

Identification of Factors Influencing Employees' Motivation to Learn: A special reference to Insurance Industry in Polonnaruwa District.

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Introduction

In this highly competitive business world, human resource is considered as one of the most important, rare, inimitable and unsubstitutable resource in obtaining the competitive advantage. Therefore, organizations should develop human resource continuously by providing proper training and development opportunities. According to the literature pertaining to training, it has generally recognized that training motivation can be influenced by both individual and situational characteristics. Training effectiveness is highly depending on motivation to learn. According to Noe (1989) employees should be motivated to participate in training.

Gross Domestic Product contribution of Insurance sector in Sri Lanka is 1.7% (Central bank report, 2009). Therefore, the participation in the training activities is important to increase the job performance of the employees in this sector whereas it is said to be that some employees are reluctant to participate in training. Therefore, this study attempted to find the personality, situational and motivational related factors those induce employees to participate in training program.

This study was mainly focused on identifying the factors which influence the employees' motivation to learn, determining the strength of the relationship and relative contribution of the factors which influence employees' motivation to learn.

Methodology

The sample of this study comprised 80 employees who were working in 6 listed Insurance companies in Polonnaruwa district. In order to achieve the objectives of this research, primary data were collected through a questionnaire. The strength of relationship between input and output variables analyzed by using Person correlation analysis and relative contribution of input variables to output variable was analyzed by using multiple regression analysis.

Results and discussion

Personality, situational and motivational factors were fallen under the range of $3.5 < x \leq 5$ and these factors comprised with sub dimensions such as locus of control, self-efficacy, management support, organizational commitment, perceived benefit of training, job attitude and transfer climate. As far as peer support is considered, it was identified as moderately agreed with a range of $2.5 < x \leq 3.5$.

The results, indicated that there is a statistically significant ($P < 0.01$) low positive correlation (0.342) between personality factors and motivational factors. Moreover, there is a low positive correlation (0.401) between situational factors and motivational factors.

Table 1. Correlation analysis of personality and situational factor with motivational factor

Variable	Pearson correlation	P-value	Nature of correlation
Personality factor	0.342	0.002	Low positive
Situational factor	0.401	0.000	Low positive

Table 2. Correlation analysis of motivational factors on motivation to learn

Variable	Pearson correlation	P-value	Nature of correlation
Motivational factor	0.606	0.000	High positive

In addition, it was identified that there is a statistically significant ($P < 0.01$) high positive correlation (0.606) between motivational factors and motivation to learn.

The R-Square of the regression model was 0.368 and it explains that only 36.8% of the variation in the motivational factors is explained by the predicted personality and situational factors. In addition the R-Square value of the second regression model is 0.222 implying that only 22.2% of variation is explained by the predicted motivational factors.

Conclusions

Personality and situational factors were low positively correlated with the motivational factors and the test was statistically significant. However, motivational factors were high positively correlated with the motivation to learn and the test was statistically significant. Finally, it can be concluded that employee's personality and situational factors impact on motivational factors and motivational factors impact on employees' motivation to participate in the training program in Sri Lankan Insurance sector.

References

- Central Bank Report 2009.
- Noe, R.A. 1999. Employee Training And Development, The Ohio State University. 83:89,26