Motivation is Important Part in Every Company Especially in Public Administration

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Abstract
Motivation also involves factors that direct and maintain goal-directed actions. Although, such motives are rarely directly observable. As a result, we must often infer the reasons why people do the things that they do based on observable behaviors. Learn the types of motivation that exist and how we use them in our everyday lives. And if it feels like you've lost your motivation, do not worry. There are many ways to develop or improve your self-motivation levels. This study aims to provide a clear description of the concepts and terms of motivation in the organization and also aims to identify the factors that influence the motivation of employees in the Public Administration. Taking the essence from the literature and various publications, efforts have been made to create a guide with a summarized structure regarding this study. The study of human resource motivation in public administration is concerned with the nature and regulation of the employment relationship and is an area to which a variety of disciplines contribute, particularly sociology, psychology, and industrial relations.

1.Motivation in the organization
People often have multiple motives for engaging in any one behavior. Motivation might be extrinsic, whereby a person is inspired by outside forces—other people or rewards. Motivation can also be intrinsic, whereby the inspiration comes from within—the desire to improve at a certain activity. Intrinsic motivation tends to push people more forcefully, and the accomplishments are more fulfilling.One framework used for understanding motivation is the hierarchy of needs proposed by American psychologist Abraham Maslow in 1943. According to Maslow, humans are inherently motivated to better themselves and move toward expressing their full potential self-actualization by progressively encountering and satisfying several levels of need from the most fundamental, such as for food and safety, to higher-order needs for love, belonging, and self-esteem. Eventually, Maslow extended the theory to include a need for self-transcendence: People reach the pinnacle of growth and find the highest meaning in life by attending to things beyond the self. Although the universality of Maslow's theory has been challenged, many believe it captures fundamental truths about human motivation.

The term motivation describes *why* a person does something. It is the driving force behind human actions. Motivation is the process that initiates, guides, and maintains goal-oriented behaviors.The term *motivation* , which derives from the Latin word " *movere* " that is, " *move* " contains two elements: direction and energization or vivification (Lens & Rand, 1997). Theories of motivation examine what activities, tasks, or goals people "move" toward (*direction)* and what factors make them move (*energization)* (Deci & Ryan, 1985)*.* Motivation is the willingness of an individual to strive for the achievement of the organization's objectives by putting into use a large amount of energy and effort, provided that these efforts lead to the completion of the objectives. Simply put, motivation is the drive that makes people work toward achieving personal goals, and organizations use it to achieve their goals. Motivation is an internal drive to satisfy an unsatisfied need. (Higgins, 1994) Motivation is defined as a psychological process that guides behavior (Kreitner, 1995), a predisposition to bring about, in a purposeful way to achieve specific and unmet needs (Buford, Bedeian, & Lindner, 1995), an internal drive to satisfy an unsatisfied need (Higgins, 1994), and the will to achieve it (Bedeian, 1993). It should be kept in mind that like many other processes, motivation cannot be seen. The only thing that is seen and evidenced is the behavior. Motivation is a hypothetical construct used to explain behavior; he should not be equated with it. The motivation process begins with the identification of the person's needs. A need is a perceived lack that triggers a behavior that aims to remove this lack. Absences can be physiological, psychological or social. In the field of motivation there are some consolidated classic theories, which were published around the 50s of the last century, theories which have inspired more modern theories and which are the basis of the latter. One of the main theories is the one developed by a. Maslow, known as the theory of the hierarchy of needs. Other theories are theories x and y, followed by theory z, theory of dual factors (hygiene motivation), etc.

2. How to Strengthen Motivation in the organization
Motivation is the desire to act in service of a goal. It's the crucial element in setting and attaining our objectives. Motivation is one of the driving forces behind human behavior. It fuels competition and sparks social connection. Its absence can lead to mental illnesses such as depression. Motivation encompasses the desire to continue

striving toward meaning, purpose, and a life worth living.

What is motivation? Motivation is the internal force that drives you to take the right action. Motivation is enabled by desire and ambition and therefore, if they are absent, then motivation is also absent. Motivation is the willingness of an individual to strive for the achievement of the organization's objectives by putting to use a large amount of energy and effort, provided that these efforts lead to the fulfillment of his individual objectives. Sometimes, we may have a desire to get something, or to achieve a certain goal, but if the desire and ambition are not strong enough, there is a lack of drive, initiative and willingness to take the necessary measures, in this case, motivation is also lacking. When there is motivation, there is initiative and direction, courage, energy, and persistence to pursue goals. A motivated person takes action and does whatever it takes to achieve his or her goals. Motivation becomes strong when we have a vision, a clear image of what we want to achieve and also a strong desire to manifest it. In such a situation, motivation awakens inner strength and energy, and pushes you forward, in the direction of making the vision we have a reality. A motivated person is a happier, more energetic person and sees a positive bottom line in his or her mind.

