



The Impact of Instinct Motivation on Job Satisfaction: Analytical Study

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ABSTRACT

The purpose of this research is to investigate the impact of instinct motivation on job satisfaction in private banks in Erbil. A quantitative research method via a questionnaire was applied to measure the current study. The researcher selected 18 private banks in Erbil city, however each bank had approximately 35 employees therefore the target researcher population was 630 employees. Researchers sent out 125 surveys but only received 112 back, of which only 98 were really filled out. The study used SPSS to analyze and measure the developed research hypothesis which stated that instinct motivation has a significant influence on job satisfaction. The findings revealed that there is a positive and significant influence of instinct on job satisfaction. The study recommended for the future study to obtain larger sample size to measure similar studies.

1. Introduction

Motivating employees is about understanding what makes each person want to give their all at work. An organization's bottom line can benefit from a motivated workforce since its workers will be more productive, enthusiastic, and dedicated to their jobs. There are several theories and methods for analyzing and boosting worker motivation, and the elements that inspire one individual may be very different from those that motivate another (Zhang, 2020). Considerable variation in motivation



levels across employees can be attributed to common causes such as: People are more likely to feel motivated when they have some degree of autonomy over their task and the methods, they use to do it. As a powerful motivator, a sense of purpose or meaning in one's job is invaluable (Gheitani et al., 2018).

Motivation can be increased by being acknowledged for one's efforts. Possibilities for personal and professional development can serve as a powerful motivator. People are more motivated to work hard if they believe they are getting a good deal for their efforts in the form of a salary that is competitive with the market and other advantages. Setting clear objectives and expectations, giving chances for growth and development, recognizing and rewarding outstanding performance, and establishing a happy and supportive work environment are all ways in which managers and organizations may motivate their staff (Tepayakul and Rinthaisong,2018). What inspires and drives people to work hard toward their goals is what we call "motivation" in the workplace. In general, a company's bottom line might benefit from having motivated workers who are more productive, enthusiastic, and dedicated to their jobs (Paais & Pattiruhu, 2020).

Employee motivation may be influenced by numerous things, such as the work environment, the possibility of progress, the availability of awards and recognition, and the appreciation of one's efforts. Managers and employers can encourage their staff in the following ways: Having clearly defined objectives and standards might help encourage workers. Employees will be more on board with the company's objectives and their own responsibilities if clear goals and expectations are established (Sudiardhita et al., 2018). Employees are more likely to be engaged if they are given opportunities to gain new skills and advance in their current positions. Giving workers access to training, coaching, and other forms of professional development might make them feel like they're progressing in their professions. Motivate your staff by publicly acknowledging and appreciating their efforts. Praise, bonuses, and other types of acknowledgements fall under this category (De Sousa et al., 2018).

Create a welcoming workplace that encourages employees to feel like they belong. Methods that facilitate open dialogue, group decision-making, and a positive atmosphere all contribute to this goal. Give workers a say in how they conduct their



jobs and the way the company is run; doing so has been shown to boost morale. For example, staff members may be given the opportunity to provide input into decision-making or provide suggestions on how things may be improved. A person's level of motivation at work may be affected by both internal and external variables. Common examples of causes for inspiration are: A feeling of accomplishment or fulfillment from one's work It's possible that individuals will work harder if they believe that their efforts are contributing to a cause that's bigger than themselves (Shin et al., 2019). Employees may be more motivated to perform well if they are given the chance to develop personally and professionally through training and development programs, challenging assignments, and career advancement. Employees may be more driven to maintain excellent performance if they believe their efforts are respected and recognized by their superiors (Ashton, 2018). Good working conditions: Employees are more likely to go the extra mile if they feel they work in an open, friendly, and fair workplace where they can build great connections with their coworkers and the manager. Getting paid what one is worth is a powerful motivation, and people like being compensated fairly and competitively for their efforts. When leading a team, it's crucial for managers to have a firm grasp of the unique wants and needs of each member of the group (Breaugh et al., 2018).

