The Saigon International University

Graduation
Thesis

Business Research Method

Topic:
eTeacher Tutoring Company: Motivational Factors affect employee performance

Student Name: LIN Y HUE

Student ID: 94012001941

Class: 20TAKD

Thesis Advisor: Jose Jiminez Santural Rewel

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ABSTRACT

Employee performance is a crucial factor determining organizational success, especially in the rapidly evolving field of online education. This study investigates the motivational factors influencing employee performance at eTeacher, a tutoring company specializing in one-on-one sessions for children aged 5 to 18. By examining both intrinsic motivators, such as the personal satisfaction derived from teaching, and extrinsic motivators, including compensation and recognition, this research aims to understand how these elements contribute to employee engagement. In the digital context of eTeacher, additional factors such as teaching autonomy, access to innovative tools, and a supportive work environment are also considered. This comprehensive analysis will offer insights into how eTeacher can better align its motivational strategies with employee needs, thereby enhancing overall performance and satisfaction within the company.

CHAPTER 1: INTRODUCTION AND BACKGROUND OF THE STUDY

1.1. Introduction

Employee performance is vital for the success of any organization, particularly in the dynamic field of online education. In the case of eTeacher tutorial company, understanding the motivational factors that influence employee performance is crucial. This introduction explores how these factors impact eTeacher's effectiveness and success.

Motivation is the driving force behind employee dedication and enthusiasm. In eTeacher, motivated employees are essential for maintaining teaching quality and parents, students satisfaction. Both intrinsic factors like fulfillment from teaching and extrinsic factors like compensation and recognition influence employee engagement and performance. In the digital realm of eTeacher, unique factors such as autonomy in teaching, access to innovative tools, and a supportive work environment play crucial roles in motivating employees. Understanding and leveraging these factors can cultivate a culture that empowers employees to consistently deliver exceptional teaching experiences, strengthening eTeacher's competitive position.

This study will provide an overview of explore the specific motivational factors influencing employee performance in eTeacher company – a company that train university students to be tutor and only one-on-one tutoring support for families with children from 5 years old to 18 years old, located at 150bis Le Thi Hong Gam, District 1, Viet Nam.

1.2. Research Objectives

Research objectives on the motivation factors affect employee performance may include:
Identify the key intrinsic motivational factors that influence employee performance within eTeacher tutorial company., leadership and management, organizational culture, employee satisfaction and engagement, rewards and recognition, differences between individuals and groups. Assess the influence of access to innovative teaching tools and technologies on employee motivation and performance in eTeacher. Examine the significance of a supportive work environment, including factors like collaboration and continuous learning opportunities, in shaping employee motivation and performance. Analyze the interplay between different motivational factors and their cumulative effect on employee performance within eTeacher company. Evaluate the effectiveness of current motivational strategies employed by eTeacher and identify areas for improvement. Provide actionable recommendations to optimize motivational factors and enhance employee performance within eTeacher, thereby improving overall organizational effectiveness and success. The study concludes that a well-structured study can provide valuable insights for organizations seeking to optimize their workforce and improve productivity.

1.3. Background

In today's competitive business environment, employees are critical assets for organizations, and motivation plays a key role in driving their behaviors. However, online tutoring companies like eTeacher Tutoring face unique challenges in maintaining high employee performance and motivation. This study investigates the motivational factors influencing employee performance at eTeacher Tutoring through qualitative and quantitative methods. Effective employee performance directly impacts an organization's productivity, profitability, and success. eTeacher Tutoring has observed that motivated and satisfied employees contribute to increased customer satisfaction and revenue. Job performance is influenced by various factors including management, the nature of the job, and employee behavior. Therefore, organizations, including eTeacher, must understand and address these factors to enhance employee performance and achieve their goals.

Title: "How motivated employees are at eTeacher Tutoring Company influences their success."

1.4. Statement of the problem: examines the interaction between employee motivation and performance to enhance Eteacher company's results.

