

## Effect Of Extrinsic Motivation Of Asha Workers On Their Performance In Thiruvananthapuram

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### ABSTRACT

The element of Extrinsic Motivation is essential for all the individuals to do their routine tasks in an effective manner. This statement is applicable even for the employees working in any type of entities. The factor of Extrinsic Motivation helps the firm in achieving its goals. In the absence of a workplace filled with Extrinsic Motivation, there are chances for organizations to run their business in a risky situation. The Extrinsic Motivation of employees paves the way to improved productivity and also facilitate the firm to accomplish high output. With this reference, the present study has been done to explore the impact of Extrinsic Motivation of the workers in ASHA service over their performance levels. The respondents are the ASHA workers who have been selected through simple random sampling method of sampling. The size of the sample population of the study is 100 and the data has been collected through questionnaire. The collected information has been analysed with the help of Regression analysis. The results of analysis reveal clearly that there is significant relationship between Extrinsic Motivation and Work performance and Intrinsic Motivation significantly influences Work performance of ASHA workers.

**KEYWORDS:** Extrinsic Motivation, Performance, ASHA Workers

### INTRODUCTION

The health-service workers are regarded as the crucial elements of a responsive and effective health-care system. The job of such workers is protecting and improving the health of the rural communities. The world health organization (WHO) had declared the theme of 2006 for the world health day as ‘working together for health’. This indicates the importance of creating motivated, capable and efficient health-service workers who get the ability to accomplish the goals of national and global health-care. Also, it is important to possess a fairly organized health-service employee force as sustainable human resource along with sufficient strategic investment.

### OBJECTIVES

The aim of the study undertaken here is to explore the impact of the Extrinsic Motivation of ASHA workers over their performance.

### NEED FOR THE STUDY

Studies had suggested that satisfaction and Extrinsic Motivation of the health-care workers highly depends over the local context, in the words of Peters et al., (2010). But, as in the Indian context, only very few studies had been done regarding the Extrinsic Motivation and their performance in work. It is essential to become aware of the way in which the health-service workers possess the perception regarding their job as well the level of importance they place over the varied factors affecting their Extrinsic Motivation. The study presented here will be beneficial in developing strategies to improve the performance of the health-service workers in the rural parts of India.

### REVIEW OF LITERATURE

Lakra, George et al., (2012) examined the job satisfaction and Extrinsic Motivation of the multipurpose health-care service. The study was done in the context of hilly as well as non-hilly areas in Jashpur District in Chhattisgarh. The authors had done an exploratory research study. The authors had performed a cross-sectional research for assessing the job satisfaction and Extrinsic Motivation level of the multi-purpose health-service workers. They had also examined the factors affecting them. The information regarding the perceived significance of respondents about the varied job features and job satisfaction were collected with the help of questionnaire. It was found that most of the workers were dissatisfied with the prevailing job situations. The satisfiers and motivators like the career achievement and advancement exhibited reduced scores for all the respondents. Salary and work situations were identified as dissatisfiers with reduced scores. The authors had suggested that even though the financial incentives were significant, such incentives were not adequate for motivating the employees for better performance.

Thattil. et al., (2019) examined the elements which motivated the ASHA workers. The study was done in the context of Ramanagara district in Karnataka. NRHM had the aim of bridging the gap in the health-care of the rural people by introducing the ASHA scheme in 2005. It is important in identifying the barriers as well as motivators of work performance of the ASHA workers for facilitating improved health-care of the people. For identifying the barriers and motivators of performance, data was collected from the ASHA workers of Solur PHC area of Ramanagara district in

Karnataka. The authors had done a qualitative study. The findings showed that intrinsic satisfaction and altruism were the major personal motivators. On the other hand, team-work and social support were significant environmental motivators. Safety, transportations, logistic complications, irregular financial incentives and inadequate pay were identified to be the factors which demotivated the ASHA workers. To conclude, the authors had stated that work situations, financial considerations, cultural elements and personal aspects affected the work performance of the ASHA workers. The authors had also said that focus has to be made to solve the problems of the health-service workers for improving their efficiency and satisfaction in work.

