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USING HERZBERG THEORY TO DEVELOP THE EMPLOYEES` PERFORMANCE OF RAFHAN MAIZE INDUSTRY

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Abstract

This study determine the impact of Herzberg two-factor theory on employees of Rafhan industry. The current paper applies Herzberg two-factor theory for improving the employees' performance. Seven point Likert scale is used for survey purpose. Descriptive statistics, Reliability test, Pearson correlation, Analysis Of Variance (ANOVA), t test and multiple regression techniques are used for data analysis. Convenience non-probability sampling and random probability sampling are applied in this study. The results have shown that motivators (advancement, achievement, work itself, recognition and growth) and hygiene factors (company policy, work security, relationship with supervision, working condition, money and relationship with peers) of Herzberg two-factor theory are positively effects on employees' performance. This study provide much knowledge about Herzberg theory that create benefits to individual as well as for organization. This study suggested that motivators (advancement, achievement, work itself, recognition and growth) and hygiene factors (company policy, work security, relationship with supervision, working condition, money and relationship with peers) should be employed in Rafhan industry properly.

Author Keywords

Employee performance, Herzberg's theory, Hygiene factors, Motivators, Rafhan Industry

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