1.5. Sub problem:
- What are the primary motivational factors that influence employee performance within eTeacher Tutoring Company?

- To what extent do external factors, such as compensation, recognition, career advancement opportunities, and work-life balance, contribute to employee motivation and performance?
- How do these motivational factors vary among different job roles, departments, and levels of experience within the organization?

*SOP:

Independent Variable	Intervening variable	Dependent variable
• Motivation • Level: salary increases	• Extra commissions • Level: the end of the year, after achieving all KPIs, vacations	• increase revenue • Level: revenue (high to low)
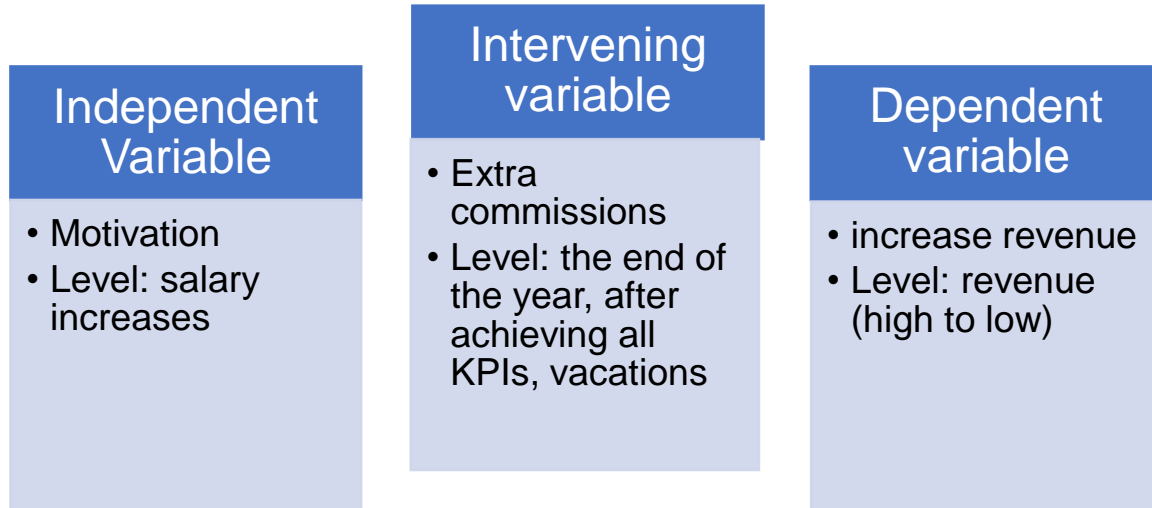
1.6. Theoretical Framework and Conceptual Framework

Theoretical framework:

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┌──────────────┐                    ┌──────────────┐
│ Salary       │                    │  Motivation's │
│ increases    │  ◄══════════►      │  Impact on    │
│ Commission   │                    │  Employee     │
│ Team buildings│                   │  Performance  │
└──────────────┘                    │               │
      ▲                             │               │
      ║                             │               │
      ▼                             │               │
┌──────────────┐                    │               │
│ Employee     │  ◄══════════►      │               │
│ sastifaction │                    └──────────────┘
└──────────────┘
      ▲
      ║
      ▼
┌──────────────┐
│ Increase revenue│
└──────────────┘
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Conceptual framework:

