



## The relationship between quality of work life and Employee motivation in the city of Gonbad Welfare Organization

*Karim Toghdiri<sup>1</sup> and MahmoodReza Mostaghimi<sup>2\*</sup>*

*1*Department of Management and Accounting, Aliabad katoul Branch, Islamic Azad University, Aliabad Katoul, Iran

*2*Department of Management and Accounting, Aliabad katoul Branch, Islamic Azad University, Aliabad Katoul, Iran,

**Original Article:**

Received 10 Nov. 2016 Accepted 05 Dec. 2016 Published 30 Dec. 2016

### ABSTRACT

The aim of this study was to investigate the relationship between quality of work life and Employee motivation in the Welfare Organization in the city of Gonbad. The research methodology was descriptive, correlational research is survey. The target population included all employees of the Department of Social Welfare city Kavus dome 57 Summary. The aim of this study was to investigate the relationship between quality of work life and Employee motivation in the Welfare Organization in the city of Gonbad. The research methodology was descriptive, correlational research is survey. The target population included all employees of the Department of Social Welfare city Kavus dome 57 People. The sample was selected due to limited population census methods. Library and field research data were collected using standard questionnaires and tools are used. The reliability of the questionnaire using Cronbach and validity have been confirmed by the content. In order to analyze the data, structural equation modeling using LISREL software used People. The sample was selected due to limited population census methods. Library and field research data were collected using standard questionnaires and tools are used. The reliability of the questionnaire using Cronbach and validity have been confirmed by the content. In order to analyze the data, structural equation modeling using LISREL software used Is. The results show that, between the quality of work life and Employee motivation in the city of Gonbad there is a significant welfare organization.

### Keyword:

quality of work life, Employee motivation, Welfare Organization city of Gonbad

---

\* Corresponding author: *Mostaghimi*

Peer review under responsibility of UCT Journal of Management and Accounting Studies

## Introduction

As reviewed above, we find that as a result of lack of attention to the quality of working life causes that anyone looking for ways to meet their needs. This leads to further disrupt social relationships. Baer says depression caused by hopelessness about the future is growing to the point that the successful managers who can't do the minimum acceptable work using the maximum punishment such as a reprimand, fractional rights and encourage facilities such as rewards and overtime, employee selection and provide samples. But experts believe that effective manager is one who can 90-80% of an employee's ability to employ (Beischel, 2012).

Boost morale and increase mental energy at work increases personal and organizational performance. And when people feel good about the work they do try to do it in the best way. And more importantly trying to find better ways to do the job. Getting motivated is the easiest and most complex management task.

Most scholars agree that one of the needs that we strive because it is "ourselves" means a person that we deserve it. Motivation will be a busy day at work and the Japanese managers clearly be seen in the features that instill the feeling that social work is personal, near their attachment to the work creates.

## Statement of the problem

Today, in modern management concept of quality of work life around the world has become a major social issue. Any improvement in the quality of work life programs organizational culture that promotes the growth and excellence of employees in the organization. Thus, the value of investing in people's life quality as the most important variable. Strategic management considers in the equation (Ghaffari, 2010). Study findings suggest that components of these applications reduces the amount of complaining employees, reduce absenteeism rates, reducing the amount of exercise disciplinary regulations, increased positive attitude and increase their participation in military programs were suggestions. On the other hand, meet employees' needs and improve long-term performance will be the result. Today, more empirical research that has been done in terms of quality of life, implied a new vision of job satisfaction and career-related concepts accepted. Although in some Texts quality of work life and job satisfaction are considered as synonymous, but many experts believe that management science and industrial psychology quality of work life and job satisfaction are different in concept.

The term motivation is the means and incentive to say why behavior. In other words, do not give the person any behavior that is not incentive or need to drive it. Human motivation, whether conscious or unconscious, of his needs. So the definition of motivation can be said is the internal state and lack of motivation or need or deprivation that has led man to perform a series of activities. Another definition motives "desire for hard work in order to meet the goals of the organization in such a way that this effort in order to satisfy some individual needs lead."

Please provide one of the primary duties stimulate employees' high level of performance. Managers should ensure that people work, are regularly present work and a positive contribution from the mission of the organization.

Job performance ability, environment and related motivation (Afjeh, 2009).

Motivation is a process chain that starts with a need or a feeling of lack and deprivation. Then he wanted to follow the tension and action towards a goal that its product, the achievement of the goal. This process sequence may be required to satisfy. So incentives motivates and stimulates the individual to perform a task or behavior, while the motivation to reflect a general desire. In all the research motivation is still the place of punishment and rewards are considered as very strong incentives. And in this regard the money as a means of granting been rewarded, not only motivating factor (Decenzo and Robbins, 2012).

