

ABSTRACT

This study investigated the effects of work motivation on employees' job performance in Rwanda Urwibutso Enterprise Rulindo District. Specifically, the study meant find out different types of employees' motivation offered, identify challenges faced when motivating employees and the relationship between work motivation and employee's job performance. The study used mixed research approach and adopted parallel convergent design. Data was obtained from 148 respondents. The study revealed that, motivation packages offered at Urwibutso Enterprise were found to be essential at improving job performance of employees and to a large extent they influence job performance of workers in terms of improving, attendance to work, competence in doing job, efficiency at work, loyalty, punctuality and meeting agreed objectives. Moreover, findings revealed that, shortage of resources, lack management willingness, organization policies, lack of awareness, workers being so rigid and workers' tendency to leave the company for more well paid companies were the challenges faced when motivating employees. It was also found that, motivation influence employee's job performance in the sense that: It helps an individual employee achieve personal goals, reduce task errors and minimize conflicts at work. Similarly, motivation Increase turnover and profitability, induces job satisfaction hence more work efficiency, bringing a sense of achievement, provide satisfaction, and enable accomplishment of task on time, it brings team spirit and it improves work efficiency. The study recommended the administration to prepare the blueprint or guideline to guide the practice of motivation for its workers and workers should positively interact with their HRMs so that they communicate their preferences and customize their motivation needs accordingly.