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┌──────────────┐
│ Conpensation and │
│ reward          │
└──────────────┘
      ▲
      ║
      ▼
┌──────────────┐        ┌──────────┐        ┌────────────────────┐
│ + Vacations  │        │ Motivation│       │ Employee performance│
│ + year-end party│     └──────────┘        │                    │
│ + good evaluation│  ◄══════════►          │ +Less absenterism  │
│ + Outdoor    │                            │ +Increased efficiency│
│ activities   │                            │ +Increase punctuallity│
└──────────────┘                            │ +Commitment        │
                                            └────────────────────┘
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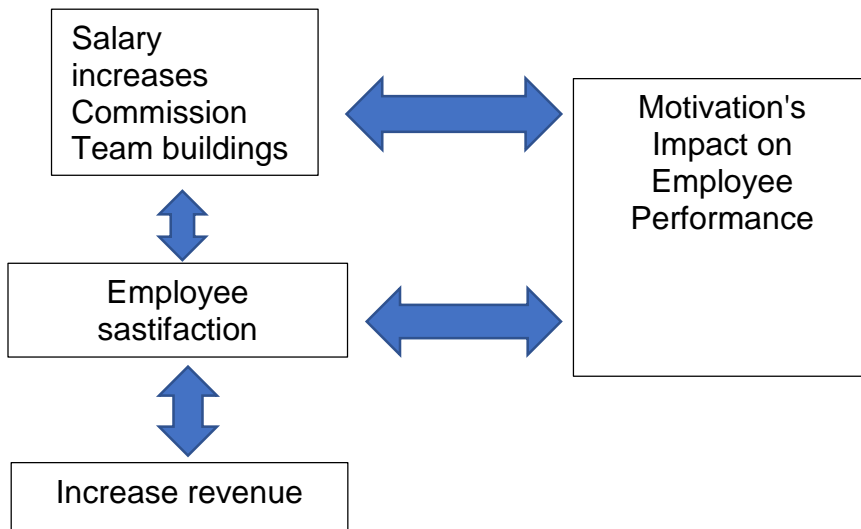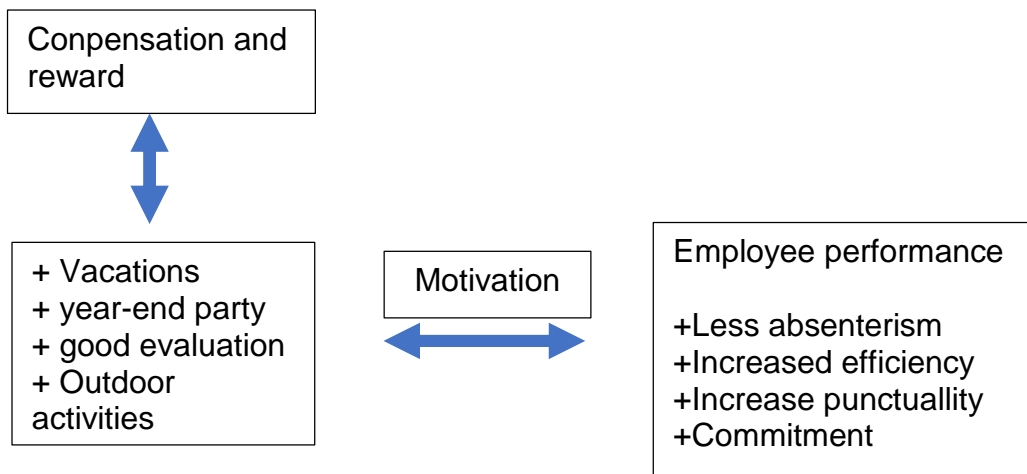
1.7. Assumption

Motivation is a key driver of employee performance, with different types of motivation, individual differences, goal setting, recognition and rewards, management and leadership styles, job satisfaction, sustained motivation, work-life balance, and employee engagement all playing significant roles. These assumptions form the basis for research and practical applications on eTeacher company related to motivation and employee performance, with researchers testing these assumptions to determine their validity and understand the complexities involved in this relationship. Employees who are motivated tend to

perform better than those who lack motivation, and maintaining long-term motivation is essential to help eTeacher company achieve high and stable performance.

1.8. The significance of the study

The significance of the effect of motivation on employee performance cannot be overstated. It plays a crucial role in various aspects of Eteacher company's success:

- Achievement of Goals: Motivated employees are more goal-oriented. They set and strive to achieve both individual and organizational goals, contributing to the overall success of the company.

