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DETERMINING THE MOTIVATION LEVEL OF THE 25TH WINTER UNIVERSIADE HUMAN RESOURCES

ABSTRACT

The aim of this research is to determine the motivation level of the personnel Working for the human resources in the 25th Winter Universiade Coordination Center and to comprehend whether there is any reaction against some demographic factors such like gender, marital status, administrative status and education level.

Motivation scale which is of quinary Likert developed by Incir (1990) was implemented on 79 women (%35,4) and 144 men (%64,6) ,223 in total to acquire some data about the motivation of these personnel. When considered the distributions related to marital status %19.7 of them is married with the number of 44 people, %80.3 of them is single with the number of 179 people; when considered the distributions related to status, %19,3 of them is administrator with the number of 43 people, %80,7 of them is personnel with the number of 180 people.

Frequency analysis in determining the demographic factors of the participants , t-test within independent groups in determining their motivation according to gender,status and marital status and single sided variance analysis (Anova) in determining their motivation according to education levels were used.

In this research, great difference was revealed in the comparison of motivation levels according to gender.

According to this, male employees ($\bar{X}=4.47\pm375$) have more average compared to female ones ($\bar{X}=3.13\pm217$). This can be a result of that male employees are less effected from increasing workload, the concept of extra overtime which is not subject to any additional charge, and sometimes working even at the weekends. Additionally there was no great difference in the motivation level according to education level.

Key Words: Motivation, ,Winter Universiade, Human Resources

ÖZET

Bu ara tırmanın amacı; 25.dünya üniversiteler kı oyunları koordinasyonu için çalı an insan kaynaklarının motivasyonlarının belirlenmesi ve cinsiyet, medeni durum, kurumdaki idari pozisyon ve e itim düzeyi gibi bazı demografik etmenlere kar ı de i iklik gösterip göstermedi inin ara tırılmasıdır.

Ara tırmada çalı anların motivasyonları hakkında bilgi edinmek için; ncir (1990) tarafından geli tirilen 5'li Likert tipi olan motivasyon ölçe i 79'u bayan (%35,4) 144'ü erkek (%64,6) olmak üzere toplamda 223 ki iye uygulanmı tır. Katılımcıların medeni durumlarına ili kin da ılımlarına bakıldı nda 44 ki i ile % 19.7'sinin evli; 179 ki i ile %80.3'ünün ise bekar; Yönetmel statü durumlarına ili kin da ılımlarına bakıldı nda 43 ki i ile % 19.3' ünün yönetici; 180 ki i ile %80.7'sinin ise personel oldu u görülmü tür.

Katılımcıların demografik özelliklerinin belirlenmesinde frekans analizi, cinsiyet, statü ve medeni durumlarına göre motivasyonlarının belirlenmesinde ba ımsız grupta t-testi, e itim seviyelerine göre motivasyonlarının belirlenmesinde ise tek yönlü varyans analizi (Anova) kullanılmı tır.

Yapılan çalı mada, çalı anların cinsiyetlerine göre motivasyon düzeylerinin kar ıla tırılmasında anlamlı bir farklılı a rastlanmı tır (p<0,05). Buna göre erkek çalı anların ($\bar{X}=4.47\pm375$) bayan çalı anlara ($\bar{X}=3.13\pm217$) oranla daha fazla motivasyona sahip oldukları görülmektedir. Bu sonuç erkek çalı anların; artan i yükünden, ek mesai kavramının ek ücrete tabi olmamasından ve bazı zamanlarda haftasonu bile çalı maktan daha az etkilenmesinden dolayı, bayanlara oranla daha fazla motive olmalarından kaynaklanabilir. Bunun yanında katılımcıların e itim seviyelerine göre motivasyon düzeylerinin kar ıla tırılmasında anlamlı bir farklılı a rastlanmamı tır.

Anahtar Kelimeler: Motivasyon, Kı Oyunları, Universiade, nsan Kaynakları

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INTRODUCTION

In organizations in order to provide employees work efficiently, they need to be motivated. Therefore, both public sector employees and private sector employees are encouraged by the help of material and moral incentives (Tuna ve Türk, 2006). In our current century, the idea that the companies which invest in human sources will be successful is agreed by many academicians and practitioners. As a consequence, both public enterprises and private enterprises should regard their employees as a value providing a high level of efficiency and also creating a positive working environment (Reiger ve Stang, 1999).

In general, motivation subject includes individuals' expectations, necessities, objections and behaviors.

Motivation is a subject concerning to employees, employers, administrators and leaders (Kanbur, 2005). As a natural consequence of this, the methods have been searched to create more active and efficient organizations and the matters of how employees can be more motivated in this process, have been emphasized since the human being began to live as organized (Hanks, 2006). According to Arzova, motivation is defined as the process creating a working environment in which the necessities of the organization and individuals will conclude with satisfaction and so individual to be affected and motivated to take action (Arzova, 2001).

