

The Impact of Motivation on Job Satisfaction in Cake and Sweets Manufacturing Sector.

Apply to Coffee Makers Institution at Jeddah / KSA

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Graduation Project – 1

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1. Chapter One: Introduction

1.1. Research Background

The work environment in the Cake and Sweets sector is characterized by a highly dynamic and competitive nature (Al-Kahtani, 2020). This sector is characterized by direct interaction with customers, which gives the work environment a demanding and lively character. This sector requires its workers to have high technical skills, the ability to deal with work pressures, and a commitment to quality and excellence in production (Smith et al., 2012). These characteristics greatly affect job satisfaction among workers in this vital sector.

Job satisfaction is one of the critical factors in achieving success and stability for any organization, including the Cake and Sweets sector in Saudi Arabia, as this sector contributes greatly to revitalizing the local economy and creating new job opportunities. It is witnessing rapid growth due to the increasing demand for food products and sweets. Material and moral incentives are considered one of the main means adopted by organizations to improve the satisfaction of their employees and enhance their performance. The prosperity of this sector is closely associated with the satisfaction of its employees, as employee satisfaction contributes to improving productivity, creativity, and innovation, thus ultimately achieving the organization's goals and success.

The concept of job satisfaction is central to many aspects of organizational management (Henne & Locke, 1985). “The most-used definition of job satisfaction in organizational research is that of Locke (1976), who described job satisfaction as “a pleasurable or positive emotional state resulting from the appraisal of one’s job or job experiences”” (Eid & Larsen, 2008, p. 394, cited in Locke, 1976, p. 1304).

According to Tietjen & Myers (1998), fostering satisfaction within employees is an essential task for management. Satisfaction creates trust and loyalty among employees thus improving the quality and success of the organization.

Cherrington (1995) stated that job satisfaction refers to how much an employee likes his job. In contrast, motivation is the driving force that exists in a person to do something. According to Robbins & Judge (2011), motivation is a process that describes the strength, direction and persistence of a person in an attempt to achieve their goals. Thus, motivation is a process that explains the intensity, direction, and persistence of effort to achieve a goal. Furthermore, Uno (2007) defines motivation as encouragement contained in a person to try to establish behavioral changes that better meet their needs. Motivation can be described as the force that drives a person or employee, to meet their needs.

According to Talukder et al, (2014), in workplaces with insufficient conditions employee motivation levels decrease and such a situation affects employee job satisfaction negatively. Especially in the Cake and Sweets sector, which is characterized by constant change, employees face a set of challenges that affect their level of job satisfaction, it requires a high level of productivity and quality, as well as the repetitive nature of work, not to mention long working hours, especially during the holiday season and events.

Despite the large number of studies that have addressed the topic of motivation and job satisfaction, there is a lack of research focusing on the effect of motivation on job satisfaction in the Cake and Sweets industry sector. Therefore, there is an urgent need to develop strategies and programs that reduce the impact of high stress by providing financial and moral rewards, training opportunities for professional

development, and creatively changing routine tasks. Motivation plays an important role in overcoming such challenges and thus improving job satisfaction.

This research aims to explore the impact of motivation on job satisfaction in a Coffee Makers Institution in Jeddah, by analyzing the data collected from workers in this institution and identifying solutions and strategies that ultimately lead to success for the institution.

1.2. Research Problem

The work environment in the Cake and Sweets sector is characterized by a highly dynamic and competitive nature (Al-Kahtani, 2020). The cake and sweets industry suffers from low levels of job satisfaction among employees, which negatively affects the performance of organizations and the attraction and retention of employees. Low job satisfaction is linked to the ineffectiveness of current motivation programs and a lack of understanding of the relationship between motivation and job satisfaction in this sector.

1.2.1. Theoretical Gaps

Existing studies lack a precise understanding of how different types of motivation influence different aspects of job satisfaction among employees in this sector. The study will analyze the mechanisms and factors affecting the motivation process in this sector, and how these factors are related to the levels of job satisfaction among employees. The study will also explore theoretical models that link motivation to job satisfaction in the Cake and Sweets industry context.