- Innovation and Creativity: Highly motivated employees are more likely to think outside the box, propose new ideas, and engage in creative problem-solving, which can lead to innovative solutions and improvements.

- Employee Engagement: Motivated employees are more engaged in their work. They are emotionally committed to their jobs and are willing to invest discretionary effort to meet organizational objectives.

- Customer Satisfaction: Motivated employees often provide better customer service, leading to increased customer satisfaction and loyalty.

In summary, the effect of motivation on employee performance is significant because it affects not only individual job performance but also for the success of eTeacher company, employee retention, and overall workplace dynamics. Recognizing the importance of motivation and actively promoting it within Eteacher company can lead to numerous benefits and a more thriving and successful workplace.

1.9. Definition of term

Employee sastifaction	a term that is used to describe if employees are happy and fulfilling their desires and needs at work
Conpensation and reward	Compensation would include rewards when you offer monetary payment such as incentives, various bonuses and performance bonus. Total rewards is the combination of benefits, compensation and rewards that employees receive from their organizations.
Less Absenteeism	Less absenteeism refers to a situation in which employees are more consistently present at work and are absent from work less frequently. It implies a reduced rate of unplanned or unexcused absences, leading to better workforce reliability.
Increased Efficiency	Increased efficiency signifies the ability to achieve better results with the same or fewer resources, such as time, effort, or money. In a work context, it means completing tasks or processes more quickly and effectively, resulting in higher productivity.
Increased Punctuality	ncreased punctuality means that employees consistently arrive at work, meetings, or appointments on time or even earlier than scheduled. Punctual employees demonstrate a strong sense of time management and reliability.
Commitment	Commitment in the workplace refers to an employee's dedication and loyalty to their job, organization, and its goals. It reflects an employee's willingness to go above and beyond their job description, investing extra effort and time to achieve the organization's objectives. Employee commitment is often associated with a strong work ethic and a sense of responsibility.

CHAPTER 2: LITERATURE REVIEW

2.1. Conceptual Definitions
2.1.1. Employee sastisfaction

Employee satisfaction refers to the level of contentment, happiness, and fulfillment that employees feel in their roles within an organization. It is a crucial aspect of workplace culture and can significantly impact an organization's overall performance and success. Wide-ranging advantages of high employee satisfaction include prosperous workplaces. When employees are happy in their roles, they are more likely to complete their work and stick with your business. Additionally, contented workers frequently have contented consumers (Peter Alig, 2023).

Employee sastisfaction is always an important key of a business, because if the business can make all of their employee sastisfy, they can receive more tna they expect like: productivity and performance: satisfied employees are generally more motivated, engaged, and productive in their roles. They tend to be more committed to their work and go the extra mile to contribute to the organization's success. Satisfied employees contribute to a positive workplace culture. They are more likely to collaborate effectively, communicate openly, and support their colleagues, creating a harmonious work environment. The important is customer satisfaction: there is a strong correlation between employee satisfaction and customer satisfaction. Satisfied employees are more likely to provide excellent customer service, resulting in higher customer retention and loyalty. Health and well-being: job satisfaction is closely linked to the physical and mental well-being of employees. Satisfied employees tend to experience lower levels of stress, which can lead to improved health outcomes. Feedback and recognition: providing regular feedback and recognizing employees' contributions can significantly impact their satisfaction levels. Feeling valued and appreciated for their efforts is a key driver of job satisfaction. Also it can impact the organization's reputation in the job market. A positive work environment and high levels of job satisfaction can attract top talent to the organization.

Overall, prioritizing employee satisfaction is a strategic decision that can lead to a more productive, engaged, and successful workforce. It requires ongoing efforts from leadership to create a supportive and fulfilling work environment.

