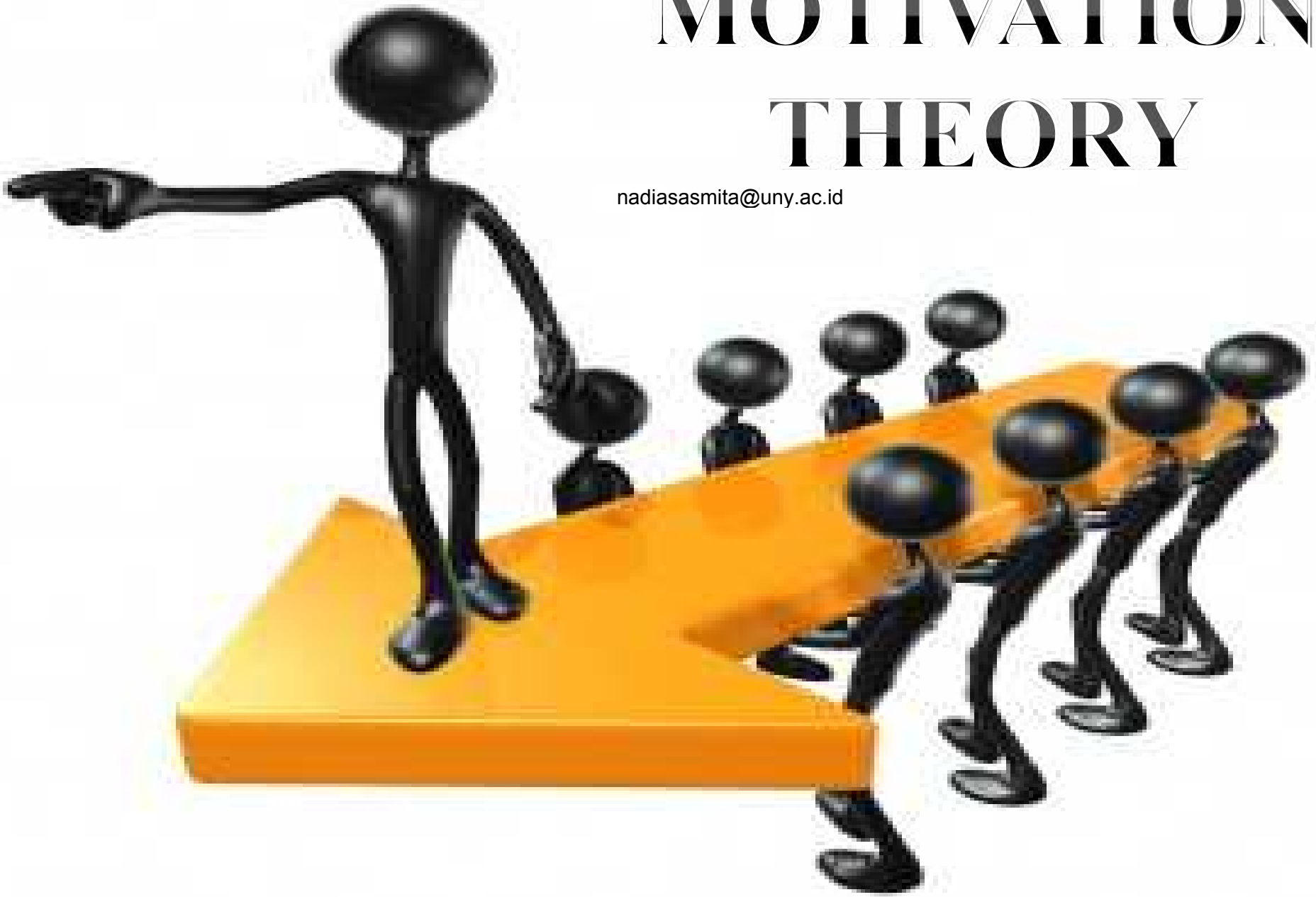


MOTIVATION THEORY

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What is Motivation?

