

The Influence of Work Motivation on Employee Performance in the Hospitality Industry

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Abstract

The hospitality industry faces increasingly fierce competition, requiring companies to improve service quality through effective human resource management. One challenge that often arises is low work motivation, which affects employee performance. This problem is crucial because employees are the spearhead in providing service to customers. Therefore, this study aims to analyze the effect of work motivation on employee performance in the hospitality industry. This study was conducted at the Ada Hotel, involving eight employees. The research method used was a quantitative method with data collection techniques using a work motivation and employee performance questionnaire. The data obtained were then analyzed using simple regression to determine the effect of motivation on employee performance. The results showed that work motivation has a positive and significant effect on employee performance. Employees who have high motivation tend to provide better service and support the achievement of organizational goals. Therefore, increasing work motivation is an important factor that needs to be considered by hotel management to support the optimization of employee performance.

INTRODUCTION

The hospitality industry is one of the rapidly growing service sectors and has a high level of competition. In facing such competition, companies are required to provide high-quality services to customers. In general, hotels must be able to create a sense of comfort, security, and proper maintenance for guests. To provide excellent service, employee performance and service quality become the main focus in a hotel. This is because hotels are service-based companies, making service quality a top priority (Mularsari & Farika, 2022). Service quality is not only influenced by the facilities owned by the company but also highly dependent on the performance and role of employees as the primary service providers. Therefore, human resource management becomes an important factor in supporting organizational success in the hospitality industry.

Work motivation is one of the factors that can encourage employees to work optimally in achieving organizational goals. According to Sastrohadiwiryo (2013), motivation can be interpreted as a psychological condition and mental attitude that provides energy, encourages activities

(moves), and directs or channels behavior toward achieving needs that provide satisfaction or reduce imbalance. Employees with high motivation tend to be more enthusiastic, productive, and capable of providing better service. Therefore, motivation plays an important role in improving employee performance (Rohimah et al., 2023).

However, in practice, there are still various problems related to low motivation in several hospitality organizations. An uncondusive organizational climate can be influenced by various factors, such as ineffective communication, lack of coordination, and misunderstandings among employees within a division. These conditions have the potential to hinder teamwork and create less harmonious working relationships, causing the organizational climate to function less effectively. Pahlawan and Onsardi (2020) showed that a poor organizational climate can reduce employee morale and involvement in carrying out their duties.

In addition, lack of support from supervisors, inadequate reward systems, and unbalanced workloads can also affect low work motivation. If these conditions continue, they will impact the decline in service quality provided to customers. This is in line with Robbins and Judge (2017), who stated that work motivation has a close relationship with work behavior and individual performance within organizations.

In the hospitality industry, which is service-oriented, service quality is highly determined by employee performance. Therefore, employee work productivity becomes a very important aspect to consider. High productivity reflects employees' ability to produce output optimally, both in quantity and quality, within an efficient time. With good work productivity, companies will be able to provide consistent services and continuously meet consumer needs while supporting the achievement of company profit targets. This is supported by Saleh and Utomo (2018), who stated that work productivity has a significant contribution to organizational success.

Employee performance is the main indicator in assessing the success of an organization. Performance is not only measured by work results but also by work processes, discipline, responsibility, and the ability to meet established standards. According to Armstrong (2014), employee performance is influenced by various factors, including motivation, ability, and work environment.

Therefore, this study was conducted to determine the effect of work motivation on employee performance, particularly in the context of the hospitality industry. This research is expected to contribute to the development of human resource management, especially in efforts to improve work motivation in order to achieve optimal employee performance and excellent service quality.

Purpose and Objectives

This study was conducted to determine the effect of work motivation on employee performance, particularly in the context of the hospitality industry.

RESEARCH METHOD

This study used a quantitative approach with descriptive and associative methods to determine the effect of work motivation on employee performance. The population of this study consisted of 8 employees working at the hotel. This study used a saturated sampling technique because the population size was manageable, allowing all members of the population to be involved as research subjects.