2.1.2. Motivation

The willingness to carry out tasks in pursuit of organizational goals is referred to as motivation in management, and it encompasses inspiration, desire, and morale. Strong motivators encourage and persuade others to follow a particular path of

action in order to accomplish predetermined goals and objectives. In order to succeed in many areas of the business, such as enhanced customer happiness, retention, and overall performance, employee motivation is essential. In addition to being more productive, motivated employees are also more likely to stick with the organization. Offering perks and monetary incentives is the best way to inspire staff members. Mead developed a motivational model in 1994 which focused on the material incentives such as pay, bonuses, and benefits that companies must provide to their workforce in order to keep them satisfied (Mead, 1994).

Another way to motivate employees is recognition. Sometimes just sweet, sincere compliments are enough to motivate others to work, and those words of encouragement will help All employees can work harder and bring better performance to the business. People's preferences for type of recognition can be influenced by their personality. Being recognized in public can make some people happy, but it can make others feel embarrassed. Ellickson (2002) and Borzaga et al. (2006) state that professional advancement, involvement in organizational policies and strategies, and good relationships with superiors all have an impact on employee motivation (Ellickson, 2002, Borzaga and Tortia, 2006).

To recognize distinctions between people and groups: Examine how different personnel and groups within the company differ in terms of motivation and output, and learn about the function of goal-setting. Examine the relationship between performance and motivation when specific, difficult, and attainable goals are specified. Wright (2002) states that there is growing consensus that any model of work motivation should include underlying process variables that explain the goals controlling work motivation (Kanfer 1992; Katzell and Thompson 1990; Mitchell 1997).

2.1.3. Type of motivation

Motivation is divided into two main types:
+ Intrinsic motivation: Intrinsic motivation is a source of motivation that originates from within the individual, as they seek joy, satisfaction, or fulfillment from the work or activities they perform, independent of rewards or incentives punishment from outside. This often comes from passion, interest, or personal meaning that the work brings (Chris Cebollero, 2014).
For example, a teacher may be intrinsically motivated to teach because of a passion for the educational process and a desire to contribute to student development. The satisfaction from seeing students improve their knowledge and skills can be a greater source of motivation than receiving a salary or an outside award. Intrinsic motivation often creates commitment and autonomy at work, helping workers maintain long-term motivation and take pride in what they are doing.

+ Extrinsic motivation: Extrinsic motivation is motivation that comes from factors outside the individual, often related to rewards or punishments. Workers often perform work not for personal pleasure but with the goal of receiving a reward or avoiding negative consequences. These factors may include salary, praise from management, or other material benefits (Chris Cebollero,2014).

For example, an employee may work hard to achieve a graduation bonus program, or work overtime to receive a bonus. In this case, their motivation comes from the desire to receive rewards or avoid punishment, not from passion or interest in the work.

Although extrinsic motivation can stimulate short-term performance, it is often not sustained and does not create sustained commitment. In some cases, it can lead to a loss of motivation when there are not enough extrinsic factors to maintain interest and commitment on the part of workers.

From the above two types, it can be divided into other types of motivation as follows:

a) Incentive motivation

When you're driven to do a task due to the possibility of reward, this is known as incentive motivation. This type of motivation is rooted in the anticipation of external rewards that can range from tangible benefits like money, promotions, or gifts to intangible rewards such as recognition, praise, or social approval. Companies may use various incentive programs, such as bonuses, commission structures, or employee recognition awards, to motivate their workforce. Employees, in turn, are motivated to achieve specific goals or targets with the expectation of gaining these rewards. For example, a sales representative may be motivated by the promise of a performance-based bonus for meeting or exceeding sales targets.

b) Achievement motivation

Achievement motivation" refers to the inner drive or desire that compels individuals to strive for success, set and accomplish goals, and seek excellence in their endeavors. People with high achievement motivation are typically characterized by a strong desire to overcome challenges, outperform their previous efforts, and attain a sense of accomplishment. For example: a doctor creates a vaccine that can prevent the deadly virus Covid-19, the satisfaction lies in creating a life-saving product rather than the potential commercial value of the discovery there.

