

## **ABSTRACT**

Title of the Research: **An Assessment of the Motivation Factors and their Effectiveness as Perceived by the Line-Staff Employees of Philippine Savings Bank in the North Metro Manila Area.**

Author: Maida Grace Almira C. Aguirre

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The study is a descriptive type of research where 42 Customer Service Associates or Line Staff Employee from Philippine Savings Bank North Metro Manila assessed the motivation being applied to employees, and identified the strengths, weaknesses, opportunities, and threats of the company's Human Resource Group, then ranked according to degree of importance. The conceptual framework of the study focused on Frederick Herzberg's Hygiene-Motivation Factors and Strengths, Weaknesses, Opportunities and Threats Analysis.

Aside from researches in books and other publications, data were gathered based on the 60-item, 5-point scale, self-made questionnaires made by the researcher.

Findings revealed that the CSAs in the area are generally young, composing mostly of women, the single, and/or the newly-hired Job Class 3s. Motivation in the bank was highly effective, as observed by the respondents, although its weakest points were in Salary and Recognition. Of all the 10 factors that affect the Human Resource of an Organization, government issues were the least important factors for the CSAs, making Motivation the highest when ranked among those in the “more important” bracket. Perceptions on supervision, salary, and recognition showed great differences as affected by age, civil status, and job levels.

The study concluded that some of the CSAs' profiles affect their perceptions on Supervision, Salary, and Recognition, and that Motivation is the most important factor of the Human Resource Group, while Government Issues are the least important.

This study therefore recommended that the bank focuses on the points that the study reveals to be weak and invests in improving those perceived to be strong. This also suggested PSBank to make further studies by conducting a similar survey to all the other areas to gain control over the truth about the findings of the study. With this, the data gathered will be used as a basis for a decision that is well thought out.