2.1 What can we do to strengthen motivation?

1. Set a goal. If you have a big goal, it would be a good idea if we divide it into several small goals, each small goal leads to the big goal. By dividing the goal into several small goals, then it will be easier for us to motivate ourselves. This will also help us feel that the goal is more possible and easier to accomplish.

2. We must understand that it is important to finish the work we have started. We must fix in our mind that whatever we have started or will start must be finished, developing the habit of going to the finish line.

3. Talking to people with similar interests or goals. Connecting with motivated people who share our interests.

4. Do not leave work or tasks for later. Procrastination leads to laziness and laziness leads to lack of motivation.

5. Perseverance, patience and not giving up, despite failure and difficulties.

6. Read about subjects of your interest. This will keep your enthusiasm and ambition alive.

7. Self-affirmation that we can and will succeed. (Sasson, n.d.)

3. Strategies for Increasing Motivation

1. Money as a factor for increasing motivation.

According to economists and managers, the salary that employees receive for the work performed is quite important to other motivators, while behavioral scientists did not pay special attention to this factor.

Some of the most important points to consider when using money as a motivating factor, in order for it to play its role properly, would be:

- Salary means different things to different people and places. For example, in the countries of Central and Eastern Europe, and especially in our country, it is a powerful tool for motivating people, as well as for young employees who have just started work or are about to start a new family, the salary is very important first. In these cases and for those people where the minimum needs of life do not pose a problem after they have met them, its motivational power decreases, but again the salary never loses its importance.

- People are very sensitive to the principle of equality, therefore building and operating adequate reward systems based on the contribution of each is an important motivating factor. Building a fair compensation system is hard work, but managers in this work process should be guided by the principles that employees doing the same work inside or outside their organization should be paid equally.

- Salary can be used by managers to attract qualified employees to their organization and at the same time try not to allow employees to leave for other organizations that can reward them better for the same work.

- Where possible, the salary should be related to the performance of the employees and it is intended that these reward systems are not focused only on the workers but also on the managers, financiers, accountants, secretaries, etc.

4. The purpose of the study

The purpose of this study is to rely on the contemporary literature in the field of motivation, to build a picture of reality regarding the motivation of employees in the public administration, according to the Theory of Processes-VROOM, and to see what are the factors that influence in motivating employees in the public sector. Through this topic, the three components of the theory of expectation will be studied, which are:

1. **Expectation (E)** , the person's belief that his/her efforts will result in the achievement of the desired performance. This component is seen as a Performance/Effort ratio. Can high performance be achieved with more effort?

2. **Instrumentality (I)** , the person's belief that he/she will receive a reward if performance and expectation are

met. This term relates the first-level outcomes to the second-level outcomes, i.e. the utility of the first-level outcome to achieve the desired second-level outcomes. This component is seen as a Profit/Performance ratio. If an individual's performance is high, can he receive benefits?

3. **Valence (V)** , The value of the reward for each person. So valence is an individual's preference for a certain outcome.

Through the analysis of the answers to the questionnaire, the sections of the questionnaire will be studied and it will be studied who are the factors that have the greatest impact on increasing their motivation in the work environment.

The constituent elements of each sector will also be studied. Which element within each section has the highest weight and rating, which element within each section has the lowest weight or rating by employees.

5. The analyse of results

Chart 1: In your workplace, what percentage of your intellectual potential do you think you use?
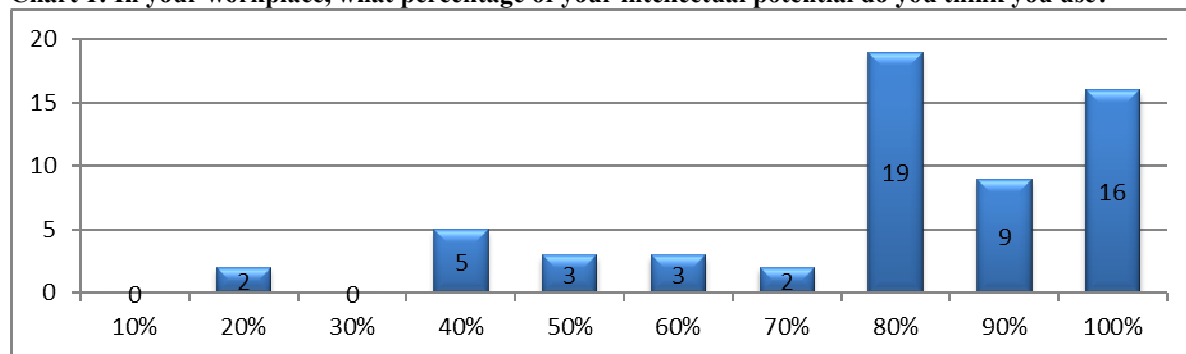
Based on the responses of the employees of the two institutions and the analysis of these data, it was found that 19 individuals think that in their workplace they use 80% of their intellectual potential, 16 of them think that they use 100% of their intellectual potential in their workplace, 9 individuals think they use 90% of their intellectual potential in their workplace, 5 individuals think they use 40% of their intellectual potential in their workplace, 3 of them expressed that they think they use 50% and 3 other individuals think they use 60% of their intellectual potential in their workplace and 2 of them said they think they use 20% and 2 others said they think that use 70% of their intellectual potential in their workplace.