c) Fear motivation

Fear motivation refers to the drive or impetus to take action based on the emotion of fear. In this context, fear serves as a powerful motivator, compelling individuals to act in specific ways to avoid negative consequences or threats. It's a type of

motivation rooted in the anticipation of punishment, harm, or unfavorable outcomes. While fear motivation can prompt immediate action and compliance, it may not sustain long-term engagement or commitment. In some cases, it can lead to stress, anxiety, and a negative impact on mental well-being. Therefore, a balanced approach that includes positive reinforcement, intrinsic motivation, and a supportive environment is often considered more effective for fostering lasting behavioral change and motivation.

Example: An employee might work diligently and adhere to company policies not out of a genuine passion for the work but because they fear losing their job or facing disciplinary actions. The fear of unemployment or negative consequences serves as the primary motivator for their behavior.

d) Affiliation motivation

The term "affiliation motivation" is the psychological need or desire that pushes people to look for and keep wholesome connections, social ties, and relationships with other people. Needs for companionship, social engagement, and a sense of belonging drive those with high affiliation motivation. This kind of motivation places a strong emphasis on the value of interpersonal relationships and the good feelings that come from having social ties.

Example: A person with strong affiliation motivation may actively participate in social clubs, engage in team sports, or join community organizations to foster social connections. The motivation to be part of these groups is driven by the desire for companionship, mutual support, and shared experiences.

e) Expectancy motivation

Expectancy motivation is a concept that revolves around the belief that individuals are motivated to act in a certain way based on their expectations about the outcomes of their actions. Expectancy theory posits that people are motivated by the expectation that their efforts will lead to a particular level of performance, which in turn will yield a desired outcome or reward.

For example, a student gives a presentation in a midterm exam with the expectation that successful completion of the exam will lead to a high score and, therefore, increased learning satisfaction. In this case, students are motivated by the expectation that their efforts will yield positive results.

2.1.4. Criteria for evaluating employee satisfaction
a) Less Absenteeism

Less absenteeism in employees refers to a situation where a lower-than-average number of employees are absent from work due to illness, personal reasons, or other unplanned circumstances. It indicates a positive trend where employees are consistently present and available for their scheduled work hours. This can lead to increased productivity, better team cohesion, and a more efficient operation of the

organization. It is often a desirable outcome for employers as it can contribute to a healthier and more productive work environment. But when a person misses work frequently or without warning, it creates an issue for the organization, especially if they are required to be paid during their absences. When an employee misses work during the busiest seasons of the year or when big project deadlines are drawing near, it is very concerning (Will Kenton,2022). A decline in business efficiency directly results in lower sales and profits for the absentee employer. An employee cannot contribute to the expansion and success of a firm if they are unable to work. Therefore, if companies and businesses motivate employees and provide more support for employees, they can reduce absenteeism.

b) Increase efficiency

Efficiency is the capacity to do a task with minimal to no loss of energy, effort, or resources. Being efficient is making the most use of the resources at your disposal in order to accomplish your goals. In other words, anything is efficient if all processes are optimized and there is no waste. This covers the utilization of funds, labor, machinery, and energy resources (Caroline Banton,2023). Efficiency is a crucial quality because resources are limited in all cases. Since resources like time, money, and raw materials are scarce, it's critical to save them while still producing work at a quality that meets expectations.