Data were collected through the distribution of questionnaires to respondents. The questionnaire was developed based on indicators of work motivation and employee performance using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The indicators of work motivation were developed based on Maslow's theory of needs, namely: (1) physiological needs, (2)

safety needs, (3) social needs, (4) esteem needs, and (5) self-actualization needs (McLeod, 2007). The work motivation questionnaire consisted of 20 items, with 2 positive statements and 2 negative statements for each indicator.

Meanwhile, the employee performance questionnaire referred to the indicators proposed by Mathis and Jackson (2010), namely: (1) quantity of output, (2) quality of output, (3) timeliness, (4) attendance level, (5) efficiency of completed work, and (6) effectiveness of completed work. The employee performance questionnaire consisted of 24 statement items, with 2 positive statements and 2 negative statements for each indicator.

The collected data were analyzed using descriptive and inferential statistical analysis with a simple regression test. Simple regression analysis was conducted to determine the effect of work motivation on employee performance.

RESULTS AND DISCUSSION

Analysis of Work Motivation and Employee Performance

The data obtained were analyzed descriptively to determine work motivation and employee performance descriptively. Based on data from 8 employees, the following descriptive analysis was obtained:

Table 1. Descriptive Analysis of Employee Work Motivation

Data	Statistics
Number of Data	8
Minimum	60
Maximum	88
Total	566
Average	70.75
Standard Deviation	10.082
Variance	101.643

The data obtained through the employee performance questionnaire were also analyzed descriptively. The following is the descriptive analysis of employee performance.

Table 2. Descriptive Analysis of Employee Performance

Data	Statistics
Number of Data	8
Minimum	74
Maximum	105
Total	675
Average	84.38
Standard Deviation	12.648
Variance	159.982

The Effect of Work Motivation on Employee Performance

To determine the effect of work motivation on employee performance, a simple regression analysis was conducted. Before conducting the regression analysis, prerequisite tests were carried out, namely the normality test and linearity test. The following are the results of the prerequisite tests.

Table 3. Normality Test Results

Data	Sig.	Description
Work Motivation * Employee Performance	0.659	Normal

Table 4. Linearity Test Results

Data	Fcount	Sig.	Description
Motivation * Performance	6.094	0.061	Linear

The following are the results of the simple regression analysis.

Table 5. Simple Regression Test Results

Data	tcount	Sig.
Motivation * Performance	7.430	0.0001

The analysis results also showed that work motivation had a positive effect with an influence level of 90.2%. In addition, the regression equation obtained was:

$$Y = 0.077 + 1.191X$$

This study aimed to analyze the effect of work motivation on employee performance in the hospitality industry. Based on the research results, it was found that work motivation has a positive effect on employee performance. This indicates that the higher the level of motivation, the higher the employee performance.

Work motivation is a crucial factor that acts as an internal driving force for employees to work enthusiastically, discipline themselves, and carry out responsibilities with dedication. Motivation not only affects an individual's willingness to work but also determines the level of consistency, persistence, and quality of effort given in completing tasks. Employees with high work motivation tend to be more proactive, take initiative in their work, and adapt to dynamic job demands. In addition, they also show stronger commitment toward achieving organizational goals.

In an operational context, motivated employees will strive to improve performance by completing tasks effectively and efficiently while minimizing work errors. They are also more open to feedback and have the desire to continuously develop their competencies. This directly impacts increased productivity and work output quality.

In the hospitality industry, which is service-oriented, work motivation plays a highly strategic role. The quality of service provided to guests greatly depends on the attitudes, behavior, and performance of frontline employees. Employees with high motivation tend to be friendlier, more responsive, and more professional in serving guests, thereby creating positive experiences and increasing customer satisfaction. On the other hand, low work motivation can reduce service quality, which ultimately affects the hotel's image and competitiveness. Therefore, managing and improving employee work motivation is an important aspect that must be considered by management in the hospitality industry.

CONCLUSION

Work motivation has a positive effect on employee performance in the hospitality industry. Employees with high work motivation tend to be more enthusiastic in carrying out their duties and are able to provide better service to customers. Therefore, hotel management is expected to improve employee motivation by providing rewards for good performance, creating a comfortable work environment, and offering training and skill development opportunities for employees.

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