



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

MASTER OF SCIENCE IN SERVICE MANAGEMENT

MSM 6600 - THESIS

**The Impact of Organizational Factors on Employee Motivation
in After Sales Service Organization**

THIS THESIS IS SUBMITTED AS A PARTIAL FULFILMENT OF THE

MASTER OF SCIENCE IN SERVICE MANAGEMENT

IN THE

INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University of Colombo

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REGISTRATION NO: IHRA/MScSM/E/07/32

INDEX NO: MSM/E/550

DATE OF SUBMISSION: 30.11.2023

ABSTRACT

This research explores the intricate relationship between organizational factors and employee motivation within the context of after-sales service organizations, with a specific focus on ABC (Pvt) Ltd, a prominent market leader in industrial engines and power generators. The study involved 60 technicians from the service department, who provided responses to a 5-point Likert scale questionnaire. The research aimed to investigate the influence of various organizational factors on employee motivation, using SPSS version 22.0 for data analysis.

Convenience sampling was employed as the sampling technique to gather responses from the participants. The study focused on six key organizational factors as independent variables: facilities and working environment, salaries and wages, training, promotion, job enrichment and job security, and appreciation, rewarding, and recognition. The dependent variable was identified as employee motivation.

The study employed Cronbach's alpha to assess the internal consistency of the questionnaire, ensuring the reliability of the data collected. Additionally, the moderating role of experience in the relationship between organizational factors and employee motivation was examined.

The findings of this research contribute valuable insights into the specific organizational factors that significantly impact employee motivation within the after-sales service sector. Practical implications of the study may assist organizations, particularly in the industrial and power generation sectors, in enhancing their strategies for fostering a motivated workforce, ultimately contributing to improved employee performance and organizational success.

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