



THE INFLUENCE OF WORK MOTIVATION ON THE PERFORMANCE OF FEMALE EMPLOYEES WITH JOB SATISFACTION AS AN INTERVENING VARIABLE AT THE MAKASSAR CITY TOURISM OFFICE

Andi Asriyani Alam^{1*}, H. Osman Lawengka², Maat Pono³

¹ Alumni of Master of Management Program, Faculty of Economics and Business; andiasriyanialam@gmail.com

² Faculty of Economics and Business, Hasanuddin University; osmanlawengka05@gmail.com

³ Faculty of Economics and Business, Hasanuddin University; maatpono@yahoo.com

* Correspondence author: andiasriyanialam@gmail.com

Abstract

This study aims to analyze work motivation factors that affect employee performance through job satisfaction as an intervening variable. In this study, intrinsic work motivation is variable X1 and extrinsic motivation is variable X2, financial performance is variable Y and job satisfaction is variable Z. To implement the objectives of this study used analysis techniques using the SPSS application by distributing questionnaires in a month and filled in by female employees/employees at the Makassar Tourism Office. The results showed that the variable X1 and variable X2 partially have a significant and positive relationship to the performance of female employees (Y) with job satisfaction as variable Z in the study. The Makassar City Tourism Office is expected to be able to continue to maintain the work motivation given to its employees so that it can produce better employee performance, especially job satisfaction for female employees. The regression test results show that the extrinsic motivation variable has a positive and significant effect. This is evidenced by the test results that obtain a beta coefficient value of 0.401 and a significant value of 0.008. This means that the higher the extrinsic motivation, the higher the performance of female employees through job satisfaction.

Keywords: *Intrinsic Work Motivation, Extrinsic Work Motivation, Job Satisfaction, and Employee performance*

INTRODUCTION

Human resources play an important role in a company. Companies and employees are two things that need each other, the workforce has great potential in the achievement of the company, so the company needs workers or employees to continue to do business competition.

Motivation is a process in which needs encourage a person to carry out a series of activities that lead to the achievement of certain goals, goals which, if successfully achieved, will satisfy or fulfill those needs (Munandar, 2001). Motivation is expected to be in line with the achievement of organizational or company goals so that employees of the company can easily understand and implement it. The strength and weakness of the work motivation of a worker also determines the size of his or her achievement (Anoraga, 2009).

Herberg states that the motivational factors that drive achievement are intrinsic in nature, which means that they originate in a person, thus making employees devote more effort, thereby improving employee performance. Broadly speaking, it can be concluded that motivation has a very important role in improving employee performance. Motivation is related to performance, where performance can be increased with high motivation, willingness and ability to perform tasks supported by a comfortable work environment.

The elements that strengthen work motivation for employees are efforts, goals and needs where a response to an action given by the company to employees. For this reason, a

company manager is expected to be able to assess or understand the characteristics of his employees. So that work motivation is very important for employees in building or encouraging themselves to be able to get optimal results such as the motivation goals put forward by Hasibuan (2002), namely increasing employee morale and job satisfaction, increasing employee work productivity, maintaining the stability of company employees, increasing employee discipline and streamline the procurement of employees.

Nopiyana (2004) states that intrinsic motivation is the strongest motivation embedded in employees. Research shows that intrinsic motivation has a positive effect on employee performance (Lukito: 2016) This means that if intrinsic motivation is increased, employee performance will increase so that the company is able to continue to compete in the era of globalization.

Performance according to Mangkunegara (2001) performance can be defined as the result of work in quality and quantity that can be achieved by an employee in carrying out tasks in accordance with the responsibilities assigned to him. McCormick in Mangkunegara suggests that work motivation is defined as a condition that has an effect on generating, directing and maintaining work-related behaviors (Yudianto, 2018).

Today, women continue to improve their quality by not only playing the role of housewives (IRT) but over time. Women are increasingly creating jobs or working in private and public companies. To achieve the expected performance of the company requires motivation from employees. With the motivation and performance appraisal, organizational goals can be achieved and personal goals can also be achieved.

