

**EFFECT OF MOTIVATION ON EMPLOYEE'S PERFORMANCE. A  
CASE STUDY OF KENYA ELECTRICITY GENERATING COMPANY  
LIMITED**

**JACINTA NJERI KIRATU**

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## ABSTRACT

The core prospect of the research under this assessment is to scrutinize the degree of effect motivation schemes can impose on the general workforce and the accrued impact of such schemes in relation to employee productivity. The current market niche in Kenya is dynamic and robust in nature, due to the competitive environment and ongoing revolution in the commerce industry. With an aim of fostering an energetic working environment most companies adopt various strategies so that the ventures can attract and retain resourceful and skilled employees, and cumulatively, remain a relevant figure in the competitive global economy. The electric company, is mandated with the task of offering essential energy services, an important factor of production in numerous sectors of the economy, hence appraising the labor force of such a company is critical to ensure prompt and quality service. Driven by aligning features, KENGEN as an organization appreciates the value of employee satisfaction and utilizes various integrated approaches and models to strengthen the relationship between the work force fraternity and the service output capacity. The research has been conducted by utilizing various approaches including the predominant descriptive and deductive survey designs. After establishment of a hypothesis, random and nonrandom sampling techniques were used to select the samples. The data was obtained by issuing questionnaires to various employees of the company contracted in different professional capacities. The results achieved from the research study will then be projected by utilizing content analysis technique and comparative methodologies. The study seeks to answer the impact of reward motivational schemes its effect on member of staff output capacity as the environment created within the business venture is interlinked to service delivery, customer satisfaction rates and revenue percentage generated.