

# The Effect of Work Motivation and Reward System on Employee Performance at Travel Agent: Case Study Travelinn

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## ABSTRACT

This study discusses the effect of work motivation and the Reward system on employee performance at a travel agent in the Menteng area. The research method used is quantitative. This study uses primary data using a questionnaire which is then distributed to respondents, namely 10 employees who are at Travelinn. Data collection is also by direct observation. Descriptive statistics are used to provide an overview of data from work motivation variables, reward systems and employee performance, as well as the distribution of items from each variable. The inferential analysis used in this study is multiple linear regression involving the t test and F test. The results showed that work motivation has a positive and significant effect on employee performance and the Reward system also has a positive and significant effect on employee performance. It is recommended to travel agent management to focus on work motivation factors and reward systems that can improve employee performance. This research also confirms the importance of paying attention to motivational and reward factors in achieving organizational goals in the travel industry.

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## 1. INTRODUCTION

There are many external factors that trigger organizations to work harder. Especially in a global crisis, businesses in terms of profitability and permanence must pay attention to changes and developments in their systems [1]. The most important factor is the people in the organization. One of the main management strategies of organizations is to invest in employees [2]. Organizations seek to mobilize, develop, motivate, and improve the performance of their employees in various human resource applications [3].

Efforts to make planning a reality, through various directions and motivations so that each employee can carry out activities optimally in accordance with their roles, duties and responsibilities [4]. This weakness can be in the form of weaknesses in facilities and infrastructure, the quality or ability of employees in the organization, weak consumer trust, incompatibility between product results and consumer needs or the business and industrial world and others [5].

Movement is nothing but an effort to make planning a reality, through various directions and motivations so that each

employee can carry out activities optimally in accordance with their roles, duties and responsibilities [6]. Motivation is a dynamic process driven by personal, sociopsychological, and contextual factors that interact with each other [7]. In other words, motivation is a shared function of internal psychological processes and environmental factors that can be analyzed well only if the characteristics of the person and the context in which the action occurs are equally considered [8].

One way to motivate employees is to give Reward [9]. He said Reward is an award given to employees as a form of appreciation for their performance. To anticipate the various obstacles experienced by the management, it is necessary to provide rewards and supportive work motivation for employees [10]. Reward and work motivation are one of the important factors, because with the reward and supporting work motivation that can improve employee performance so that the achievement of the goals set by the company can be achieved [11].

The purpose of work motivation, namely increasing employee morale and job satisfaction, increasing employee work productivity, increasing employee discipline, increasing creativity, employee loyalty and participation, increasing the level of employee welfare, etc. [12]. Performance is a function of motivation and the ability to complete tasks and work a person should have a certain degree of willingness and level of ability [13]. A person's willingness and skills are not effective enough to do something without a clear understanding of what will be done and how to do it [14]. Employee performance is very important in the Company's efforts to achieve its goals [15].

Many factors can affect employee performance in completing every job charged to him including motivation and systems Reward [16]. System Reward is a reward given by the Company to its employees for the work they have done, both Reward which is intrinsic or extrinsic [17]. With good rewards, employees are expected to be able to improve performance and have a higher desire to excel

in doing work and have the ability to compete so as to achieve a balance between personal and organizational goals [18].

"Travelinn" is a start-up service provider that covers tourism activities on a digital basis. The purpose of establishing travelinn is to preserve Indonesian Tourism through the spirit of collaboration, creative and innovative by upholding the values of hospitality. The research was conducted in a bojong menteng indah housing block h 13, Bekasi City 17116, West Java.

Based on the background description above, it is believed that motivation and Reward systems are closely related to employee performance and determine the success of the organization in achieving goals. This study aims to determine the effect of motivation and Reward system on employee performance at the Travel Agent "Travelinn".

## 2. LITERATURE REVIEW

### 2.1 Work Motivation

Motivation It's simple because people are basically motivated or driven to behave in a certain sense that is perceived to lead to the acquisition of rewards. Human behavior is actually only the simplest reflection of basic motivation, this human behavior is generated or triggered by the existence of motivation [19].

The definition of motivation according to is a trigger or encouragement from within a person to do or not do a tourist trip [20].