Giving motivation to someone is a link that starts with needs, creates desires, causes action, and produces decisions. With the labor law explaining women's working hours, protection during pregnancy, maternity and maternity leave, as well as coverage for childbirth costs provided by companies and work rights given specifically to women, so that the authors are interested in research on 'Motivation Analysis Work on the performance of female employees with job satisfaction as an intervening variable.

LITERATURE REVIEW

Work motivation

According to (Maslow: 1970) human needs are arranged in a hierarchy of needs which causes five levels of human needs and desires. higher needs will encourage someone to get satisfaction from these needs after lower needs (previously) are satisfied.

Motivated employees will carry out tasks long enough to achieve their goals. Work motivation is defined as a condition that influences to generate, direct and maintain behavior related to the work environment. Essentially when employees work they bring along their wants, needs, past experiences that shape their job expectations. Intrinsic Motivation

According to Syaiful Bahri (2002: 115) intrinsic motivation, namely motives that become active or function do not require external stimulation, because in each individual there is an impetus to do something.

Intrinsic motivation comes from within the individual. If intrinsic motivation is linked to the hierarchy of human needs, it involves higher level needs, namely esteem needs and self actualization needs (Siagian 2004).

Extrinsic motivation

Extrinsic motivation is motivation that has something to do with the rewards a person receives after doing work. Sobry Sutikno argues that extrinsic motivation is motivation that arises as a result of influence from outside the individual, whether due to invitations, orders or coercion from others so that in this situation someone wants to do something.

Meanwhile, according to (Sardiman: 2005) Extrinsic motivation is active motives and functions due to external stimuli (Suwatno:2011). Extrinsic motivation factors. Supervision (Quality Supervisor), Relationships Interpersonal Relations, Salary (Wages) and Working Conditions Working Condition (Herzberg: 1966)

Employee performance

Performance management is a strategic and integrated approach to achieving sustainable organizational success by improving employee performance and developing team capabilities and individual contributions (Amstrong: 2004).

If the performance is not in accordance with the standard, then to prepare a performance improvement plan. According to Hasibuan (2002), an increase in employee performance can be indicated by an increase in work performance and an increase in employee work behavior (including: self-development, integrity, building trust, professionalism, teamwork and attendance levels).

Job satisfaction

High job satisfaction will not result in low employee turnover, but it may help. On the other hand, if there is job dissatisfaction then employee turnover may be high. Age, position in the organization, commitment to the organization have a role (Robert, 2000).

Job satisfaction is also important for self-actualization. Employees who do not get job satisfaction will never reach psychological maturity, and will become frustrated. Employees like this will often daydream, have low morale, get tired and bored quickly, have unstable emotions, often absent and doing activities that have nothing to do with the work to be done (Sayles, 1992).

HYPOTHESIS

Intrinsic Work Motivation on Female Employee Performance

Motivation is the drive, effort and desire that exists within humans that activate, empower and direct behavior to carry out tasks well within the scope of their work (Hakim, 2006).

Research conducted by Prabasari and Netra (2013) shows that work motivation has a significant positive effect on performance. Meanwhile, research conducted by Dhermawan, Sudibya, and Utama (2012) showed different results where work motivation was proven to have no significant effect on performance.

Extrinsic Work Motivation on Female Employee Performance

Motivation is a condition in a person's personality that encourages an individual's desire to carry out certain activities in order to achieve goals (T. Hani Handoko 2003: 252). With motivation, it will generate enthusiasm for employees, so that motivation can affect employee performance. Motivation can have an effect on increasing employee performance according to research conducted by Regina (2010), Wahyu (2014), Azin (2013), and Rokhmaloka (2011), that work motivation has a significant positive effect on employee performance.

Job Satisfaction on Employee Performance

Job satisfaction will affect employee performance, if what the employee gets for the work that has been done meets the satisfaction and achieves the goals as expected so that it becomes a boost for optimal performance satisfaction. The condition of job satisfaction or dissatisfaction becomes feedback that will affect employee performance (Kurniawan, 2012).