Motivation is endeavoring and acting of individuals with their desires and wishes to achieve a specific purpose (Karakaya ve Ay,2007). Along with the role of extrinsic stimulus is still discussed, however, motivation means to have willingness to work (Smithers and Walker, 2000). Motivation is the force initiating required behaviors to satisfy a need. Motivation defines encourages internal factors and external factors that the act to individual behavior (Waterman, 2005). Motivation is accepted as a confidential force prompting individual and it

plays essential role in satisfying the needs of an individual and in leading one's act in certain circumstances to achieve his purposes. (Muradova and Özdemir, 2008). The common point of all these different definitions of motivation is to have the meaning of affecting individuals' behaviors and prompting individuals in line with specific purposes along with this affect (Kutani , 2004). It is seen that different definitions about the motivation subject involve three general factors. These factors can be stated as prompting, canalizing and keeping at attitude (Steers ve di ., 2004). It has been claimed that motivation commonly occurs in two ways. Three basic factors being in the definitions of motivation are necessity, behavior and inclining to goal. It can be formulated in two ways. The first one is intrinsic motivation and the other one is extrinsic motivation. Intrinsic motivation is related to individual's own necessities and pleasures. As for extrinsic motivation, reason of learning is to evade punishment, to get reward or to make the other people happy.

In the twentieth century, organizations have emphasized that employees' motivation should be provided in order to get high efficiency of them. Many researches have been done on this matter. As a result of these researches, generally the following features have been stated as the sources of motivation for employees:

1. Wage increase
2. Assurance of future
3. Promotional opportunities
4. Good and healthy working conditions
5. Opportunity to demonstrate themselves
6. Making good relations with superiors
7. Being treated fairly by superiors
8. Appreciation of superiors for a job well done
9. Interest and help to special issues
10. Improving the feeling of being a member (relatedness) of the

organization (Hopper,1996, Morgan ve King, 1980).

It is a proven fact by many scientists that motivation affects one's performance positively in every field. Especially in sports, this notion will be more important. An employee who is highly motivated will perform more effectively and so his/her performance will increase in the sector. An employee having an increased performance will contribute to the development of the country's sports.

MATERIAL AND METHODS

The aim of this research is to determine the motivation level of the personnel working for the human resources in the 25th Winter Universiade Coordination and to comprehend whether there is any reaction against some demographic factors.

While the population of the research is composed of the personnel working for the

25th Winter Universiade Coordination, the sample is composed of randomly selected 79 women and 114 men, 223 people in total.

Five point Likert scale developed by Incir (1990) has been used in this research to acquire some data about the motivation of the personnel.

In analysis of data obtained, spss statistical package programme has been benefited in computer environment and significance level has been taken as $p < 0,05$.

Frequency analysis in determining the demographic factors of the participants , t-test within independent groups in determining their motivation according to gender, status and marital status and single sided variance analysis (Anova) in determining their motivation according to education levels have been used.

FINDINGS

Table 1 Information Related to Participants' Demographic Characteristics

Gender	N	%
Women	79	35.4
Men	144	64.6
Marital Status	N	%
Married	44	19.7
Single	179	80.3
Status	N	%
Administrator	43	19.3
Personnel	180	80.7
Educational Level	N	%
Undergraduate	107	48
Postgraduate	58	26
Undergraduate student	40	17.9
Primary school graduate	18	8.1
Total	223	100

It is revealed that when considered the distributions related to gender of participants, %35,4 of them is women with the number of 79 people, %64.6 of them is man with the number of 144 people; when considered the distributions related to marital status %19.7 of them is married with the number of 44 people, %80.3 of them is single with the number of

179 people; when considered the distributions related to status, %19,3 of them is administrator with the number of 43 people, %80,7 of them is personnel with the number of 180 people; when considered the distributions related to educational level %48 of them is undergraduate with the number of 107 people, %26 of them is postgraduate with the number

of 58, %17,9 of them is undergraduate graduate with the number of 18 people.. student, %8.1 of them is primary school

Table 2 Motivation Comparison of Participants according to Gender

Gender	N	\bar{X}	s.s	t	p
Male	144	4,47	,375	,667	,016*
Female	79	3,13	,217		

*(p<0,05)

When obtained data is analyzed, as a result of motivation comparison of participants according to gender, a significant difference has been found. (p<0,05)

According to this, man employees (\bar{X} =4.47±375) are highly motivated than the women employees (\bar{X} =3.13±217).

