

The Effect of Leader Motivating Language on Work Performance and Job Satisfaction as Perceived by the Employees of Soro-Soro Ibaba Development Cooperative in Batangas City

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Abstract : The study entitled "The Effect of Leader Motivating Language on Work Performance and Job Satisfaction as Perceived by the Employees of SoroSoro Ibaba Development Cooperative (SIDC)" primarily aims to evaluate the effect of leader's use of motivating language in terms of the three types of speech acts namely, direction-giving language, empathetic language and meaning-making language with regard to the work performance and job satisfaction of the employees. The study made use of the descriptive method of this research that it followed certain processes in gathering the necessary and accurate information. Furthermore, survey questionnaires were used in order to congregate the respondents' outlooks, opinions, and insight in the study. These survey questionnaires were distributed to one hundred fifty (150) employees from the five (5) outlets of SoroSoro Ibaba Development Cooperative (SIDC) in Batangas City who were chosen as the respondents of the study. However, only hundred twenty (120) out of one hundred fifty (150) or eighty (80) percent of the questionnaires were retrieved. Moreover, to accomplish the objectives of the study, different statistical treatments were used for the interpretation and analysis of the gathered data. These were the relative frequency, weighted mean, one-way analysis of variance and Pearson r. Based on those statistical treatments, researchers came up with the following results: first, most of the respondents were below 35 years old, males, college graduates and in regular status; second, direction-giving language, empathetic language, and meaning-making language affect the work performance and job satisfaction of the employees to a great extent; third, there was a non-significant difference with regards to the effect of leader motivating language on the work performance and job satisfaction of the employee; and, last, there was a significant relationship on the assessment of the effect of leader motivating language on work performance and job satisfaction when grouped according to respondents' profile. Based on these results, various recommendations were conceptualized such as the designing of proposed activities like communication workshop and team-building to augment the communication between the leader and an employee. These activities could help for the development and attainment of an excellent communication within the different organizations and companies that are very important to any business success.

Keywords : leader motivating language, work performance, job satisfaction, employees

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