1.2.2. Practical Gaps

Some studies indicate that employees in this sector suffer from lower levels of job satisfaction compared to employees in other sectors. Therefore, the study will evaluate the motivation practices currently applied in the Coffee Makers Institution and analyze the extent of their impact on the levels of job satisfaction among employees. Data will be collected by employees, in addition to questionnaires addressed to all team members. These tools will help reveal the factors affecting the motivation process and its relationship to job satisfaction in this institution. The study will provide practical recommendations to improve motivation practices to enhance job satisfaction, increase productivity, and retain talented employees.

So according to the above, **the main question is:**

“How does the impact of motivation on job satisfaction in the Cake and Sweets Manufacturing Sector?”

1.3. Research Significance

This sector is considered one of the important sectors in Saudi Arabia and contributes significantly to the local economy. It is characterized by direct interaction with customers, which gives the work environment a demanding and lively character. Therefore, this research can help improve the work environment in the cake and sweets industry sector by identifying the factors that contribute to increasing and improving job satisfaction, which can lead increasing the organization's profits in this sector. This research can make theoretical and practical contributions by identifying factors that influence employee satisfaction and this can help improve management practices in companies in this sector.

1.3.1. At the theoretical level

This research can help expand the scope of motivation theory by identifying factors that influence job satisfaction in the cake and sweets industry. This also helps develop a better understanding of how employees in different sectors are motivated. This research can provide a new theoretical model to motivate employees in the cake and sweets industry sector, thus this will help improve management practices in companies in this sector.

1.3.2. At the practical level

This research can help develop new motivational programs for employees thus improving job satisfaction and increasing productivity, improving management practices in companies operating in the Cake and Sweets industry. In addition, this research can help improve understanding of the factors that influence job satisfaction in the Arab work culture, especially in Jeddah. This could help develop more effective motivational programs for employees in the Arab world.

Overall, this research is important because it can help improve the work environment in the cake and sweets industry, increase productivity, and make theoretical and practical contributions in this field.

1.4. Research Questions

The current research aims to answer the main question which states, “How does the impact of motivation on job satisfaction in the Cake and Sweets Manufacturing Sector?”

To answer this question, the following sub-questions must be answered first:

- What is the relationship between material motivation on job satisfaction?
- How does moral motivation influence job satisfaction?
- How does social motivation affect job satisfaction?

1.5. Research Objectives

To examine the relationship between motivation and job satisfaction in the Cake and Sweets sector.

To investigate the link between material motivation and job satisfaction.

To assess the impact of moral motivations on job satisfaction.

To explore the relationship between social motivation and job satisfaction.

1.6. Research Hypotheses

1.6.1. Main hypothesis

H₁: There is a statistically significant positive relationship between motivation and job satisfaction in the Cake and Sweets industry.

1.6.2. Sup hypothesis

H_a: There is a statistically significant positive relationship between material motivation as one of the motivation dimensions and job satisfaction.

H_b: There is a statistically significant positive relationship between moral motivation as one of the motivation dimensions and job satisfaction.

H_c: There is a statistically significant positive relationship between social motivation as one of the motivation dimensions and job satisfaction.