So the aim of this study is to answer the question of whether the quality of work life and Employee motivation in the city of Gonbad welfare organization there is a significant relationship?

## Literature:

- Casas Anthony. (2014) investigate the relationship between quality of work life motivated staff dealt with the role of spiritual intelligence research method used descriptive, correlational research is survey. The data were collected by library and field methods and tools used standard questionnaires. The reliability of the questionnaire using Cronbach and validity have been confirmed by the content. In order to analyze the data, structural equation modeling using LISREL software is used. The results show that, between the quality of work life motivated employees with the role of spiritual intelligence there is a significant relationship.

- Argiris, Chris (2013) the Mhqan believe that the quality of working life and employee motivation, customer relationship management has an impact on performance. The research component of the quality of work life and employee motivation on performance management customer relationship is significant.

- Casio, Wayne.F. (2011) in a study entitled "The relationship between quality of work life and organizational justice" showed associations, communities are structured informal workers through informal communication and share experiences with each other, make a commitment. Communities are the perfect tool for creating and sharing organizational justice. In this study, quality of work life and organizational justice is also functioning in the sharing of individual knowledge, according to behavioral characteristics is discussed. They believe justice that employees voluntarily share or receive it from others effectively will increase their abilities.

## Hypotheses

- The quality of work life and Employee motivation in the city of Gonbad welfare organization there is a significant relationship.

- Between decent work and Employee motivation in the city of Gonbad welfare organization there is a significant relationship.

- Between individual productivity, well-being and Employee motivation in the city of Gonbad there is a significant relationship.

- Between organizational productivity and Employee motivation in the city of Gonbad welfare organization there is a significant relationship.

**Research Methodology**

**Research methodology**

The methodology of this research is descriptive and correlational survey. In terms of this study is among the research field. Applied research and scientific problems is an attempt to respond to a problem that exists in the real world (Khaki, 1382, 94).

**Data collection**

Library and field data collection is done in two ways.

**The data collection tool**

In this study, according to subject matter and methods that survey questionnaire was used as research tools. In this study to evaluate the quality of work life questionnaire Walton (1998), to measure employee motivation questionnaire Robbins (1989) has been used.

**The method of analyzing information.**

Data analysis in this study are the following:

1. Descriptive statistics for evaluation of central and statistical frequency distribution tables will be set.
2. inferential statistics (ANOVA) is used to test the hypothesis. It should be recognized that to generalize the results of the test are usually used. In the present study to analyze the data using structural equation test software. It is Lisrel.

**The population, sample size and sampling**

The population in this study includes all employees of the Department of Social Welfare Gonbad city against 57 people in the study sample. In this study, the sampling and sample of the population census is used as a sample.

**Theoretical definitions of variables**

**Quality of working life:**

Quality of working life means a process by which all members of the organization through open communication channels and appropriate for this purpose has been created. In particular the decisions that their jobs and their overall impact on the environment to find an intervention and therefore their participation and satisfaction. More work and stress of their work is reduced. In fact, the quality of working life represents a corporate culture or management style is based on its staff a sense of ownership, autonomy, responsibility and self-esteem are (Brockner.J.et al (2013).

**Employee motivation:**

There incentive for people's potential and are motivated others. Total factor productivity due to the behavior of specific motivation, but motivation can be considered a specific behavior (Rezaeian, 1385).

**Operational definitions of variables**

quality of working life:

The mean scores of the respondents to the questionnaire Walton (1998), which represents the quality of working life is the answer.

employee motivation:

The mean scores of the respondents to the questionnaire employee motivation Robbins (1989), which represents the employees motivated answers

Descriptive statistics of variables

According to Table 4-8 Descriptive statistics for all variables in terms of statistical indices shown in the following table.

Jdv14-8-variables descriptive statistics

Variable	symbol	N	Minimum	Maximum	Mean		Std. Deviation	Variance
		Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
Quality of working life	QWL	57	1.67	5.00	4.6632	.02687	.52662	.277
Doeth working	WO	57	1.33	5.00	4.4288	.02986	.58521	.342
Individual productivity	IP	57	2.00	5.00	4.3531	.03702	.72544	.526
Organizational efficiency	OE	57	1.00	5.00	3.3509	.03890	.76224	.581
employee motivation:	EM	57	1.25	5.00	4.1738	.04582	.89797	.806

For example, for quality of work life (QWL) Comments amount of 1.67 minimum and maximum values of 5.00 and mean comments Comments 4.6632 and 0.52662, respectively, to the Democrats.