RESEARCH METHODOLOGY

This research uses descriptive method which is quantitative in nature. Quantitative research is a process of finding knowledge using data in the form of numbers as a tool to analyze information about what you want to know (Kasiram 2008: 149). The independent variable X1 is Intrinsic Motivation and X2 variable is Extrinsic Motivation, while the dependent variable Y1 is Female Employee Performance and Job Satisfaction as the

dependent variable Y2. And using path analysis by looking at the relationship between variables with intervening variables.

ANALYSIS AND DISCUSSION

Descriptive Statistical Analysis

Descriptive statistical analysis is a description or description of data such as the average value, standard deviation, variance, maximum, minimum value of the research data. Descriptive statistics are used to determine the description of the data collected so as to obtain data about the characteristics of the data.

Data variables referred to as intrinsic motivation and extrinsic motivation, job satisfaction and employee performance are processed using the SPSS 25 program.

Classic assumption test

Normality test

The data normality test is used to determine the variables used in the study are normally distributed or vice versa. Research data that is normally distributed is good research data. Kolmogorov-Smirnov test Based on the results of statistical tests with the SPSS program, 25 variables in this study were normally distributed. This is evidenced by a significant value greater than 0.05, namely equal to 0.046

Feasibility Test Model F

Statistical test F

Simultaneous test (F) is used to measure the effect of intrinsic motivation, extrinsic motivation and job satisfaction and employee performance which are included in the two models.

Tabel 5.2
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regressi On	68.682	2	34.341	7.618	.002 ^b
	Residual	189.318	42	4.508		
	Total	258.000	44			
2	Regressi on	86.909	3	28.970	6.942	.001 ^c

Residual	171.091	41	4.173		
Total	258.000	44			

Sumber : Output SPSS 25

Based on the results of the regression test, it is known that the significant value for the F test in the equation model 1 is 0.002. Because the significant value above is less than 0.05, it can be said that all variables have a joint effect on employee performance.

And for the significant value in the equation model 2, the value is 0.001, which means that the significant value is smaller than 0.05, it can be said that the variable through the job satisfaction variable has an effect on employee performance.

Statistical test t

Partial test (t-test) aims to determine the effect of each variable on the dependent variable. The t test can be determined from the comparison between the probability value with a significant value comparison of 0.05. If the probability value is smaller than the standard value is significant, then the variable has a significant effect.

TABEL 5.3

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	8.824	6.647		1.327	.192
	X1	.425	.207	.295	2.050	.047
	X2	.357	.160	.321	2.229	.031
2	(Constant)	12.864	6.682		1.925	.061
	X1	.407	.200	.283	2.038	.048
	X2	.445	.160	.401	2.788	.008
	Z	-.412	.197	-.276	-2.090	.043

Sumber Output SPSS 25

Based on the results of the regression equation model 1 shows a significant value for the intrinsic motivation variable on employee performance (Y) of $0.04 < 0.05$. This means that these variables have a partially significant effect. For the physical motivation variable on employee performance (Y), the significant value obtained is $0.03 < 0.05$. This means that partially extrinsic motivation has a significant effect on employee performance (Y).

In the second model equation through job satisfaction, the intrinsic motivation variable (X1) on employee performance (Y) has a significant value of $0.04 > 0.05$. This means that partially intrinsic motivation through job satisfaction variables has a significant value on employee performance. And for extrinsic motivation variable through job satisfaction on employee performance (Y) the significant value obtained is $0.008 < 0.05$. This means partially the value of extrinsic motivation through job satisfaction on employee performance has a significant effect. And the effect of job satisfaction (Z) on employee performance (Y) is rated 0.043, which means it is still below 0.05.

Coefficient of Determination

Testing the coefficient of determination (R) is a test carried out to determine how much the independent variable is able to influence the dependent variable.

Tabel 5.4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.266	.231	2.12311
2	.580 ^b	.337	.288	2.04278

Sumber : Output SPSS 25

Table 5.4 above shows that in model 1 the value of R Square is equal to

0.266 means that in equation 1 model, the variable of work motivation on employee performance has a value of 0.266 and 0.734 is influenced by variables not mentioned in the study.