1.1 Research Aim

The purpose of this study is to examine the influence of the instinct motivation and job satisfaction, as well as the ways in which innate drives like desire, need, and expectations can influence an individual's degree of job satisfaction. This analytical study's goals would be to (1) understand the relationship between instinctive motivation and job satisfaction and (2) identify strategies for addressing unfulfilled needs in the workplace. The primary objective of the study would be to understand the relationship between instinctive motivation and job satisfaction. This research has the potential to contribute to the establishment of more effective policies and practices in the workplace, which will ultimately lead to greater levels of job satisfaction and motivation for employees.

1.2 Research Importance

Satisfaction with one's employment is strongly influenced by one's instinctive motivation, which can be categorized as either basic instincts or basic requirements. Needs for sustenance, hydration, sleep, security, and companionship all fall under this category. If these needs are met at work, employees are more likely to be happy and engaged in their work. On the other hand, unmet primal wants have been linked to occupational stress and discontentment. Instinctive motivations have an effect on the workplace that must be acknowledged and addressed by employers if they are to foster a productive and satisfying work environment for their employees.

1.3 Research Problem

The challenge of maintaining a balance between the intrinsic drives or demands of employees and the aims and expectations of the workplace is what we mean when we talk about the impact that instinctive motivation has on job happiness. Instinctive motives, such as the urge for achievement, power, and affiliation, can have an impact on job satisfaction and employee engagement, but they may be in contradiction with the aims and policies of the business. This can result in discontent and decreased performance on the job, making it harder for employers to create a happy and productive work environment for their employees (Reaves and Cozzens, 2018).

1.4 Conceptual Framework

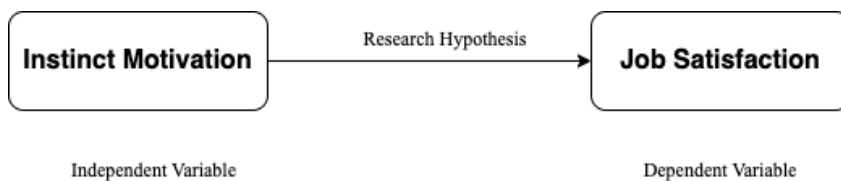


Figure 1: Conceptual Framework

1.4 Research Hypothesis

Based on the above developed conceptual framework, the study attempted to measure below research hypothesis:

Research Hypothesis: Instinct Motivation has a positive and significant influence on job satisfaction.

2. Literature Review

2.1 Intrinsic Motivation

The term "intrinsic motivation" describes the impetus to take action or make progress toward a goal for its own sake. Intrinsic motivation has several dimensions including; curiosity, involvement, and challenge, based on these dimensions the current study measures the intrinsic motivation to find the influence on customer satisfaction (Pujol-Cols and Lazzaro-Salazar, 2018). It's intrinsic to the person, having origins in their values, interests, and aspirations. In contrast to extrinsic motivation, which is fueled by things like grades, money, or acclaim, intrinsic motivation comes from within (Paais and Pattiruhu, 2020). People who are intrinsically motivated are those who get pleasure out of their work and who are less likely to need external rewards to keep at it, according to studies. People are more likely to be intrinsically motivated when they are given the freedom and resources to follow their interests and pursue success, and when their efforts and accomplishments are acknowledged and valued. Setting personal objectives, discovering meaning and purpose in one's job, and encouraging self-determination and self-direction are all tactics that may assist in boosting intrinsic motivation (Haryono & Sulisty, 2020).

The term "intrinsic motivation" describes the internal urge to do something on its own merits rather than in exchange for praise or praise from others. Financial results, customer happiness, staff dedication, and productivity are just a few of the methods to gauge its success. Intrinsic motivation has a significant impact on business outcomes. Employees are more likely to be engaged, creative, and productive when they feel a sense of intrinsic motivation. If employees feel appreciated, they are more willing to go above and beyond to ensure the organization's success. However, if workers aren't driven by anything inside, they may be less invested in their work and less productive overall. Therefore, organizations should work to increase individuals' intrinsic incentives to succeed. Here are a few possible approaches (Coccia, 2019): Providing employees with assignments that are both difficult and personally

meaningful has been shown to enhance their levels of intrinsic motivation. Self-determination is a key factor in boosting intrinsic motivation in the workplace. Giving workers more say over their task and how they get it done fosters a sense of ownership and responsibility. Employees' intrinsic motivation may be boosted and their productivity increased by providing them with opportunities to gain new skills and advance in their professions (Tepayakul & Rinthaisong, 2018).

