ABSTRACT
The researcher was carried out on the relationship between motivation and productivity. It was conducted in Kigezi pride bakery in Kabale Municipality, Kabale District. It was guided by four objectives: to explore other factors that motivates employees at Kigezi Pride bakery; to assess ways in which employee motivation influences the output of Kigezi Pride baker; to venture into possible strategies for employing employee motivation and greater productivity of Kigezi Pride Bakery. Both simple random sampling (general informants) and Purposive sampling (Key informants) were used to select respondents for the study the total sample comprised of fifty respondents. The researcher used the questionnaire; focus group discussions interview and observation guides to collect primary data from the field. Data were presented in tables pie-charts and graphs. Both qualitative and quantitative data were collected. The study results indicated that employees at Kigezi pride bakery were not motivated. It revealed that some level of employee motivation prevailed: there was early payment of employees’ salaries and some levels of job security that was based on contract system. The majority of respondents noted that employees would be productive if they were motivated. The respondents noted that there were challenges such as work overload, harsh terms and conditions of work, unpleasant environment, inadequate remuneration limited staff coordination among others hindering Kigezi Pride bakery towards achieving greater organization productivity despite the prevailing Motivational initiatives. They also noted that there were motivational strategies in place for gearing employees’ performance for greater productivity. The highest number of respondents suggested that there was need for increased salaries of employees to meet the current needs of their families with the current escalating prices of goods and services. The study recommended that Kigezi Pride Bakery should consider informing and training its staff to equip them with more skills in order to improve their performance and that it should also inform the employees about the procedures that must be gone through if they want for example, a salary increment among others.