are various theories categorized in two main groups: 1) content theories that discuss the content of job satisfaction and motivation, such as Maslow's theory and Herzberg's theory and 2) process theories that involve its process, such as Adams and Vroom's theory (Karimi, 2002). Herzberg's theory is the most common theory discussing job satisfaction and motivation. Herzberg believes job motivation is influenced by both internal and mental factors (motivation stimulating factors) and external and hygiene factors (motivation maintaining factors) whose study can identify the most important job satisfaction factors. These factors can also be utilized in organization upgrade programs (Mirhoseini, 2013).

2. Literature review

2.1. Motivation

Motivation is defined as the reasons, beyond personal traits that drive an individual towards a goal (Robbins SP, Judge, Millett, and Boyle2010).

2.2. AHP

AHP is a kind of soft skills. It is one of the strongest techniques of multiple criteria decision making. This technique has been used since its creation from 1970 and this shows its reliability. AHP has been made based on saaty's experience in his research in American army (zanjirchie, 2011).

2.3. Herzberg's theory

Herzberg's theory is the most common theory discussing job satisfaction and motivation. Herzberg believes job motivation is influenced by both internal and mental factors (motivation stimulating factors) and external and hygiene factors (motivation maintaining factors) whose study can identify the most important job satisfaction factors. These factors can also be utilized in organization upgrade programs (Mirhoseini, 2013).

2.4. Extant theories on motivation and productivity

Etemadi in 2013 has been carried out in an oil and gas industry-related organization during a period. The method used for prioritization is hierarchy analysis and Expert Choice and SPSS software packages are used for data analysis. Malmir and co-worker in 2012 have a research with classifying the Effective Factors on Productivity of Human Resources by Using AHP and TOPSIS Methods. This research was done is two steps: first recognizing the affective factors on increasing employers, by use of the EXPERT CHOISE11 TOPSIS2005, software and according to AHP, TOPSIS model this factors be ranked. Finally the similarity and differences between these two types of sorting be determined.

N Campbell, L McAllister, D Eley2012 has a research about the influence of motivation in recruitment and retention of rural and remote allied health professionals. The results demonstrate the

significant burden of extrinsic incentives with a negative influence that are perceived by AHPs in remote and rural areas. The high turnover rate of AHPs in remote and rural areas is likely to be, in part, due to the job dissatisfaction from these disincentives. More positive intrinsic incentives were reported than negative. This suggests the potential for intrinsic incentives, known to contribute to job satisfaction, to be mediating the extrinsic disincentives. The policy implications of this work include the importance of addressing extrinsic disincentives. Simultaneously, the existing intrinsic incentives need to be nurtured and developed more likely to successfully address their AHP workforce shortage.

3. Methodology

This is an analytical-descriptive research that has been conducted during a period in the year 2014. First, certain motivation factors were considered based on Herzberg’s two-factor theory. Then, based on consultations with experts, the more important factors were selected.

To identify the key factors affecting motivation, a questionnaire with ten factors was prepared and distributed among ten experts (Table 1).

4. Data analysis

The priority level was illustrated by paired comparison of two factors with the following identifying numerical values (Table 2).

Tabale 1. Effective factors on staff's motivation

Salary and wages
Job flow
Promotion and Higher position in work
Encourage staff
Mutual respect between staff and supervisor
Work environment conditions and decrease stress
Quality and quantity time work
Attention in settlement and give debt
Attention in Job security hygiene
Attention in suffer hardship job and retire sooner

Table 2. The comparison of the level of significance of two factors in AHP method.

Significance level in Paired Comparison	Numerical Value
Equal Importance	1
Slightly more important	3
more important	5
Much more important	7
Extremely more important	9

Analytic hierarchy process (AHP) is a decision making method (Shafi Abadi, 2011).

This research found that almost all experts and participants agreed on the factors affecting motivation. All the participants were male with an average age of 30 years old and 90% of them has a bachelor’s degree or higher.

Table 3. Ranking of Effective factors on staff's motivation by AHP

Effective factors on staff's motivation	Numerical Value	priority
Attention in suffer hardship job and retire sooner	0.21	1
Attention in settlement and give debt	0.16	2
Job flow	0.14	3
Promotion and Higher position in work	0.11	4
Quality and quantity time work	0.097	5
Salary and wages	0.085	6
Encourage staff and Work environment conditions and decrease stress	0.049	7
Mutual respect between staff and supervisor	0.041	8
Attention in Job security hygiene	0.16	9

The results of the motivation factor study showed that the factors of attention in suffer hardship job and retire sooner and attention in settlement and give debt the highest priority with numerical values of 0.21 and 0.16, respectively. The two factors of mutual respect between staff and supervisor and attention in Job security hygiene gained the least priority with numerical values of 0.041 and 0.024, respectively.

5. Conclusion

The findings of this paper suggest that in order to achieve the main pre-specified goals of the organization and maintain its dynamism, the management staff of each organization should paint a more comprehensive picture of their employees’ job satisfaction to find the priority of the impacting factors on employee job motivation. This leads to the improvement of employees’ talents and creativity by providing job security and paying attention to their

living and economic problems. This way the management can establish the necessary foundation to achieve organization's goals, employees' satisfaction, and their better performance.

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