

**THE EFFECTIVENESS OF MOTIVATION ON STAFF RETENTION: A  
CASE STUDY OF NMB PLC**

**BY**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION OF THE OPEN UNIVERSITY OF TANZANIA**

**2009**

**ABSTRACT**

This study aimed to examine the effectiveness of motivation on staff retention at NMB PLC. The main objective was to investigate the effectiveness of employee motivation in NMB Plc and how to improve the motivation so as to reduce employee turnover. The specific objectives were first to determine the level of employee turnover in NMB Plc; secondly, to determine the causes for staff turnover; and thirdly, to determine employees' opinion about the company. Research questions that guided the study were: what is the level of employee turnover at NMB Plc? What are the causes of employee turnover; what are employees' opinions about NMB, structured questionnaires, face to face interview, telephone communication questions and e-mail questions. Both primary and secondary data were collected. Data collection was done by the researcher using structured questionnaires, face to face interview, telephone communication questions and e-mail questions. Data analysis was done using bivariate and multivariate techniques with the help of statistical package for scientific sciences together with excel technique. Different motivational theories were discussed to guide the study. The findings show that, low salaries were the most motivating factor that affect employee turnover.