For variable decent work (WO) Comments amount of 1.33 minimum and maximum amount of 5.00 and mean comments Comments 4.4288 and 0.58521, respectively, to the Democrats.

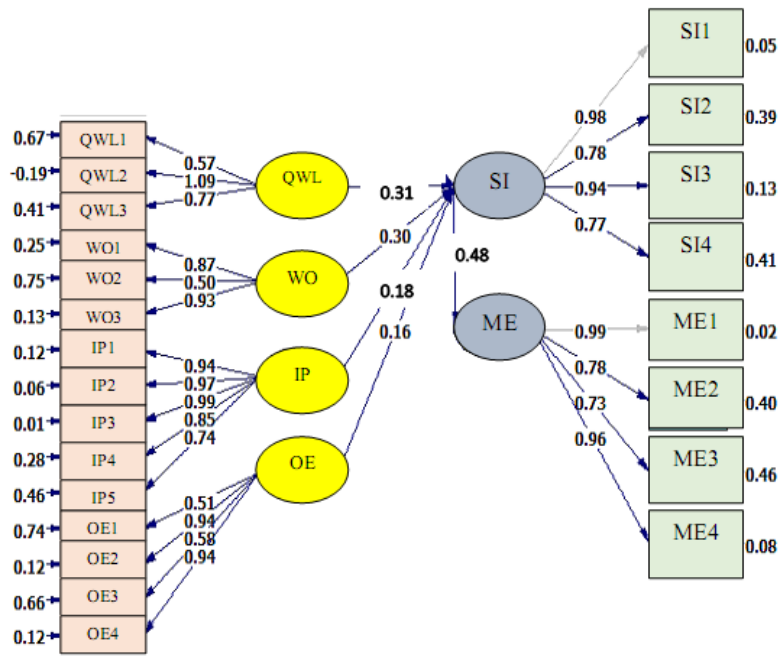
For individual productivity variable (IP) Comments amount of 2.00 minimum and maximum values of 5.00 and mean comments Comments 4.3531 and 0.72544, respectively, to the Democrats.

For variable organizational efficiency (OE) Comments amount of 1.00 minimum and maximum amount of 5.00 and mean comments Comments 3.3509 and 0.76224, respectively, to the Democrats.

For Employee motivation (EM) Comments amount of 1.25 minimum and maximum amount of 5.00 and mean comments Comments 4.1738 and 0.89797, respectively, to the Democrats.

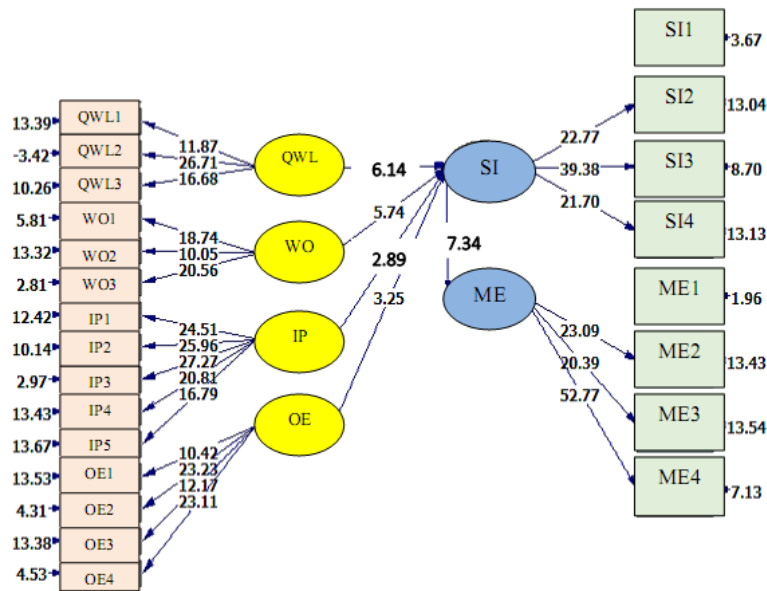
4-3-3-test hypotheses,

In this part of the test hypotheses using the software Lisrel pay.



Chi-Square=1013.62, df=344, P-value=0.00000, RMSEA=0.073

Figure 4-1 investigating the structural model in standard mode



Chi-Square=1013.62, df=344, P-value=0.00000, RMSEA=0.073

Figure 4-2 investigating the case, significant structural model

To estimate the model using maximum likelihood ratio chi-square test to determine the model of two degrees of freedom ( $\chi^2 / (df)$ ), the comparative fit index (CFI), fit index (GFI), adjusted indexFitness (AGFI), soft indicator of fitness (NFI), soft index's loose fit (NNFI), root mean square error of approximation (RMSEA) was used.

