

**THE INFLUENCE OF REWARD ON WORKERS
PERFORMANCE IN TANZANIA
A CASE STUDY TANZANIA CIGARETTE
COMPANY OF DARE S SALAAM**

By

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ABSTRACT.

The main objective of this research study was to investigate the influence of Reward on employees' performance in an organizations. The specific objectives in this research were to identify types of reward in service organizations, to describe the impact of reward in the service organizations and to provide recommendation for better reward system to be used in service organizations.

The case study approach was the one which was used to conduct this study, two groups of the respondents were involved: The management and employees of Tanzania Cigarette Company Ltd. The sample of one hundred employees and management (respondents) were taken, data collection was taken through questionnaires only. Data obtained were qualitative and quantitative in nature. Data were analyzed by both qualitative and quantitative using SPSS programme.

The main Findings from the research shows that majority of employees were not happy with their job which led them not to perform better due to low or absence of rewards strategies.

According to the findings, in order for the organization to perform more the following issues should be considered for the betterment of the company. These issues are as follows; expression of employees views concerning the organization that could give them a chance to exercise their right on participating in decision making at their organization. Also the employees should get continuous training, provides all necessary and required allowances by the employees, paying them well

and the organization should provides good working environments and working equipments.

According to the study, the researcher provided some recommendation to the Company to improve some areas of weakness in order to make sure that the employees are being satisfied with their work which could led them to perform more. The Company should provides training, promotion ,house allowance, transport allowance and also the management should respect and delegate power to human resource people to practice their duties well especially on those issues concerning how to reward employees in order to enhance their performance.