Developing a supportive workplace culture that recognizes and appreciates people while also encouraging a healthy work-life balance has been shown to boost employees' levels of intrinsic motivation. It is crucial for firms to build a culture that encourages employees' intrinsic motivation since it has a direct impact on productivity (Mitchell et al., 2020). The term "intrinsic motivation" is used to describe a person's innate desire to do something rather than waiting for an external reward or incentive to motivate them. It's a drive that originates within and has to do with the person's own interests, ideals, or ambitions. Intrinsic motivation has been shown to play a significant role in the workplace (Kouni et al., 2018). An uptick in output, quality, and contentment in the workplace are all possible outcomes of cultivating employees' intrinsic motivation. As a result, this has the potential to improve the company's operations generally (Koo et al., 2020). Businesses may increase their employees' intrinsic motivation through a variety of methods, such as allowing for greater individual autonomy, emphasizing the importance of employees' contributions, and promoting internal possibilities for personal and professional development (Kocman and Weber, 2018). Companies may improve productivity and performance by providing an environment that fosters and rewards intrinsic motivation (Aizza et al., 2018).

2.2 Job Satisfaction

Satisfaction in one's employment may be defined as the degree to which one enjoys or dislikes their work. Employment satisfaction refers to an employee's sense of fulfillment in their position and can be affected by many aspects of their job, including their duties, their surroundings, their relationships with coworkers and superiors, and their compensation and benefit packages. Job happiness may be improved in several ways, such as by encouraging employees to take on new responsibilities, investing in



their professional and personal growth, and cultivating an upbeat and collaborative atmosphere at the office. Both employees and companies benefit from prioritizing job happiness because of the positive effects it may have on an individual's health and productivity (Garg et al., 2018).

The term "employee satisfaction" is used to describe how happy and fulfilled a company's workers are. It is an essential indicator of how successfully a business is satisfying the needs and expectations of its personnel. When workers are happy in their jobs, production rises, instinctive motivation drops, and morale is high. Satisfaction in the workplace may be influenced by a variety of things, such as: Employees value competitive pay and perks like health insurance, retirement plans, and paid time off, and they expect to have access to them (Kheir-Faddul and Dănăiață, 2019). Possibility for personal and professional development: Workers like being told there is room for advancement inside the company. Management that is approachable and helpful: Workers like bosses that are willing to chat and provide advice and suggestions. Balance between work and personal life is important to employees, and they want to feel that they have achieved this. Employees like to work in an upbeat, diverse, and courteous office setting (Shin et al., 2018).

Companies may increase job satisfaction by motivating and compensating their employees (Jensen and Bro, 2018). Managers should also make it a habit to check in with their staff on a regular basis to hear about how everyone is doing and to discuss any problems that may have arisen. Employee happiness at work has a significant impact on productivity in the workplace. Employees who report high levels of job satisfaction are less likely to leave their positions, work harder, and have better attendance records, according to studies. Since a steady and productive staff is more likely to be successful in reaching organizational goals, this can contribute to improved performance (Reaves & Cozzens, 2018).

To name just a few examples of potential contributors to job satisfaction: Employees who believe they are being adequately rewarded for their efforts are more likely to be content in their positions. Work that employees find both engaging and important increases the likelihood that they will be pleased with their employment situation. Job satisfaction may be boosted by providing a safe and comfortable workplace for

employees. Employees are more likely to be happy in their employment if they are given chances to learn and advance in their positions. Positive bonds with coworkers may help you feel like you belong at work, which in turn can increase your happiness on the job. When looking to boost employee morale and productivity, companies would do well to keep these considerations in mind (Al-Mansoori & Koç, 2019).

