

Impact of Employee Motivation on Work Performance: A Study of Operational Level Employees in a Leading Apparel Company in Sri Lanka

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The purpose of this research is to comprehensively analyze how both intrinsic and extrinsic motivation impact on the overall work performance of operational level employees. While there is a wealth of literature on employee motivation and work performance globally, the Sri Lankan context has seen limited research studies on this area. Additionally, there is a scarcity of studies specifically pertaining to the Sri Lankan apparel industry. This gap in existing research is what the current study seeks to address. This research paper explores the impact of both intrinsic and extrinsic motivation on work performance within a leading apparel company in Sri Lanka. This research is deductive (theory-testing) research. This research was conducted using a questionnaire survey and quantitative research methods. To empirically examine these relationships, operational-level employees of the selected apparel company were chosen as the population, and the sample size was 130; data collection was done through a self-administered questionnaire and a simple random sampling technique. The printed questionnaire was created and distributed to collect data. A total of 132 responses were received, of which 02 were discarded due to incomplete responses. Statistical Package for Social Science (SPSS), version 23.0, was used for data analysis, and both descriptive and inferential statistics, including correlation and regression, were used to analyze data. The findings unveil that there is a strong positive relationship between both intrinsic motivation and extrinsic motivation and the work performance of operational-level employees.

Keywords – *Work performance, Intrinsic Motivation*

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