



**EMPLOYEE MOTIVATION AND FINANCIAL PERFORMANCE OF HOSPITALITY
INDUSTRIES IN UGANDA, A CASE OF SERENA HOTEL KAMPALA**

**BY
NAMUSOKE VENA
BU/UG/2020/2449**

**A RESEARCH PROPOSAL SUBMITTED TO THE FACULTY OF MANAGEMENT
SCIENCES, DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF AWARD
OF A BACHELORS DEGREE OF TOURISM AND TRAVEL
MANAGEMENT OF BUSITEMA
UNIVERSITY
JANUARY-2024**

DECLARATION

APPROVAL

This research report by **NAMUSOKE VENA** on is submitted under my supervision and approval of my supervisor.

Signature.....*Adongo*

Date: *30th / 09 / 2024*

MRS. ADONGO GORETTE
University Supervisor

DEDICATION

I warmly dedicate this report to my beloved parents Onya David and Mrs. Nyangoma Sayuni and all my classmates for their support and encouragement during my course.

I would like to extend my sincere gratitude to Mr. Jowali Wampande his exceptional support and the encouragement he rendered freely to me.

ACKNOWLEDGEMENTS

First and foremost, I would like to thank the almighty God for giving me good health and for His help in all walks of my life. I am greatly thankful to my supervisor Mr. Onya David whose knowledge, encouragement and support enabled me to develop this research report may God bless you abundantly.

I extend special thanks to my family and friends, Nakku Shadia and Mrs. Alowo Rose Mercy all my brothers and sisters who helped me in providing constructive ideas, moral and financial support during the compilation of this research proposal.

I'm highly indebted to all the staff of Busitema University Faculty of Management Sciences who encouraged me to step forward and successfully continue with academic career.

Lastly, I would like to extend my sincere gratitude to Mrs. Adongo Gorrette for her exceptional support and the encouragement she rendered to me freely to finalize my Research Report.

Contents

DECLARATION.....	i
APPROVAL.....	ii
DEDICATION	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	viii
LIST OF FIGURES.....	ix
CHAPTER ONE:	1
INTRODUCTION.....	1
1.0 Introduction.....	1
1.1 Background of study.....	1
1.2 Statement of the Problem	3
1.3 Purpose of the study.....	3
1.4 Research objectives	4
1.5 Research questions	4
1.6.0 Scope of the Study.....	4
1.6.1 Content Scope	4
1.6.2 Geographical Scope	4
1.6.3 Time Scope.....	5
1.7 Significance of the Study	5
1.8 Conceptual Framework.....	5
1.8.1 Explanation of the conceptual frame – work	6
1.9 Definition of key terms	6
CHAPTER TWO.....	7
LITERATURE REVIEW.....	7
2.0 Introduction	7
2.1 Theoretical review.....	7
2.1.1 Herzberg Two-Factor Theory.....	7
2.1.2 Self-Determination Theory	7
2.2 Intrinsic motivation and financial performance	8
2.3.....	Affilia
tion motivation and financial performance.....	8
2.4 Power Motivation and financial performance	9
2.5. Summary of the literature reviewed	9

CHAPTER THREE:	10
RESEARCH METHODOLOGY	10
3.0 Introduction	10
3.1 Research Design	10
3.2 Study Population	10
3.3 Sample Size	10
3.4 Sampling method	11
3.5 Type of data	11
3.5.1 Primary data	11
3.5.2 Secondary data	11
3.6 Data Collection methods	12
3.7 Data Analysis plan	12
3.8 Reliability and Validity	12
3.9 Ethical Considerations	13
CHAPTER FOUR:	14
DATA ANALYSIS AND PRESENTATION OF FINDINGS	14
4.0 Introduction	14
4.1 Response Rate	14
4.2 Demographic Information	14
4.2.1 Gender of Respondents	14
4.2.2 Age bracket	15
4.2.3 Years served in the organization	16
4.2.4 Education background	16
4.2.5 Departments of the Respondents	17
4.3.1 Descriptive findings of intrinsic motivation on financial performance in hotel industry.	18
4.4.1 Descriptive findings of affiliation motivation on financial performance in a hotel industry.	20
4.3.1 Descriptive findings of the role of power motivation on financial performance of hotel industry.	21
4.5.2 Regression analysis	24
4.5.3 Regression analysis of affiliation motivation on financial performance	24
4.5.3 Regression analysis of power motivation on financial performance	25
CHAPTER FIVE:	27
INTERPRETATION OF FINDINGS, SUMMARY, CONCLUSION AND RECOMMENDATIONS	27
5.0 Introduction	27
5.1.1 To find out the role of intrinsic motivation on financial performance	27

