



## **CRITICAL FACTORS AFFECTING EMPLOYEES' MOTIVATION AND PRODUCTIVITY IN BANGLADESHI SATELLITE TELEVISION CHANNELS**

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### **Abstract:**

This examination attempts to distinguish the basic factors that effects on employee's motivation and their productivity too in Bangladeshi satellite television channels. So as to improve crafted by an organization, managers and supervisors must offer consideration regarding the persuasive degree of its individuals. There are many contending hypotheses which endeavor to clarify the idea of inspiration at work. The information for the examination was gathered from 338 employees in a satellite television channel. The quantitative information examination uncovered there is a critical connection between employees' motivation and their productivity. From the assimilated outcomes, the remuneration package, work preparing, great supervision, and workplace have all the earmarks of being among the most basic factors that influence employees' motivation and productivity in like manner in a satellite TV channels in Bangladesh.

**Keywords:** employee motivation, productivity, satellite television channel, Bangladesh

### **1. Introduction**

Satellite television channel is the most effectual extensive communications in the world. Bangladesh entered the period of satellite broadcasting in 1992, by offering access to CNN and the BBC to communicate on the administration directed station – BTV. After this, it

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was for some time expected that communicate media would cut down the boundaries halting poor and minimized gatherings getting to data. With regards to a predominance of remote satellite stations in the nation, ATN Bangla appeared on July 15, 1997. as the first satellite TV station in the nation. At present there are 30 satellite TV channel are communicating in the nation close by the state-run stations – BTV and BTV World. When Dr. Mahfuzur Rahman first began working for ATN Bangla around 22 years back, nobody had envisioned this industry would develop this way. In the previous decade, the media business in Bangladesh has been developing massively (Anis Rahman, 2009).

Aside from the current 30, there have another couple of channels have just got the licensee from the administration also they are holding on to begin their activity. The rising private TV area has made business openings in Bangladesh. Youths, particularly fresh graduated from varsities, are being recruited into these TV channels.

There are various kinds of talents individuals are working in a satellite TV station in Bangladesh. Considering the other section of occupation sales & marketing here is expanding the open-door step by step. Note that pay structure of Satellite Television Channels employee is improving every year. The satellite stations are having a crucial impact remembering the ultimate objective to arrive at the updates on Bangladesh and its lifestyle to the Bengali people living in different corners of the world.

To find that how does pay bundles, work plan and workplace, execution the board framework and preparing and advancement influence employees' motivation in satellite TV stations of Bangladesh.

This article looks at the connection between some critical factors of motivation and employee productivity in satellite television channels through study gathered data.

## **2. Literature Review**

### **2.1. Motivation**

Motivation is a broadly investigated point and various articles have been composed and a wide cluster of studies have been done to decide inspiration significance and usage. In this way, it is essential to characterize exactly what scholars accept motivation is and how it is applied in the work environment (David et al., 2015).

Robbins & Coulter (2014) define motivation as a procedure by which an individual's endeavors are empowered, coordinated and supported toward achieving an objective. Motivation is known to be one of the most significant variables deciding authoritative effectiveness. Each pioneer must push subordinates to take part in the correct sorts of conduct. The presentation of satellite TV channel employees is reliant on the capacity implanted in motivation. Motivation expands the readiness of the employees to work, subsequently expanding the productivity and adequacy of the organization (Jon Ivar Havold, Ole Kristian Havold, 2019).

In any of business houses, motivation can be described as a direct, loaded with feeling and emotional system that impacts the status of delegates to accomplish their work to achieve individual and progressive targets. Motivation can be looked at as both

a strategy and a consequence of social and legitimate methodology in the work setting affecting amplex at work, and can be appreciated by individuals as the aching to act or carry on in explicit habits (Yukl, 2010).

In whatever structure motivation is seen, its essential reason for existing is to give an inside drive by method of motivating force to accomplish hierarchical objectives and address laborers' issues.