Wahid, Syed et al., (2019) examined the features which motivated the ASHA workers to perform better. The study was done in the context of the ASHA workers of Bihar. The CHW (Community health workers) have got a major role to play to deliver primary health-care services, making a link between the formal health system and the rural people. The authors had adopted a case study for featuring the Extrinsic Motivational techniques for the ASHA workers of Bihar in India. Interviews and discussions with focus groups were conducted to collect data for the study. The authors had identified that the ASHA workers got motivated through the feeling of self-empowerment, autonomy, competence, community service, and connection with the community, satisfaction regarding the fundamental financial requirements, social identification, answerability and feedback. The results also showed the ability of intrinsic Extrinsic Motivation of ASHAs in improving their level of commitment as well as identification with health system. It was also explored that management issues and program implementation were the sources of dissatisfaction in work.

## RESEARCH METHODOLOGY

The study has been done among the ASHA volunteers. They have been selected as respondents through simple random sampling method of sampling and the sample size of the study of the study is 100. Questionnaire has been used to collect the data needed for the study. the collected data has been analyzed with the help of Regression analysis.

## ANALYSIS AND INTERPRETATION

### RELATIONSHIP BETWEEN EXTRINSIC MOTIVATION AND ASHA WORKERS PERFORMANCE

R	R Square	Adjusted Square	R	F	Sig.
0.761(a)	0.579	0.547		18.067	0.000(a)

a Predictors: (Constant), Extrinsic Motivation

#### Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.451	.275		5.282	.000
Job security	.304	.080	.528	3.807	.000
Adequate salary	-.032	.030	-.074	-1.085	.281
Fringe benefits	.095	.030	.217	3.164	.002
Opportunities for promotion	.091	.030	.218	3.023	.003
Comfortable working conditions	.243	.055	.309	4.417	.000
Interesting work	.010	.063	.018	.152	.880
Sound company policies and practices	-.045	.076	-.078	-.594	.554

a Dependent Variable: Work performance

#### Interpretation

Table shows the regression analysis of overall Work performance as the dependant variable related to Extrinsic Motivation as independent variables. In order to identify which Extrinsic Motivation influences mostly towards the Work performance, a multiple regression analysis was performed and the results are shown in the above table.

The coefficient of Regression determination ( $R^2$ ) is 0.579 which means that 57.9 percent of the variation on Work performance is determined by the independent variables. To check the significance of  $R^2$ , ANOVA was performed and the result shows a significant outcome ( $F = 18.067$ ;  $p < 0.000$ ) which means that the Extrinsic Motivation significantly influences (dependent variable) overall Work performance.

## RELATIONSHIP BETWEEN INTRINSIC MOTIVATION AND ASHA WORKERS PERFORMANCE

R	R Square	Adjusted Square	R	F	Sig.
0.816(a)	0.666	0.641		26.259	0.000(a)

a Predictors: (Constant), Intrinsic Motivation

### Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.478	.215		6.880	.000
Respect and recognition	.306	.054	.567	5.695	.000
Responsibility and independence	-.002	.028	-.004	-.056	.956
Doing something worthwhile	.219	.053	.279	4.122	.000
Considerate and sympathetic supervisor	.098	.030	.213	3.216	.002
Technical competent supervisor	.133	.028	.314	4.782	.000
Restricted hours of work	-.121	.056	-.231	-2.169	.033
Pay according to ability and competence	.008	.043	.017	.188	.851

a Dependent Variable: Work performance

### Interpretation

Table shows the regression analysis of overall Work performance as the dependant variable related to Intrinsic Motivation as independent variables. In order to identify which Intrinsic Motivation influences mostly towards the Work performance, a multiple regression analysis was performed and the results are shown in the above table.

The coefficient of Regression determination ( $R^2$ ) is 0.666 which means that 66.6 percent of the variation on Work performance is determined by the independent variables. To check the significance of  $R^2$ , ANOVA was performed and the result shows a significant outcome ( $F = 26.259$ ;  $p < 0.000$ ) which means that the Intrinsic Motivation significantly influences (dependent variable) overall Work performance.

### Conclusion

The goal of this paper is to collect more evidence about impact of Extrinsic Motivation of the ASHA healthcare service workers. We studied the Extrinsic Motivation of the AHSHs workers in Thiruvananthapuram, Kerala and its influence on their performance. The result of the study shows that there is significant relationship between Extrinsic Motivation and Work performance and Intrinsic Motivation significantly influences Work performance of ASHA workers.

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