1.7. Research Model

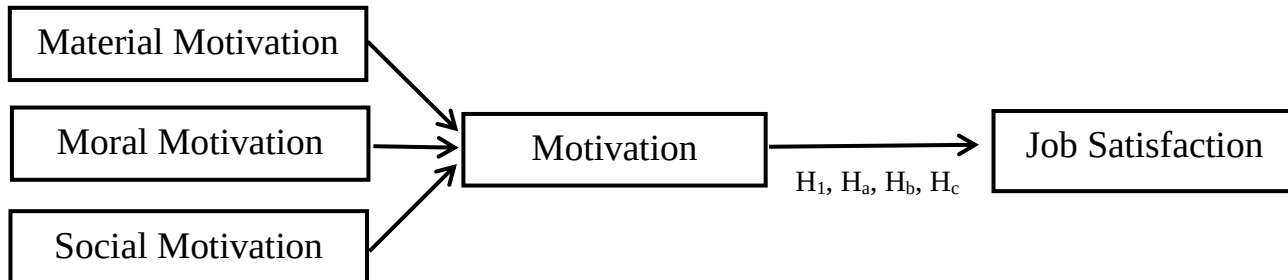


Figure 1: The proposal research Model. Source: Researcher

1.8. Scope of Study

Coffee Makers is a Saudi institution specializing in roasting and selling coffee at retail and wholesale levels. Founded in 2015, it currently operates four branches in Jeddah. Coffee Makers is distinguished by offering high-quality coffee from various sources around the world, along with variety of products such as cakes and sweets. This research seeks to understand the factors influencing employee motivation and job satisfaction within the institution. By identifying these factors, Coffee Makers can develop effective motivation programs to enhance employee performance, productivity, and loyalty while reducing turnover.

This research will contribute to expanding scientific knowledge about the impact of motivation on job satisfaction, ultimately aiding the institution in gaining a competitive advantage.

This research aims to provide actionable insights for improving employee motivation and job satisfaction, enhancing performance, increased loyalty, and a stronger market position for Coffee Makers.