Motivation has three indicators according to the needs possessed according to McClelland's statement in [21] it zhat is:

#### 1. Need for Achievement

Where this dimension tends to encourage someone to achieve and excel. From this dimension has three indicators, namely:

- a. Love challenges at work
- b. Sense of responsibility

- c. Work performance
- 2. Need for Power
  - Where this dimension tends to be the absence of compulsion from within a person to behave in a way that will not behave the same. From this dimension has three indicators, namely:
    - a. Search for positions in groups
    - b. Looking for opportunities to expand power
    - c. Award level
- 3. Need for Affiliation

This dimension tends to be someone who has a desire to create friendly and intimate interpersonal and group relationships. From this dimension has two indicators, namely:

- a. Have a good relationship with the organization
- b. Have good cooperation

## 2.2 Reward System

According to [22] said that wisdom Reward It is an important and strategic policy because it is directly related to improving morale, performance and employee motivation in a company. Reward is all remuneration in the form of money, goods or enjoyment provided by the company to employees for the performance contributed to the company.

Reward is what employees receive in exchange for their contribution to the organization [23]. One way to improve employee performance, motivation and job satisfaction is through Reward. According to [24] Reward measured by indicators Intrinsic Reward and

Extrinsic Reward, which is as follows:

- a. Intrinsic Reward:
  - Recognition, is a response obtained based on an assessment of performance carried out fairly / fairly.
  - Responsibility, responsibility in accordance with ability is something that employees want.
  - Learning opportunities, with the opportunity to learn will increase the knowledge and skills of the individual.
- b. Extrinsic Reward:
  - Salary, salary is a remuneration in the form of money received by employees as a consequence of their position as an employee who contributes energy and thought in achieving company goals or can be said to be a fixed payment received by someone from a company.
  - Bonus, Bonus is an additional reward above or beyond the salary / wages provided by the organization.
  - Benefits, Employee benefits such as pension funds, hospital care and vacation. In general, it is not related to employee performance, but is based on seniority or attendance records.
  - Promotions: Managers make promotional awards an attempt to put the right people in the right jobs. Performance, when measured accurately, often provides significant consideration in the allocation of promotional awards.

### 2.3 Employee Performance

Performance is work performance which is the result of the implementation of work plans made by an institution implemented by leaders and employees (HR) working in the institution both government and company (business) to achieve organizational goals [25].

According to [26] An organization is a collection of people who have different competencies, who depend on each other, who seek to realize their common interests, by utilizing various resources. Basically, the common goal that the organization wants to realize is profit-seeking. Therefore, employees who have high work performance are needed.

Here are some indicators in the performance of individual employees there are four indicators, namely [27]:

1. Quality, the quality of work is measured from the employee's perception of the quality of the work produced and the perfection of the task.
2. Quantity, is the quantity produced expressed in terms such as the number of units, the number of activity cycles completed.
3. Punctuality, is the level of activity completed at the beginning of the stated time, seen from the point of coordination with the output results and maximizing the time available for other activities.
4. Effectiveness, is the level of use of organizational resources (labor, money, technology, raw materials) maximized with the intention of increasing the

results of each unit in the use of resources.

### 2.4 Travel Business

Travel business is one of the elements of the tourism industry that plays an important role in connecting elements of the tourism industry with tourists. Travel business activities are commercial activities that organize, provide and organize service packages for a person, or group of people [28]. Hudiyani in [29] explained that travel agent is a company that organizes and organizes trips for people, including stopovers and other travel supplies. According to Law No. 9 of 1990, it is stated that the travel agent service business is a business of providing planning services and / or services and organizing tours.

## 3. METHODS

The research method used in this study uses quantitative methods. This research data collection uses the method of distributing questionnaires using quota sampling, namely 10 employees consisting of several questions related to the variables studied and using the documentation method from company data. As well as using observation, namely making direct observations on the object of research. Descriptive statistics are used to provide an overview of data from work motivation variables, reward systems and employee performance, as well as the distribution of items from each variable. The inferential analysis used in this study is multiple linear regression involving the t test and F test [30]. To make it easier to determine the direction of research, a conceptual framework is used which can be seen in the following figure :