A competitive society can operate more effectively and provide greater services to its members. Efficiently made goods are sold for less money. Efficiency-driven advancements have made it possible for people to live in greater standards of living by enabling things like running water, electricity, and transportation.

c) Increased Punctuality

The capacity to be on time, show up for appointments on time, and turn in assignments by the due date is known as punctuality. Being on time requires preparation and arranging in a professional setting so that you may meet deadlines and accomplish duties on time. This entails scheduling meetings, arranging your transportation so that you get at work and begin your shift at the appointed time, and organizing your workload so that you accomplish your tasks when your manager or clients require it (Jamie Birt,2023)

Attendance and punctuality are crucial in the workplace because they support productivity. Coworkers depend on one another to be on time in order to collaborate on projects, receive feedback, and provide work that meets customer expectations. Being on time and regularly attending work enables you to complete more work and maintain consistent communication with clients, strengthening client relationships and building a reputation for producing high-caliber, dependable work.

d) Commitment

Commitment is characterized as an employee's degree of enthusiasm for the tasks that have been assigned to them at work. It is the sense of accountability one feels for achieving their objectives. A good work ethic can result in opportunities for professional development and a passion for one's work (Adi Bhat, 2023). Work dedication and engagement within the organization are correlated with high employee satisfaction levels.

2.2. Related Studies

- A 2005 study by Pool Maritz (cited in Robescu et al, 2016) that included 1,002 workers revealed that supervisors do not give workers the recognition they deserve. Verbal praise is the most widely used method of recognition. According to data, only 50% of employees want to receive it and 40% want to be praised in writing.

- The study surveyed excellent service employees from three East Coast Malaysian states in 2003 (cited in Fauzilah Salleh et al, 2011). The respondents were selected based on job motivation and performance, with a focus on those who had been evaluated by their superiors and passed exams. The questionnaires were distributed by the researcher to ensure confidentiality and accuracy. Out of 150 questionnaires, 135 were completed, yielding a 90% response rate. The demographic profile of the respondents was presented, with the majority being male (79.3%) and the average age being above 40 years old. The majority of the respondents were from the elder age group. The study found an unbalanced distribution between those with tertiary and secondary education. The majority of the respondents had more than 15 years of experience, with 68.1% receiving a monthly income below RM2,000. The achievement of performance by respondents' is measured by the salary progression.

- In this study (cited in S Abdi Mohamud et al, 2017), a sample containing 70 individuals was randomly selected according to Morgantable among the statistic population of 85 employees in Islamic Revolution Housing Foundation. Work motivation and job performance questionnaires were designed and the collected information were put into data analysis and hypothesis testing by using AMOS and SPSS software and the results show that the work motivation has a positive and significant effect on job performances of employees in Islamic Revolution Housing Foundation (Azar & Shafighi, 2013).

- The proof is that Aetna Insurance Company has shown us the effectiveness of this management method (cited in Moc Duong et al, 2021). Before that, Aetna Insurance Company was a high-pressure working environment. Employees were overworked, underpaid, and so stressed that one employee committed suicide. The company's image is ruined. In 2004, CEO Mark Bertolini had a life-threatening skiing accident. Then, while looking for alternative methods to manage his pain, he came across how being active could help him recover. He believed that caring for people could change the way things were done at Aetna Insurance, so he implemented this at the company. More than 25,000 people participated in this change for Aetna Insurance company. Aetna's ROI has skyrocketed. When these activities were implemented, there was an incredible change in the company's culture. Participants reported a 28% reduction in stress, a 20% improvement in sleep, and a 19% reduction in pain. Their productivity is an average of 62 minutes faster per week, each employee brings in $3000 in profit per year.

CHAPTER 3. METHODS AND PROCEDURES

3.1. Research Design
This study aims to investigate the impact of motivational strategies on employee performance at eTeacher through a mixed-methods approach, combining historical analysis and narrative inquiry. The primary objective is to identify key motivational strategies, examine their implementation and historical outcomes, understand employee experiences, and analyze the relationship between motivation and performance over time.

- Historical Analysis

The historical analysis involves exploring company archives, historical records, and reports related to employee motivation. By reviewing past motivational initiatives, their implementation, and outcomes, the study will identify patterns and trends over time. This method provides a chronological understanding of how motivational strategies have evolved and their impact on employee performance.

