The Relation between Motivation, Job Satisfaction and Task Performance: Kovach’s Ten Factor Model

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Abstract

Employees do not have much motivation to work in the hospitality industry. Understanding hotel employees’ motivations has become a useful area of research in the industry. The first aim of the study is to define what the motivational factor that is most important to hotel employees. The second aim is to find out the relation between motivational factors, job satisfaction and task performance. The result based on the data from 161 respondents. Using Kovach’s model, this study found that the most important ranked motivational factor is “good wages”. “interesting work” and “feeling of being in on things” are related with job satisfaction. “Tactful discipline”, “job security”, “feeling of being in on things”, “opportunities for advancement and development”, “personal loyalty to employees” and “appreciation for accomplishments” are related with task performance.