

ABSTRACT

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THE IMPACT OF MOTIVATION TOWARDS EMPLOYEE PERFORMANCE IN SALES & MARKETING AND BANQUET DEPARTMENT AT SAMABE BALI SUITES & VILLAS

(xiv+74 pages; 9 figures; 38 tables; 12 appendixes)

In any organization, there will time when a gap develops between motivation and employee performance. The aim of this research is to know whether there is any impact of motivation towards employee performance in Sales & Marketing and Banquet Department at Samabe Bali Suites & Villas.

According to Azar and Shafighi in Shahzadi et. al (2014), employee performance is influenced by motivation because when employees are motivated then they will do work with more effort and by which performance will ultimately improve.

Quantitative study and census sampling are being used in this research, where questionnaire with Likert Scale will be distributed to 60 people. That conducted on the questionnaire are validity test, reliability test, normality test, correlation test, determination test, linearity test, simple regression test and hypothesis test using Z-test.

The result of the research shows that the mean, median and mode of both variables compares with their interval scale are strongly in agreement, each questions of both variables are valid, both variables are reliable, have high reliability, normally distributed, and have correlation and linear relationship. The simple regression test shows that every addition of 1% motivation impacts on 1.146 employee performance and Z-test result is $6.68 > 1.96$ and 75.6% of motivation impacts on employee performance.

The writer would like to contribute several recommendations for Samabe Bali Suites & Villas based on this research: Samabe Bali Suites & Villas should provide employees in Sales & Marketing and Banquet Department a decent food & drinks (cafeteria) needs, should offer salary increases, should encourage participation on company events or gathering, and should appreciate talented employees.

Keywords: motivation, employee performance, hotel

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