Chart 2: To what extent are you able to use your intellectual potential in your workplace?
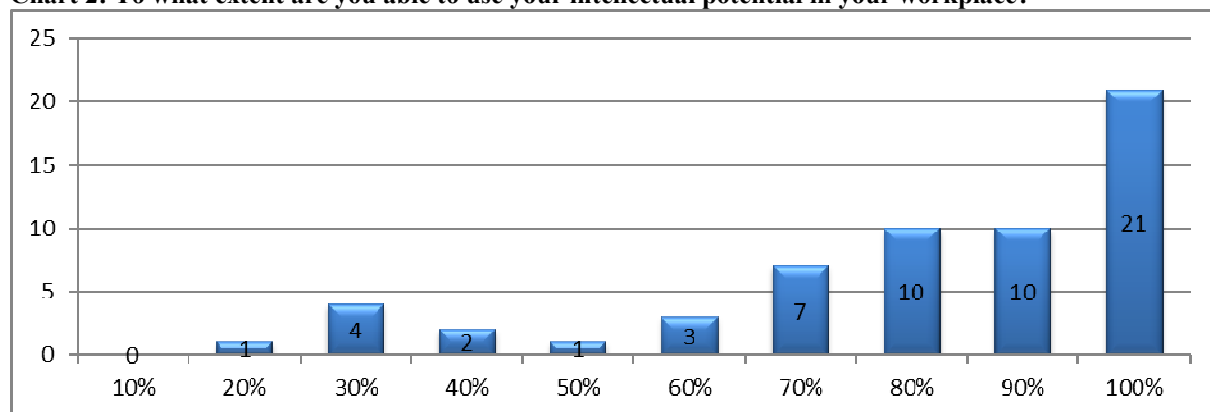
The following question aims to identify how many opportunities employees have to use their intellectual potential in their workplace. Compared to the above question, the difference between them is, how much employees think they use their intellectual potential in their workplace and how much they actually use it. For this reason, this question was carried out and we see that 21 individuals expressed that they have 100% opportunity to use their intellectual potential in their workplace. 10 of them have estimated with 80% and 90% the opportunity they have to use their intellectual potential in their workplace. 7 individuals have a 70% chance to use their potential.

6.Conclusion

Motivation, being at the same time quite complex and contradictory, is perhaps one of the most written managerial issues at the same time because a work environment with highly motivated staff is lively, energetic, cooperative, flexible and satisfying. to work there. A demotivated work environment is gloomy and apathetic, full of conflicts, characterized by absenteeism and low productivity and is unpleasant (J. Carlopo at al 2001).

The study of motivation and its role in the dynamics of any activity has grown strongly over the last few years, and today motivational issues have regained the attention of various researchers, both in theory and in practice. The purpose of this study is to rely on the contemporary literature in the field of motivation, to build a picture of reality regarding the motivation of employees in the public administration.

Questionnaires were prepared for the collection of quantitative primary data. The questionnaire consists of 3 sections. Secondary data was obtained from the literature review. The studied literature has been carefully selected, with the help of the scientific leader, Prof. Dr. Ahmet Ceni. The literature includes publications and studies published in Albania as well as in other countries.

The sample of the study consists of 59 employees, who work in public administration, mainly in the Health Care Insurance Institute and the Tirana Treasury Branch. 30 questionnaires were provided by the Health Care Insurance Institute (ISKSH) and 29 questionnaires were provided by the Tirana Treasury Branch (D.TH.T). At the end of the research, only 59 questionnaires out of 80 distributed questionnaires were considered valid. The rest of the questionnaires were not completed, partially completed or the employees circled more than one answer as correct.

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