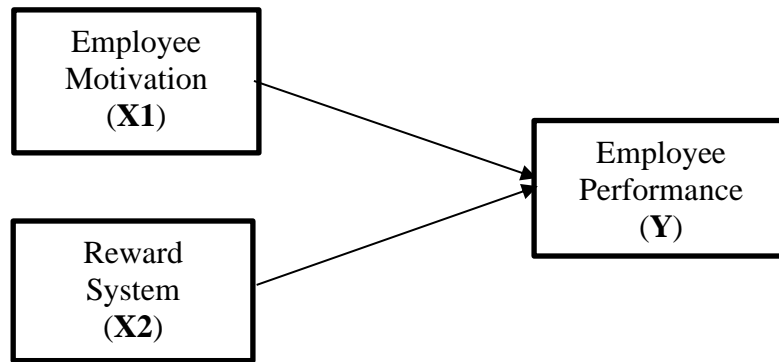


Figure 1. Concept Framework

4. RESULTS AND DISCUSSION

The following are the results of the

analysis to determine the influence of variables, the percentage of influence and which variables have influence.

F Test (Simultaneous)

| Mean Square | F     | Sig.  |
|-------------|-------|-------|
| 7.116       | 3.021 | .001b |
| .021        |       |       |

Source: Primary Data Processed, 2024

Based on the results of the F (Simultaneous) test, the significance level of Anova is 0.001 which is smaller than 0.05, so it

is stated that the variables motivation (X1) and Reward (X2) affect employee performance (Y).

Test t (Partial)

| Type       | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
|            | B                           | Std. error | Beta                      |       |      |
| (Constant) | .711                        | .081       |                           | .725  | .441 |
| Motivation | .330                        | .213       | .421                      | 7.014 | .043 |
| Reward     | .192.016                    | .048       | .176                      | 2.449 | .016 |

Source: Primary Data Processed, 2024

Based on the results of the T (Partial) test, testing the regression model on the independent variable, shows that the variables motivation (X1) and Reward (X2) have a significant effect because they are smaller than the provisions (0.05), the equation:

$$Y = 0.711 + 0.192 (X1) + 0.330 (X2)$$

Where X1= Motivation, X2= Reward, and Y= Employee Performance.

1. The constant of 0.711 states that if

there is no increase in the value of the reward (X1) and motivation (X2) variables, then the satisfaction value (Y) is 0.711.0

2. The regression coefficient of the reward variable (X1) is 0.192, stating that every addition of one value to the reward variable (X1) will give an increase of 0.192. This indicates that the higher the motivation (X1) felt by employees, the level of employee performance (Y) will increase.

3. The regression coefficient of the Reward variable (X2) is 0.330, stating that every addition of one value to the Reward variable (X2) will give an increase of 0.330. This

indicates that the higher the Reward (X2) felt by employees, the level of employee performance (Y) will increase.

Coefficient of Determination (R<sup>2</sup>)

| Type | R    | R-squared | Adjusted R Square | Std. Error of the Estimate |
|------|------|-----------|-------------------|----------------------------|
| 1    | .806 | .791      | .782              | .1124                      |

Source: Primary Data Processed, 2022

Based on the results of the R Square value is 0.791, this means that 79.1% of Job Satisfaction (Y) is influenced by Work Motivation (X1) and Reward (X2) while the remaining 20.9% is influenced by variables outside the study.

## 5. CONCLUSION

From the results and discussion above, several conclusions can be drawn, the conclusions that can be drawn from this study are as follows:

1. Work motivation plays an important role in improving employee performance at the Travelinn travel agent. It was found that employees who were positively motivated had higher levels of performance. Therefore, it is important for Travelinn's management to create a work environment that motivates and encourages employees in achieving organizational goals.
2. An effective reward system also positively affects employee performance at the Travelinn travel agent. A fair and transparent reward system can increase employee motivation and commitment to achieve work targets. By providing appropriate prizes, rewards, or promotions, Travelinn management can incentivize employees to perform better.
3. The combination of strong work motivation and an effective reward

system has a greater positive impact on employee performance. When employees feel motivated and rewarded through a Reward system, they tend to perform better. Therefore, Travelinn's management must combine a good work motivation strategy with a Reward system that aims to improve employee performance.

There are several recommendations or suggestions in this study, namely:

1. It is expected for Travelinn's management to continue to maintain what has been good both in terms of Reward and motivation and improve other factors as well so that employee satisfaction continues to be created so that the performance shown also continues to be good to the community.
2. It is expected to continuously improve performance so that service can continue to be maximized to customers.

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