## **2.2. Productivity**

Productivity is ordinarily portrayed as a range between an arrival regard and a data worth used to convey the yield (Borcherding et al., 1986). In the advancement business, improvement productivity exhibits the enabled pace of the down to earth work unit per the use of data resources, for instance, works, rigging and materials (Oglesby et al., 1989).

It is found that all organization wants to discover the formula for a definitive profitability enhancement system. Notwithstanding, those equivalent organization's that are looking for this sacred goal are probably going to have gotten themselves unfit to exploit the strategies and procedures so far attempted. Some portion of this is on the grounds that a significant number of them basically don't comprehend what productivity truly implies (Anna Baines, 1997).

## **2.3. Relationship Between Motivation and Employee Productivity**

As a prelude to understanding the connection among motivation and productivity, it is appropriate that the idea of efficiency be surely known, and any zones of disarray explained. This article presents the productivity idea and talks about various ways to deal with characterizing and estimating it.

Improving efficiency has consistently been a live issue for the organization. As the benefit of a company generally relies upon progress in productivity. In this way, superiors are continually endeavoring to discover methods of accomplishing the objective of improved profitability (Tasneem, 2016)

Representative speculation and fortifying don't simply improve capability, advancement and headway yet they moreover increase employee motivation and trust in the affiliation. If delegates feel recognized for their work and are related with fundamental authority, their improved fervor and motivation will incite better effectiveness and dependability (Ovidiu-Iliuta Dobre, 2013).

## **2.4. Empirical Foundation**

Despite the theory and models utilized, this exploration checked on past examinations on the part of employee motivation and their productivity. Past look into has indicated that representative cooperation is decidedly related worker productivity. Inspired employees give additional consideration and time to their work; they make function as a part of their life; take hierarchical goal as their very own objectives and feel fulfilled while accomplishing them.

According towards Forbes Magazine, The 2018 Global Talent Trends study found that 51% of representatives wish their organization offered progressively adaptable work choices. Obviously the severe nine-to-five workday is outdated – and it won't assist bosses with drawing in or keep up the present top ability. Work flexibility has additionally been appeared to decrease work environment stress, help mental prosperity and empower efficiency. All employees want to be treated as people with human needs – not robots. And furthermore, found that without a feeling of direction, it's hard for representatives to interface with their work and their organization. Working with a feeling of direction helps representative inspiration, efficiency, assurance, and generally work fulfillment. As indicated by Mercer, flourishing employees are multiple times bound to work for an organization with a solid feeling of direction.

From writing survey, it is obvious that basic elements impacting the motivation and productivity in satellite industry are not the same as one nation to the next, because of the distinction in socio-financial aspects of the nations.

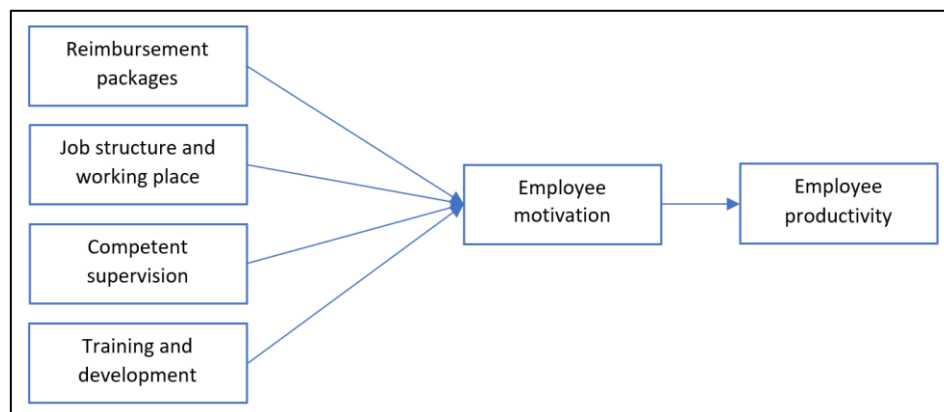
### 3. Research Methodology

This investigation utilized Likert scale 1-5 estimation of survey and dispersed 338 employees of satellite TV stations in Bangladesh. In this exploration the survey was in electronic poll design that is a Google Form. This research implemented a quantitative method research where has a closed ended questionnaire.