- Data Collection Methods

Data collection includes both archival research and interviews. Archival research involves accessing and reviewing documents and historical records from the company archives. Interviews are conducted using guided questions to gather detailed responses from participants. These interviews will be recorded and transcribed for analysis.

- Data Analysis

Data analysis includes thematic analysis and the creation of a timeline. Thematic analysis identifies recurring themes and patterns in qualitative data from the interviews. The timeline tracks the development and effectiveness of motivational strategies over time.

- Validity and Reliability

Ensuring validity and reliability is crucial. Validity is achieved by pre-testing interview questions and consulting HR experts. Reliability is ensured through methods like re-testing.

- Ethical Considerations

Ethical considerations include obtaining informed consent from participants, ensuring confidentiality, and securing the necessary permissions from eTeacher. Participants are provided with clear information about the study's purpose, their rights, and how their data will be used.

- Limitations

Potential limitations include challenges in accessing comprehensive historical records and a limited sample size that may not fully capture the diversity of experiences within the company. These limitations are acknowledged and addressed where possible to ensure robust research outcomes.

This research design integrates historical analysis with narrative inquiry to provide a comprehensive understanding of how motivational strategies impact employee performance at eTeacher. This approach allows for a detailed exploration of both historical context and personal experiences, yielding valuable insights into the dynamic relationship between motivation and performance.

3.2. Research Locale
3.2.1. Background of eTeacher company

eTeacher is a company that recruits students from famous universities in the city and trains them to become professional tutors to teach 1-on-1 for households with children from 6 to 18 years old. Located in 150bis Le Thi Hong Gam, District 1, Ho Chi Minh City, With a professional selection and training process, eTeacher ensures that each tutor is equipped with extensive knowledge and excellent teaching skills to meet all student requirements. In addition, eTeacher also pays special attention to building and developing a professional management team, to ensure optimal monitoring and support for both tutors and students. Personalized roadmaps and learning reports are the highlight of eTeacher, helping to ensure that each student receives personalized support, progresses and achieves their learning goals in the most effective way.

3.2.2. Mission, Vision and Core values

- Mission: Creating a knowledge space, promoting intelligence and the power to create value through the spread and sharing of Vietnam's leading tutoring community.

- Vision: Steadily stepping on the journey to become a reliable educational partner of Viet Family.

- Core values:
+ Dedicated to customers
+ Responsibility in action
+ Passion and enthusiasm
+ Love and support teammates
+ Lifelong learning.

3.2.3. Specific Objectives and Alignment with the Study

The specific objectives of this study regarding the impact of motivation on employee performance are completely consistent with the mission and goals of eTeacher company. As a company that recruits and trains tutors for households, understanding what motivates employees directly contributes to business growth and performance among resident companies. This research aims to provide valuable insights in line with eTeacher's focus on knowledge exchange and continuous improvement, ensuring the company stays ahead of the curve by addressing key aspects important in the organization's operations.

3.3. Research Instrument

This section outlines the design and application of research tools to investigate the impact of motivation on employee performance at eTeacher. The tools include a structured questionnaire and a structured survey.

- Questionnaire Design

The structured questionnaire will evaluate employees' opinions on how motivation affects their work performance. It will cover aspects such as motivations, external rewards, organizational culture, and employee performance. To ensure validity, the questionnaire will be reviewed by a guiding teacher and HR specialists, who will assess the level of agreement or disagreement with various statements related to motivation and performance. The questionnaire will be organized into clear sections to address different motivational factors and their perceived impact on performance.

- Survey Design

The structured survey will allow for in-depth exploration of participants' experiences and perspectives on motivational strategies at eTeacher. The survey will cover topics such as personal experiences with internal and external motivation, the role of organizational culture in motivation, and the perceived impact of these factors on employee performance.

By employing these reliable and validated research tools, the study aims to comprehensively explore the relationship between motivational strategies and employee performance at eTeacher.

3.4 Data Gathering Produces
3.4.1. Sampling Design