

**THE ROLE OF MOTIVATIONS IN RETENTION OF EMPLOYEES:- A
CASE OF BANK OF TANZANIA MWANZA BRANCH**

DECLARATION

I hereby declare that, I have read the dissertation and found it to be original and accepted for final submission to the Open University of Tanzania for the degree of Master of Business Administration.

BY

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ABSTRACT

The study was aimed at investigating the role of motivation in employees retention: A case of Bank of Tanzania Mwanza Branch. The major purpose of this study was to determine the motivational strategies used by Bank of Tanzania – Mwanza Branch which proved to be effective and efficient in retaining employees. The case study research design was used in this study. The sampling frame used included respondents from Bank of Tanzania - Mwanza Branch. Data were obtained through questionnaires and interviews administered to 40 respondents. Documentary review was also used to gather other useful information. The findings showed that satisfaction of the human needs such as food shelter and clothing played in integral motivational role. Other factors for low rate turnover in BoT were job satisfaction among the employees; participative management; comparatively higher pay; reasonable degree of social interaction; interesting and varied tasks; reasonable degree of autonomy; good company image; equitable payment system and equal opportunity for promotion. This paper provides practical guidelines on how organizational managements can keep their employees satisfied and therefore retain them.