A simple random testing approach is proposed for this examination in light of the fact that the game plan is to be defined for the satellite TV employees. The sample size uses dependable guidelines. This investigation additionally directed validity and reliability test to guarantee the validity and dependability of the questionnaire's with Cronbach's  $\alpha$  coefficient in the Statistical package for Social Science (SPSS) programming (version 21).

#### 3.1 Conceptual Framework and Hypotheses

Figure 1 displays the structure of the proposed examination of this paper.



**Figure 1:** Conceptual Framework of the Current Study

### **3.1.1 Reimbursement Packages**

Money related reward for the workforce is the foundation of all advanced monetary frameworks. A focal inquiry is the means by which this budgetary prize is resolved. Although a few rewards related with remuneration are generally mental in nature, for example, the expanded eminence which accompanies the acknowledgment of extraordinary execution, the size of pay is money related, the main viewpoint which can be estimated in absolutely objective (financial) terms. Budgetary remuneration can be either immediate, as in the week after week pay bundle, or aberrant, through different incidental advantages, for example, the private utilization of an organization vehicle.

Pay plans must be intended to give the ideal harmony among expenses and results with the goal that the organization isn't squandering cash. At long last, the arrangement must be anything but difficult to oversee and easy to alter in case of evolving conditions (Dalrymple, 1982).

**H1:** Reimbursement packages meaningfully affect employees' motivation and employee productivity.

### **3.1.2 Job Structure and Working Place**

At the point when individuals look for some kind of employment satisfying and significant, they are bound to 70 percent extra exertions in an association (Eby et al., 1999). Past examinations recommend that well-planned occupations lead to more noteworthy inner employee's motivation, work contribution, and hierarchical duty (Hackman and Oldham, 1980; Hochwarter et al., 1999). More elevated levels of work commitment may prompt enthusiasm for increasingly critical authoritative jobs, for example, the executives or administration (Blau, 1985; Mael et al., 2001; Mauno et al., 2007).

**H2:** Job structure and working place positively related to employees' motivation and their productivity.

### **3.1.3 Competent Supervision**

To advancement and direct work while working is a fundamental piece of any organization considering the way that both it can realize expansions of undertaking time and cost, and the nature of area is controlled through examination of the work wrapped up by the pack.

Aynur Kazaz et al. (2008) also has identified that supervisors' communication with work has incomparable significance also. Workers feel humiliated and squeezed with the presence of tight reviews. Various levels of field supervision lessen generally speaking group proficiency. To control laborers occasionally by making them mindful of the presence of investigators as opposed to stand by near them without leaving is the greatest technique for supervision, as was determined by 30.49 % of the respondents.

**H3:** Performance management system affects employee's motivation and employee productivity.

### 3.1.4 Training and Development

Training has differing manners by which it tends to be characterized. It is named as "*a sorted-out advancement of the abilities, information and conduct required by workers to do adequately on affirmed task*" as characterized by Shaheen, Naqvi & Khan (2013) or "essentially discovering that is given so as to improve execution on the present place of employment" as characterized by Amin et al (2013). Elnaga and Imran (2013), additionally characterize preparing as "*programs that offer specialists with new data, abilities, or expert advancement openings*". Preparing can take a few structures, hands on preparing or off-the-work preparing; inside the hierarchical setting or outside the association. Aside from the perception, preparing achieves getting creative information to help handle future and current circumstances. All through the world, preparing and improvement has experienced some progression. The recorded part of preparing and improvement shows how it has advanced.