3. Research Methodology

The purpose of this research is to investigate the impact of instinct motivation on job satisfaction in banks in Erbil city. Study design requires a clear understanding of the study's central research topic or hypothesis. Careful consideration of the research issue and the study population should inform the selection of measurement techniques. Self-report instruments, behavioral observations, and more objective biochemical and physiological indicators may all be used for this purpose. Finally, the statistical analyses used in a study should be selected such that the hypothesis (as seen in figure 1) can be properly tested and the findings can be properly interpreted. It is also crucial to think about how to deal with problems in the analysis, such as missing data and confounding factors. All things considered, the design of a study is a vital part of the research process, and meticulous preparation is required to guarantee the study's validity and trustworthiness, as well as the correct interpretation of its results. All employees were given an equal chance of being included in the sample, which was drawn using a random sampling method. Private banks in Erbil were surveyed for the study. The researcher selected 18 private banks in Erbil city, however each bank had approximately 35 employees therefore the target researcher population was 630 employees. Researchers sent out 125 surveys but only received 112 back, of which only 98 were really filled out.

4. Results and Analysis

Table 1-Reliability Statistics

Variables	Cronbach's Alpha	N of questions
Instinct motivation	.757	11
Job satisfaction	.775	11

An investigation into the dependability of both components (instinctive motivation and job satisfaction). Cronbach's alpha for instinctive motivation items was found to be .757, which is greater than .6, which indicates that 11 questions for the instinctive motivation factor were reliable for this study. In addition, the Cronbach's alpha for job satisfaction items was found to be .775, which is greater than .6 according to the reliability tests. This indicates that the job satisfaction questions were reliable. This indicates that eleven questions pertaining to the work satisfaction component were credible for the purpose of this study.

Table 2-Correlations analysis

		Instinctive Motivation	Job Satisfaction
Instinctive Motivation	Pearson Correlation	1	.661**
	Sig. (2-Tailed)		.000
	N	98	98
Satisfaction	Pearson Correlation	.661**	1
	Sig. (2-Tailed)	.000	
	N	98	98

** . Correlation is significant at the 0.01 level (2-tailed).

The link between the instinctive motivation component acting as an independent element and the job satisfaction factor acting as a dependent factor is displayed in Table 2. The value of R for instinctive motivation was calculated to be .661, indicating that job satisfaction is not only strongly correlated with in instinctive motivation, but also has a strong relationship with it.

Table 3-Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.551 ^a	0.30	.0212	2.7753
a. Predictors: (Constant), instinctive motivation				

The value of the R-squared statistic indicates how well the model matches the available data. It is a number that ranges from 0 to 1, with higher values suggesting a better overall fit. The adjusted R-squared value is similar to the R-squared value, but

it takes into account both the size of the sample and the number of predictors in the model.

The F-statistic is a measure of how significant the model is in its entirety. It is determined by comparing the mean squared error (MSE) of the model being used to calculate it with the MSE of a baseline model (often the mean or median of the response variable). If the F-statistic has a high value, it means that the model in question is a big improvement over the one used as the baseline. The value of R squared is 0.30, which can be shown in Table 3, and this number implies that only 30% of the variables have been explained.

Table 4-ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	511.771	1	19.331	12.872	.000 ^b
	Residual	34.45	178	1.878		
	Total	546.221	179			

- a. Dependent Variable: Job satisfaction
- b. Predictors: (Constant), Instinctive motivation

Analysis of Variance, more often known as ANOVA, is a method of statistical analysis that determines whether or not there are statistically significant differences between the means of two or more groups (Haryono and Sulisty, 2020). In the context of experimental research, it is frequently utilized for the purpose of comparing the means of several treatment groups. The fact that the value of F for an independent factor and a dependent component is more than one, as shown in table (4), suggests that there is a statistically significant link between the independent factor and the dependent component.

Table 5-Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1		B	Std. Error	Beta		
	(Constant)	1.1228	0.989		1.554	.004



	Instinctive Motivation	.677	.039	.681	2.337	.000
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a. Dependent Variable: Instinctive motivation

The analysis of the coefficients for this study may be found in table (5). As can be seen in the table above, the instinctual motivation component had a positive and weak association with work satisfaction. This is shown by the value Beta for instinctive motivation, which was calculated to be .681 and was found to be more than .01.

