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What's Really Important: Factors to Make Workers Productive

Employers offer a variety of benefits and promote their distinctive culture to attract and retain talent. Studies have overwhelmingly showed that satisfied workers were more productive, loyal, and more attuned to the goals of the organization. In a study of over 330 workers, with various levels of education, personality type, and salary, the researchers were able to ascertain which factors provided the most satisfaction. However, satisfaction alone doesn't answer the real question, but how important is that factor. For example, the respondents in this study were extremely satisfied with living in close proximity to their work. However, the importance of living nearby turned out to be the lowest measured factor by gender, ethnicity and income. This study will delineate which factors which are of the highest importance and corresponding reveal their satisfaction or dissatisfaction with each. The results could help organizations by focusing on the factors which employees really value.

Key words: Work satisfaction, Herzberg, Intrinsic, Extrinsic