**The results of the research hypotheses:**

Hypothesis 1: the quality of work life andEmployee motivation well-being in the city of Gonbad there is a significant relationship.

As is clear from Table 4-11, the path coefficient of 0.31 was obtained quality of work life andEmployee motivation . T

for the relationship between 6.14 and higher than the threshold of a significant amount of 1.96 is obtained. According to the above, we can conclude there is a significant relationship between quality of work life andEmployee motivation . The first hypothesis of this study is confirmed.

Hypothesis 2: Welfare Organization between decent work andEmployee motivation in the city of Gonbad there is a significant relationship.

mdl Fitted show route between decent work andEmployee motivation coefficient is 0.30. Since the value for this ratio, 5.74, and its value is higher than the 1.96 achieved a

significant threshold, it can be concluded that the obtained coefficient is significant. In other words, decent work and significant positive correlation with Employee motivation . The second hypothesis is an approved research.

Hypothesis 3. Between individual productivity and Employee motivation in the city of Gonbad welfare organization there is a significant relationship.

According to Table 4-11 can be said coefficient of 0.18 and Employee motivation is the relationship between individual productivity. T for the coefficient of 2.89, and a significant amount above the threshold of 1.96 was obtained. So individual productivity has a significant relationship with Employee motivation . The research confirmed the assumption placed third.

hypothesis 4. between organizational efficiency and Employee motivation in the city of Gonbad welfare organization there is a significant relationship.

Model shows the relationship between organizational efficiency coefficient of 0.16 and Employee motivation . T for this coefficient is 3.25 and its value significantly higher than the 1.96 threshold is achieved. In other words, organizational efficiency and a significant positive correlation with Employee motivation . It placed fourth hypothesis confirmed.

The research proposal

#### **Suggestions for future researches**

The researchers recommended that a comparative study of the quality of working life and employee incentive pay in other public and private organizations.

The researchers recommended on other models employee motivation and quality of work life and their research staff.

It is recommended that research on the factors affecting the quality of working life and spiritual intelligence employees.

quality of working life as an independent variable in this study is used to recommend other researchers in their study were used as the dependent variable.

research limitations

1. inherent limitations always makes questionnaire that respondents may not provide your real opinion.

2. Another limitation is the paucity of information in relation to the researcher with it Although the researcher was faced doubts before distributing questionnaires briefing was held for them.

3. Failure to generalize the results to other organizations.

#### **References**

- Beischel, Karen, M. (2012). "Predicting organizational commitment of superintendent". (demographics): the university of Wisconsin Madison

- Afjeh, (2009) procedural justice effective. Leadership , organization Change, University of California santa Cruz.

- Rezaeian ALI, (2008) the contribution of organizational justice in budget decision making to organizational commitment and trust in superior submitted to school of business and enterpren urship nova southeastern university, in partial fulfillment of the business administration.

- Brockner, J. et al (2013) "decision Frame. procedural Justice and suruiuors Reactions to job Layoffs" organizational behavior Human Decision processes.

- Casas Anthony. (2014) "Human Resources professionals Justice .

-Argiris, Chris (2013)". Empowerment the empower new clothes", Harvard Business Review, May-June 1998.

-Casio, Wayne.F. (2011)" Managing Human Resources", Forth edition, Mc Graw-Hill international.

-Casio, Wayne.F. (2014)" Managing Human Resources": productivity Quality of work life profits", second edition , Mc Graw Hill international Edition.

-Khaki, (2005)" An Analysis of Quality of work life (QWL) and Career-related Variables". American journal of Applied Sciences, 3(12).pp:61-67, ISSN: 1546-9239.

-Che Rose, raduan. Beh.L.S, Uli, jegak and Idris, Khairuddin. (2011)" Quality of work Life: Imperialism of Cereer Dimensions", journal of social sciences, 2(2) ,pp:61-67, ISSN:1546-3652.

-Dargahi.H and Nasle seragi.J. (2007)" An Approach Model foe Employees Improving Quality of Work Life (IQWL)", Iranian J Publ Health, Vol36, No 4, pp: 81-86.

-Decenzo and Robbins (2012)"personnel, Human Resources Management" Third edition. Prentice-Hall International Edition. P.8.

-Farzad, atousa. Nahavandi . nasim and caruana, albert (2008) The effect of internal Marketing on organizational commitment in Iranian Banks" American Journal of Applied Sciences, 5(11), pp:1480-1486, ISSN:1546-9239.