- ◎ **Motivation refers to the process by which a person's efforts are energized directed and sustained towards attaining a goal.**
- ◎ **Three key elements**
 - I. **Energy**
 - II. **Direction**
 - III. **Persistence**

Energy:

- ◎ **The energy element is a measure of intensity or drive. A motivated person puts forth effort and works hard however the quality of effort must also be considered.**

Direction:

- ◎ **High levels of effort do not necessarily need to favor job performance unless the effort is channeled in a direction that benefits the organization.**

Persistence:

- ◎ **Effort that is directed toward and consistent with organization goals is the kind of effort we want from employees.**

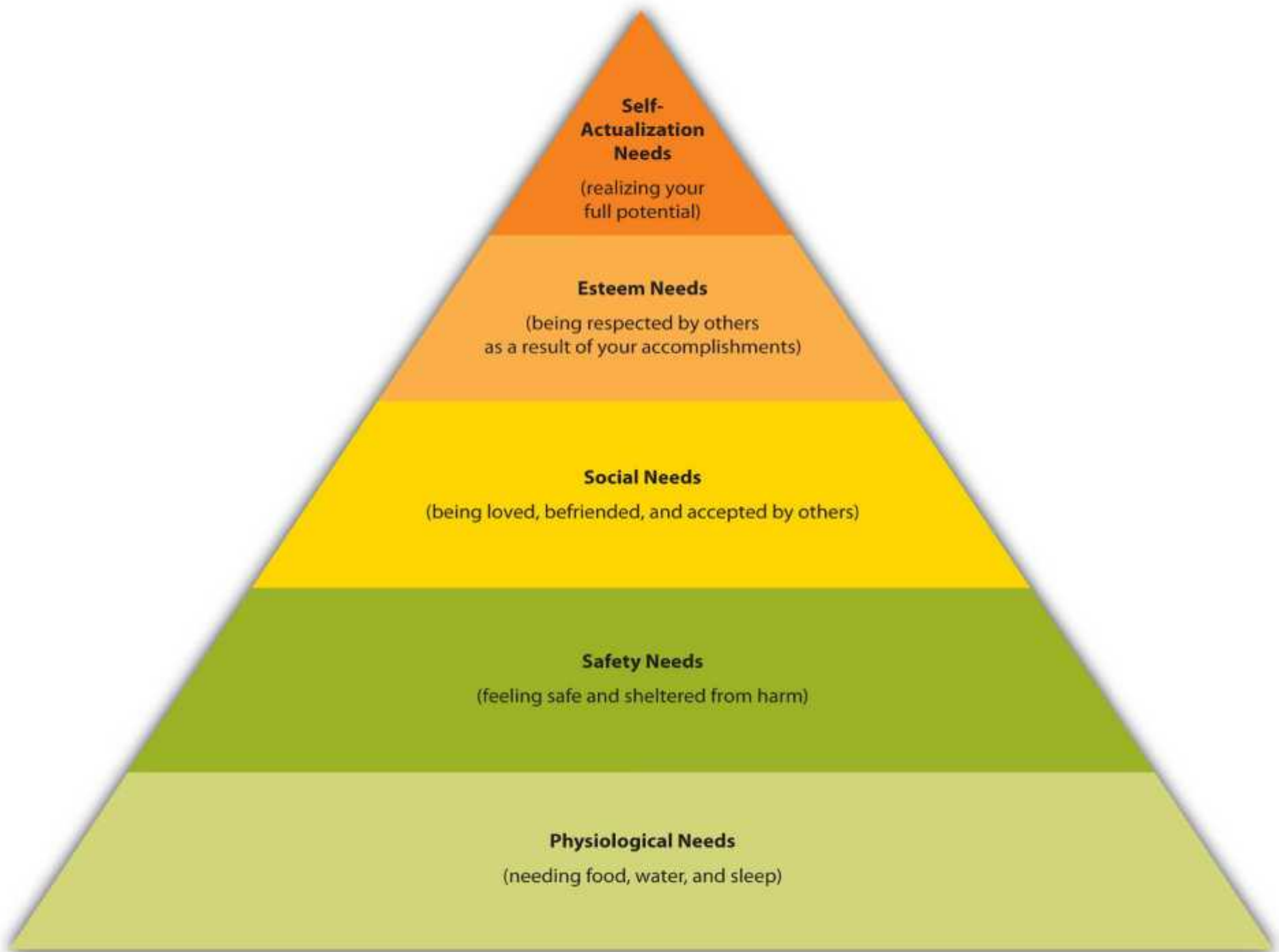
Finally motivation includes a persistence dimension. We want employees to persist in putting forth effort to achieve those goals.