5.1.2 To find out the role of Affiliation motivation and financial performance.....	27
5.1.3 To find out the role of power motivation on financial performance in hospitality industries..	28
5.2 Summary of the Findings.....	28
5.2 Recommendations.....	30
5.2.1 Policy recommendations.....	30
5.2.2 Recommendations for further studies.....	31
REFERENCES.....	32
APPENDICES.....	33
Appendix 1: Questionnaire.....	33

ABSTRACT

This study examined the effect of employee motivation on financial performance of the hospitality industry. The study utilized a cross-sectional research design and quantitative approach. Data was collected from 60 as a target population with accessible unit of inquiry being 52 respondents consisting of cooks, managing directors, accountant, human resource, food and beverage, guests, receptionists, trainees and cleaners. Data was collected using a closed ended questionnaire and statistical package for social sciences was used for analyzing data from which frequency tables, descriptive statistics, reliability, validity, correlation and regression results were obtained. From the research the study findings revealed that having employee motivation increases on the customer satisfaction. The more the customers satisfaction the more the customers increase and hence more revenue is generated.

LIST OF FIGURES

Figure 1	Figure 1.1: A Conceptual Framework showing the impact between employee motivations on financial performance	5
-----------------	--	----------

CHAPTER ONE: INTRODUCTION

1.0 Introduction

This chapter comprises of the background of the study, statement of the problem, general objective of study, specific objectives of study, research questions, scope of the study, general terms and significance of the study and the conceptual framework.

1.1 Background of study

Hospitality industry is a billion dollars industry, which includes many activities, from which the main is hotel business, tourism services, event planning and transportation. This industry is a quick growing industry, where main factors are service quality and quest satisfaction through motivation of employees (Abdullah & Othman, 2019). Hotels are one of the most important components when it comes to tourist lodging sectors. The motivated and committed employee offer more interest and effort, ensuring customer satisfaction and retention (Othman et al. 2019).

Therefore, Employee motivation has been defined by means of preceding research in diverse fields and a lot of them supply distinct definitions. However, some of these definitions have similarities. From the view of economics, psychology, and human sources, motivations talk over with motives or factors that inspire or encourage people to behave in a selected manner (Ann & Blum, 2020). In addition, motivation also refers to the inherent and exogenous elements that influence an individual to act in certain ways or to take certain actions (Du Plessis et al., 2015).

And Post & Bryon (2018) describes financial performance as the act of performing financial activities. Broadly, finance performance is the degree with which financial objectives are achieved. To some, it is a process of measuring results of a company's policies and operation based on monetary terms (Walker & Wan, 2019).

Many steps and intervention have been taken worldwide to boost financial performance of hospitality industries in the different parts like providing ensuring good accounting systems, monitoring and evaluation, supports from external sources and many others but still problems persists hence encouraging the researcher to conduct a study of employee motivation on the financial performance of hospitality in Uganda by using Serena Hotel in Kampala as a case study as a result, Hotels are business aimed at establishing themselves and their success in measure with regard to financial performance (Waweru, 2018).

REFERENCES

- (Sartono. (2001). *The Effect of Changes in Return on Assets , Return on Equity , and Economic Value Added to the Stock Price Changes and Its Impact on Earnings Per Share*. 6(6), 80–90.
- Adegboyegun, A. E., & Igbekoyi, O. E. (2022). *Board Diversity and Financial Performance of Listed Manufacturing Firms in Nigeria*. 6663, 50–60.
<https://doi.org/10.36348/sjbms.2022.v07i02.001>
- Kimiru, V. W. (2012). Motivation and satisfaction as functions of perceptions of reward: a case study of employees of Kenya revenue authority (Doctoral dissertation).
- Ssekakubo, J., Bwire M. C, Lwanga, F. & Ndiwalana, G. (2014). Employee Motivation, Job Satisfaction and Organizational Performance in Uganda’s Oil Sub-sector. *Global Advanced Research Journal of Management and Business Studies*, 3(7), 315324
- Ajaz, A. M., & Sumaya, I. (2018). Employee motivation in insurance sector: A comparative study. *International Journal of Academic Research and Development*. 3(1): 700-704.
- Obikeze, C. O. (2016). Effects of motivation on salesforce performance in Guinness Nigeria plc and mobile telecommunication network in South-East, Nigeria (Doctoral dissertation).