Table 3 Motivation Comparison of Participants according to Marital Status

Marital Status	N	\bar{X}	s.s	t	p
Married	44	4,26	,458	,495	,028*
Single	179	3,28	,319		

*(p<0,05)

When obtained data is analyzed, as a result of motivation comparison of participants according to marital status, a significant difference has been found. (p < 0,05)

Accordingly, it is seen that married employees (\bar{X} =4.26±458) are highly motivated than the single ones (\bar{X} =3.28±319).

Table 4 Motivation Comparison of Participants according to Profession Status

Profession Status	N	\bar{X}	s.s	t	p
Administrator	43	3,95	,248	,379	,041*
Personel	180	3,51	,196		

*(p<0,05)

When obtained data is analyzed, as a result of motivation comparison of participants according to professional status, a significant difference has been found. (p < 0,05)

Accordingly, employees who work as administrators (\bar{X} =3.95±248) in organization are highly motivated than the ones who work as personnel (\bar{X} =3.51±196).

Table 5 Motivation Comparison of Participants according to Educational Level

Educational Level	N	\bar{X}	s.s	t	p
Undergraduate	107	3,84	,295	2,339	,058
Postgraduate	58	3,81	,187		
Undergrad	40	3,79	,280		
Elementary	18	3,99	,215		

*(p<0,05)

When obtained data is analyzed, as a result of motivation comparison of participants according to educational level, no significant difference has been found. ($p < 0,05$)

RESULTS AND DISCUSSION

The motivation degree of the personnel working for 25th Winter Universiade Coordination has been searched and these conclusions have been reached.

A significant difference has been found between gender and motivation. According to this, male employees ($\bar{x}=4.47\pm375$) have more average compared to female ones ($\bar{x}=3.13\pm217$). This can be a result of that male employees are less effected from increasing workload, the concept of extra overtime which is not subject to any additional charge, and sometimes working even at the weekends.

In 2010 Ercis researched the effect of employees motivation to the marketing communications in a multinational shopping center and found significant difference between genders. In this study, it has been found that female employees have more average for intrinsic motivations compared to the males. Kızak and Aksaraylı have searches the motivation factors on health services and found significant differences between genders. They found the result that especially female employees give more importance to working conditions are good and also their motivation are more affected by working conditions compared to men. These findings contradict with the findings we have found.

A significant difference has been found between marital status and motivation. Accordingly, married employees ($\bar{x}=4.47\pm375$) have more motivation in proportion to single employees ($\bar{x}=3.13\pm217$). Guisepe and Vivien (1982) stated that, marital status by sex in work life can be a motivator. On that focus this difference can be caused that married employees have a more regular life than the

single ones and also they give all motivation to their work thanks to the life and work experience they had due to their high age average.

A significant difference has been found between working status in the institution and motivation. According to this, it is seen that people working as administrators in the institution ($\bar{x}=3.95\pm248$) have more average compared to the people working as personnel ($\bar{x}=3.51\pm196$). This case can be caused by the fact that the organization is one of the most important organizations organized by Turkey and the employees who work as administrators are aware of their responsibility and thanks to this, they can motivate to their work much more effectively. Frederickson and Hart (1985) argued that there is also a moral dimension to public service. They define this as a patriotism of benevolence.

Along with there is no significant difference between educational status and motivation, undergraduate ($\bar{x}=3.95\pm248$) and graduated employees ($\bar{x}=3.95\pm248$) have the highest average. This case can be caused that an employee whose status improves in parallel with the educational level of him feels much more responsible and so he can be more motivated to his work.

Motivation has a great importance for businesses in terms of human resources. Motivated employee will perform more productively and by this way his contribution to the business will be more. This case is valid for all businesses involved in both public and private sectors. For this reason, motivation degree of the personnel working for 25th Winter Universiade being one of the most important organizations organized by Turkish sports is, so important.

Employees give importance to material rewards as much as to the moral ones. For this reason, several material incentives should be offered along with the moral ones, and money has the first place

among them. These incentives not only increase the dedication to work but also provide a high degree of motivation. In institutions, being appreciated because of the work done inspires sense of satisfaction in employees. Administrators – workers all of the employees should be appreciated in proportion to the work they done. Being appreciated will led employees to provide positive motivation in their work field. Wage inequality leads to disturbance between the employees doing the same work in institutions and affect them negatively on the point of the works they do. Mending this matter will eliminate the unrest between the employees. Promotional opportunities provide motivation to work for all employees. This feature should be taken into consideration by all constitutions. (Öztürk ve Dündar, 2003).

When considered the averages, it has been observed that motivations have stayed at mediocre level. Assuming the effect of motivation to performance is an undeniable fact, we can conclude that this case does not reflect the real performance of the employee. This is a matter which should be examined thoroughly in order to prevent occurrence of any adverse outcome directed to Turkish sports in the subsequent organizations. Therefore, motivating factors should be determined and met as soon as possible for the employees working for the institution and so better service of the personnel to Turkish sports should be provided.

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