For the 2 R square model of 0.337, which means that there are other variables not mentioned in the study of work motivation on employee performance through job satisfaction of 0.663.

The results of regression testing with the SPSS 25 program answer the research hypotheses that have been determined in this study according to the empirical review as follows:

1. The influence of intrinsic motivation on employee performance

The results of data processing show that the t value = 2.050 and a significant value of $0.047 < 0.05$, meaning that intrinsic motivation has a positive and significant effect on employee performance. This shows that the hypothesis H1 is accepted.

2. The effect of extrinsic motivation on employee performance

The results of data processing show that the t value = 2.229 and a significant value of $0.031 < 0.05$ means that extrinsic motivation has a positive and significant effect on employee performance. This shows that the hypothesis H2 is accepted.

3. The influence of intrinsic motivation on employee performance with job satisfaction as an intervening variable

The results of data processing show that the t value = 2.038 and a significant value of $0.048 < 0.05$, which means that intrinsic motivation has a positive and significant effect on employee performance. This shows that the hypothesis H3 is accepted.

4. The effect of extrinsic motivation on employee performance with job satisfaction as an intervening variable

The results of data processing show that the t value = 2.788 and a significant value of $0.008 < 0.05$ means that intrinsic motivation has a positive and significant effect on employee performance. This shows that the hypothesis H4 is accepted.

DISCUSSION

The influence of intrinsic motivation on the performance of female employees

The regression test results show that the intrinsic motivation variable has a positive and significant effect. This is evidenced by the test results that obtained a beta coefficient value of 0.295 and a significant value of 0.047. That is, the higher the intrinsic motivation, the higher the performance wealthy woman. This study is consistent with previous research conducted.

The influence of extrinsic motivation affects the performance of female employees

The regression test results show that the extrinsic motivation variable has a positive and significant effect. This is evidenced by the test results that obtained a beta coefficient value of 0.321 and a significant value of 0.031. This means that the higher the extractive motivation, the higher the performance of female employees.

The influence of intrinsic motivation on the performance of female employees with job satisfaction as an intervening variable

The regression test results show that the intrinsic motivation variable has a positive and significant effect. This is evidenced by the test results that obtained a beta coefficient value of 0.283 and a significant value of 0.048. This means that the higher the intrinsic motivation, the higher the performance of female employees through job satisfaction.

The influence of extrinsic motivation on the performance of female employees with job satisfaction as an intervening variable

The regression test results show that the extrinsic motivation variable has a positive and significant effect. This is evidenced by the test results that obtain a beta coefficient value of 0.401 and a significant value of 0.008. This means that the higher the extrinsic motivation, the higher the performance of female employees through job satisfaction.

CONCLUSION

Based on the results of calculations and statistical analysis discussed in the previous chapter, it can be concluded that:

1. The influence of intrinsic motivation on the performance of female employees has a positive and significant effect on the Makassar City Tourism Office
2. The influence of extrinsic motivation on the performance of female employees has a positive and significant effect on the Makassar City Tourism Office
3. The influence of intrinsic motivation on the performance of female employees through job satisfaction as an intervening variable has a positive and significant effect on the Makassar City Tourism Office

4. The influence of extrinsic motivation on the performance of female employees through job satisfaction as an intervening variable has a positive and significant effect on the Makassar City Tourism Office

SUGGESTION

From the results of this study, the suggestions that can be put forward by researchers are as follows:

- The Makassar City Tourism Office is expected to be able to continue to maintain the work motivation given to its employees so that it can produce better employee performance, especially job satisfaction for female employees.
- For the expected employee performance to increase, it is hoped that the leadership of the Makassar City Tourism Office will continue to pay attention to the policies given. Regulations that are in line with the vision and mission of achieving the Makassar City Tourism Office are expected to be appropriate and able to make work motivation that results in individual employee satisfaction, so that performance continues to increase by giving trust to employees but still wise in making decisions.
- Future research, is expected to be able to see variables that influence each other for the continuation and achievement of a company being studied, especially the Makassar City Tourism Office

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