THEORIES OF MOTIVATION

- ◎ **Maslow's Hierarchy Of Needs Theory**
- ◎ **McGregor's Theory X and Theory Y**
- ◎ **Herzberg's Two-Fact Theory**
- ◎ **McClelland's Three-Needs Theory**

Maslow's Hierarchy Of Needs Theory

- **Maslow Argues that each levels in needs hierarchy must be substantially satisfied before the next need becomes dominant.**
- **An individual moves up the needs hierarchy from one level to the next.**
- **He considered psychological and safety needs(lower order needs)**
- **He considered social, esteem, self actualization needs (higher order needs)**
- **Lower order needs are predominantly satisfied externally**
- **Higher order needs are satisfied internally**



McGregor's Theory X and Theory Y

- ◎ Douglas McGregor is best known about two assumption of human nature. Theory X and Theory Y
- ◎ Theory X is a negative view of people
- ◎ Theory Y is a positive view of people
- ◎ Theory Y assumption should guide management practice and proposed that participation and decision making responsible and challenging jobs and good group relations would maximize employee motivation.

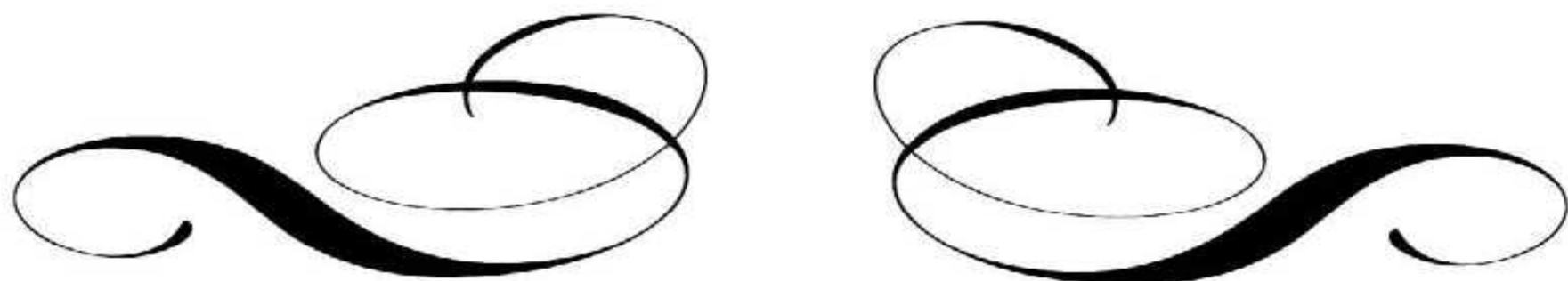
Herzberg's Two-Fact Theory

- ◎ **Also Called motivation hygiene theory**
- ◎ **Have two factors**
 - i. **Intrinsic factors: job satisfaction**
 - ii. **Extrinsic factors: job dissatisfaction**

Motivator	Hygiene
Achievement	Salary
Recognition	Potential for growth
The work itself	Interpersonal relations
Responsibility	Status and working conditions
Advancements	Technical supervision
	Company policy and administration
	Job security

McClelland's Three-Needs Theory

- ◎ **David McClelland and his associates proposed the three needs theory which says there are three acquired(not innate{not in born}) needs that are major motivators in work**
- ◎ **Three needs are:**
 - i. **Need for achievement**
 - ii. **Need for power**
 - iii. **Need for Affiliation**



Thank You

