

THE IMPACT OF INTRINSIC AND EXTRINSIC MOTIVATIONAL FACTORS ON IT EMPLOYEE PERFORMANCE

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ABSTRACT

This study investigated the impact of intrinsic and extrinsic motivation factors on the performance of IT professionals. With the rapid evolution of the IT industry, maintaining a competitive edge requires a deep understanding of the key motivators that drive employee engagement and performance. This study aimed to assess the impact of both intrinsic and extrinsic motivation factors on IT employee performance. Additionally, it explores how these motivators vary through quantitative surveys and qualitative interviews, offering a comprehensive understanding of the motivational drivers. A mixed-methods approach was employed, with quantitative data collected via a structured questionnaire distributed to 152 IT employees, complemented by qualitative insights from in-depth interviews with ten participants. Data were analyzed using statistical methods for quantitative results and thematic analysis for qualitative responses. The survey results indicated that intrinsic factors, such as autonomy, mastery, and purpose, significantly enhanced employee satisfaction and performance. Interviews revealed that these motivators, along with extrinsic rewards, such as financial incentives and career advancement, play a critical role in maintaining long-term employee engagement. This study uniquely contributes to the understanding of how a balanced approach that integrates both intrinsic and extrinsic motivation strategies can optimize employee engagement in the IT sector. It provides actionable insights for IT managers and HR professionals to design motivational frameworks that cater to the unique needs of the modern IT workforce, thereby fostering innovation and sustaining high performance.

Keywords: Extrinsic motivation, employee performance, HR strategies, it workforce, intrinsic motivation, extrinsic motivation, employee performance, HR strategies, organizational culture