Saeed and Asghar (2012) found that training alludes to exceptional abilities, limits and data that are required to play out a specific movement well. After the planning, execution when evaluated shows that readiness helps in proper use of advantages; that further makes agents achieve various leveled similarly as near and dear goals. Right when employees are being equipped, they get their capacities improved and made; development in their capacities will lead them to redesign their productivity and their gathering execution thusly they will complete their assignments on time and consequently their capability will increase as well.

Le Gault (1997) it is seen that getting ready improves the satisfaction level of the laborers and prizes them with forceful edge over various delegates and changes them into significant specialists. Getting ready also manufactures work data and aptitudes. It is like manner develops the psyche on as a rule character of the worker.

**H4:** Training and development system affect employee's' motivation and their productivity.

## 4. Results and Discussions

### 4.1 Demographic Profile

Individual data of the respondents was gathered, and recurrence examination was completed, and results are given underneath.

Table 1 presents the outline of the individual makings on the members in this review. As we can see from the outcomes, 90.5% of the members were male while 9.5% of them were female.

**Table 1:** Gender

	Frequency	Percent
Male	306	90.5
Female	32	9.5
Total	338	100.0

Table 2, most of the employees working in this part which are their age 31 to 40 years that is 56.8%, employees are having the age of 41 to 50 which are 27.5%, age under 30 years are 12.7% and over 51 years are 2.7%.

**Table 2: Age**

	Frequency	Percent
Less than 30 years	43	12.7
31-40 years	193	56.5
41-50 years	93	27.5
More than 51 years	9	2.7
Total	338	99.4

Table 3, most of the employees working in this area of their education master's certificate 77.5%, graduation 17.5%, higher secondary education 2.1%, secondary education 1.2%, under optional education 1.2% and PhD .6%

**Table 3: Education**

	Frequency	Percent
Under Secondary education	4	1.2
Secondary education	4	1.2
Higher Secondary education	7	2.1
Graduation	59	17.5
Master's degree	262	77.5
PhD	2	.6
Total	338	100.0

## 4.2 Hypothesis Test

A statistical hypothesis test is an implication procedure where two statistics sets are commonly compared. Here two data are showing the statistical relationship. As appeared on Table 4 show the explored aftereffects of the four hypotheses. All worth is under 0.05, which implies the hypothesis are acknowledged.

**Table 4: Summary of the Main Findings of the Study**

H(x)	Hypothesis	Finding
H1	Reimbursement packages meaningfully affect employees' motivation and employee productivity	Accepted
H2	Job structure and working place positively related to employees' motivation and their productivity	Accepted
H3	Performance management system affects employee's motivation and employee productivity.	Accepted
H4	H4. Training and development system affect employee's' motivation and their productivity	Accepted

## 5. Conclusion

The reason for this examination try was to distinguish basic elements impacting employees' motivations and productivity in like manner in a satellite TV stations in Bangladesh. The investigation plainly demonstrates that the compensation bundle, work planning, extraordinary oversight, and work environment have all the reserves of being among the most fundamental factors that impact employees' inspiration and productivity in like way in a satellite TV stations in Bangladesh. Furthermore, persuaded employees works more than demotivated one. Motivation at work is a mind-boggling subject and is affected by numerous basic elements. A significant determinant of conduct is the specific circumstance of the individual from staff. Inspiration shifts after some time and as indicated by conditions, for instance, at various phases of the family life cycle. Specifically, the issue of inspiration is frequently generally intense for individuals at a mid-profession position and particularly for those staff who discover open doors for further headway or advancement blocked. In view of the exploration discoveries and the above ends, a few suggestions can be advanced for TV stations in Bangladesh and incomparable goals. The capacities, aptitudes, information, and occurrence of focus and ranking directors are basic aspects in competing Satellite stations employee inspiration and furthermore in improving their efficiency and administration quality. In Bangladesh, there are many private tv channels are operating but here is very lacking professionalism. That is why those mentioned factors are not being implemented genuinely. Considering the country size, number of tv channel is very high. For this cost behind, revenue is not sufficient to provide service perfectly. In conclusion it can be said that for this insufficient revenue, employees are not motivated economically.

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