Conclusion

High levels of work satisfaction have been linked to intrinsic motivation. Employees who are genuinely motivated are more invested in their jobs because they understand how important it is in their lives. Furthermore, they may improve their productivity and loyalty to the company.

There are a variety of strategies that may be implemented to encourage employees to be motivated by intrinsic factors. Managers may foster a positive work environment in a number of ways, such as by allowing workers more freedom and responsibility in their job, as well as by encouraging them to take on new challenges and rewarding them for meeting them. The intrinsic motivation of employees can also be helped by making the workplace a pleasant and encouraging place to be. To be sure, intrinsic motivation is simply one component in determining job happiness. Employees' attitudes toward their jobs may also be influenced by elements beyond their control, such as their salary, benefits, working conditions, and the nature of the work itself.

Recommendations

The study recommended below:

- In order to account for differences in intrinsic motivation and job satisfaction, it is best to use a bigger sample.
- When assessing job satisfaction, think about factors beyond financial compensation and perks like vacation time and flexible scheduling.
- Eliminating any potential confounding factors that may be influencing natural drive and satisfaction at work.

- Taking the cultural setting into account is important since it affects both intrinsic motivation and occupational satisfaction.
- To better understand the connection between instinctive motivation and job satisfaction, it would be helpful to supplement the study with qualitative data, such as interviews.

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پوخته:

مه به ست له م ليكۆلئينه وهيه، ليكۆلئينه وهيه له كاريگهري پالنهري غهريزه له سهر رهزامه ندى له كار له بانكه ئه هلييه كان له ههولير. شيوازيكي تويزينه وهى چه نديه تى له ريگه ي پرسيارنامه يه كه وه به كارهيئرا بو پيوانه كردنى تويزينه وه كه. تويزه ران 18 بانكى تايبه تيان له شارى ههولير هه لئاردا، له گه ل ئه وه شدا هه ر بانكيك نزيكه ي 35 كارمه ندى هه بوو بو به ژماره ي تويزه رى نامانج 630 كارمه ند بوو. تويزه ران 125 راپرسیيان نارد به لام ته نها 112 راپرسیيان وه رگرته وه، كه ته نها 98 راپرسیيان به راستى پرکراونه ته وه. تويزينه وه كه SPSS ي به كارهيئاوه بو شيكرده وه و پيوانه كردنى گریمانە ي تويزينه وه به ره پيئدراو كه رايگه ياندوو كه پالنه ركهانى غهريزه كاريگه ريبه كى به رچاوى له سهر رهزامه ندى له كاردا هه يه. دۆزينه وه كان ده ريانخستوو كه كاريگه ريبه كى ئه رينى و به رچاوى غهريزه له سهر رهزامه ندى له كاردا هه يه. تويزينه وه كه پيشنيارى كردوو بو تويزينه وه كانى داهاوو قه باره ي نمونه ي گه وره تر به ده سه ته پيئيريت بو پيوانه كردنى تويزينه وه هاوشيوه كان..

الملخص:

الغرض من هذا البحث، هو دراسة تأثير الدافع الغريزي على الرضا الوظيفي في البنوك الخاصة في أربيل. تم تطبيق أسلوب البحث الكمي عبر استبيان لقياس الدراسة الحالية. اختارت الباحثان 18 مصرفاً خاصاً في مدينة أربيل، لكن كان لكل بنك ما يقرب من 35 موظفاً، وبالتالي بلغ عدد الباحثين المستهدفين 630 موظفاً. أرسل الباحثون 125 استبياناً لكنهم تلقوا 112 مرة فقط، منها 98 فقط تم ملؤها بالفعل. استخدمت الدراسة SPSS لتحليل وقياس فرضية البحث المطورة والتي ذكرت أن الدافع الغريزي له تأثير كبير على الرضا الوظيفي. كشفت النتائج أن هناك تأثيراً إيجابياً وهاماً للغريزة على الرضا الوظيفي. أوصت الدراسة للدراسة المستقبلية بالحصول على حجم عينة أكبر لقياس الدراسات المماثلة.