1.9. Research Methodology

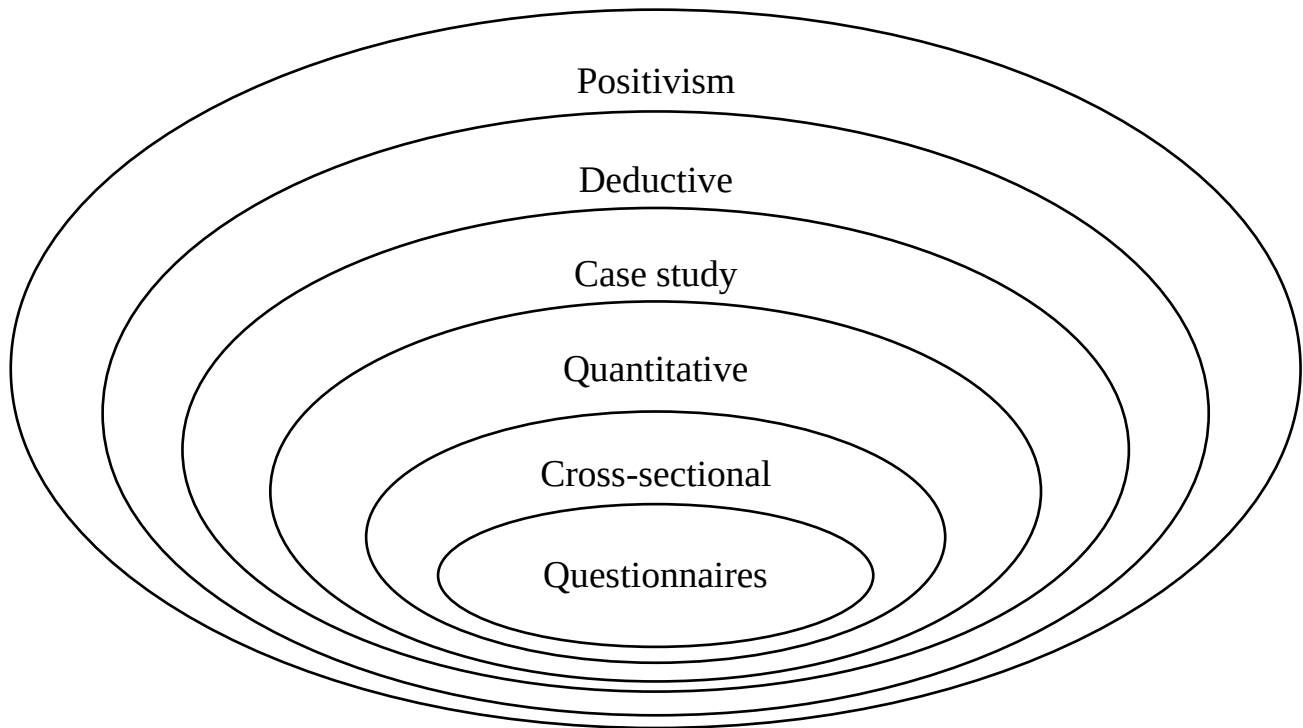


Figure 2: The proposal research Methodology. Source: Researcher

- Research philosophy: Positivism
- Research approach: Deductive
- Research strategy: Case study
- Research choice: Quantitative
- Time horizon: Cross-sectional
- Data collection and analysis techniques: Questionnaires

1.10. The Suggested Project Structure

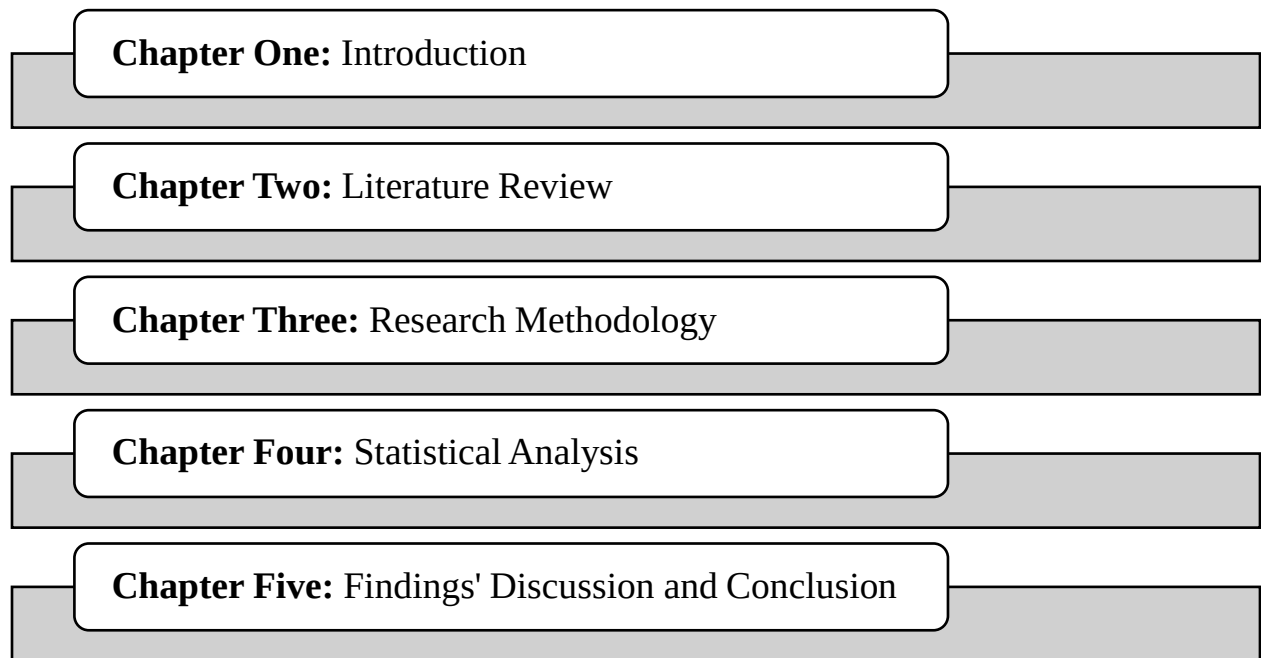


Figure 3: The Suggested Project Structure. Source: Researcher

2. Chapter Two: Literature Review

- 2.1. Introduction**
- 2.2. Motivation**
- 2.3. Job Satisfaction**
- 2.4. The relationship between Motivation and Job Satisfaction**
- 2.5. Conclusion**

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3 Appendices