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Employee Motivation As A Driver Of Business Organization

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Abstract

Employee motivation is a strategic factor that determines the success of a business organization in achieving operational and long-term goals. This research or discussion outlines the role of motivation as the main driver of employee productivity, performance, and commitment. Through the implementation of the right motivational strategies, both intrinsic such as self-development and recognition, and extrinsic such as compensation and a supportive work environment, organizations can create working conditions that promote increased effectiveness and efficiency. The analysis shows that motivation not only serves as a driver of work behavior, but also as an important foundation in building an adaptive, innovative, and results-oriented organizational culture. Thus, employee motivation is a key element in ensuring the sustainability and competitiveness of business organizations in the midst of changing environmental dynamics.

Keywords: Motivation, Productivity, Strategy, Commitment.

INTRODUCTION

In the face of increasingly dynamic and complex business competition, organizations are required to have human resources who are not only competent, but also have high work motivation. Employees are the main asset that determines whether or not the organization's goals are achieved. Without strong motivation, the abilities and skills that employees have will not function optimally. Therefore, motivation is an important element that can move individual potential to be in harmony with the needs and strategies of business organizations.

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Employee motivation plays a role in shaping work behavior, increasing productivity, and encouraging creativity and innovation. Various motivation theories, both those that emphasize the aspects of needs, rewards, and achievements, have proven that internal and external motivations can affect employee performance and loyalty. In the context of business organizations, motivation is not only seen as an effort to move employees to perform tasks, but also as a strategy to build a positive, collaborative, and results-oriented work culture.

In addition, organizations that are able to effectively implement motivational strategies tend to have higher employee retention rates, a more conducive work atmosphere, and stronger competitiveness. This shows that motivation is not just a psychological concept, but a fundamental component in human resource management. Therefore, understanding and managing employee motivation is a crucial step for business organizations in maintaining their existence and achieving a competitive advantage.

METHOD

This study uses a descriptive qualitative approach that aims to describe and analyze the role of employee motivation as a driver of business organizations. This approach was chosen because it allows researchers to understand motivational phenomena in depth based on experiences, perceptions, and realities that occur in the work environment.

1) Types and Approaches to Research

   The research is descriptive with a qualitative approach, focusing on the description of the motivational process, driving factors, and their influence on the performance and dynamics of the business organization.

2) Subjects and Objects of Research

   Research subjects: employees and managers at the business organization where the study is located.

   Research objects: the process of employee motivation, the motivation strategies implemented by the organization, and their impact on productivity and performance.

3) Data Collection Techniques

   Data is obtained through several techniques:

   In-depth interview: conducted with employees and leaders to find out their perceptions of the form of motivation and work experience.

   Observation: observing the conditions of the work environment, communication patterns, and motivational practices applied by the organization.

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Documentation: collect documents such as company SOPs, HR policies, performance reports, and internal records related to motivation

4) Data Analysis Techniques

Data analysis is carried out through three stages:

Data reduction: sorting, simplifying, and focusing relevant data.

Data presentation: displays data in the form of a narrative to make it easier to understand patterns and relationships.

Conclusion drawn: interpret the findings to explain the role of motivation as a driving force for business organizations.

5) Data Validity

The validity of the data is maintained using the triangulation technique, namely triangulation of sources and methods. This is done to ensure that the data obtained is consistent, credible, and trustworthy.

RESULTS AND DISCUSSION

Motivation comes from the Latin word movere which means drive or move. There are several definitions of motivation as stated by As'ad in Triningsih (2006) "motivation is something that causes enthusiasm or work motivation". Work motivation is a gift or driver that creates a person's enthusiasm for work so that they are willing to work together effectively and are integrated with all efforts to achieve satisfaction. In line with what Pandji Anoraga said in Triningsih (2006) "work motivation is something that causes enthusiasm or encouragement and work". Therefore, work motivation in psychology is a driver of work morale. In this case, Pandji Anoraga only explains motivation as a driver in contrast to As'ad, who states more clearly and emphasizes that motivation is to create a passion for work to achieve satisfaction.

Motivation is the willingness to expend a high level of effort for an organization's goals that is conditioned by the ability of that effort to meet some individual needs (Robbins, 2003, 208). Management experts agree that motivation is a series of attempts to influence the behavior of others by knowing in advance what makes a person move. However, a person moves for two reasons, namely ability and motivation. Ability is influenced by habits acquired from experience, education, and training, as well as from biological and psychological reflex movements that are human nature.

Motivating employees is a process carried out by managers or organizational leaders to encourage, direct, and maintain employee morale so that they are willing and able to work optimally in achieving organizational goals.

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This process includes understanding employees' needs, wants, and expectations, then providing encouragement in the form of rewards, recognition, incentives, a comfortable work environment, and opportunities for self-development. In other words, motivating employees is not only about giving salaries or bonuses, but also creating a work atmosphere that makes them feel appreciated, excited, and have a sense of brotherhood towards a company.

In motivating employees, there are several reasons to motivate employees that are considered important for the success of the company, namely employee motivation has an important role for the company because it can be a driver for individuals to carry out an activity optimally. Motivation is a potential force that exists in a person, which can develop on its own or be influenced by various external factors, both material and non-material, which can affect their performance positively or negatively depending on the situation and conditions faced. Each employee has a different level of motivation, depending on their level of education and economic condition. More educated and economically independent people tend to have different sources of motivation, not only from traditional motivational factors such as formal authority and incentives, but also influenced by a variety of other need factors. Therefore, it is not surprising that employees with high work motivation usually show high performance.

Therefore, it is important to stimulate and increase employees' work motivation so that they can achieve optimal performance. To achieve the goals set by the organization, there must be solid cooperation between the organization and all employees, the performance shown by employees will determine the fate of the organization in the future. To move employees, organizations must be able to motivate employees to carry out work according to the targets given by the organization. Work motivation can provide energy that drives all existing potentials, creates high and noble desires and increases them at the same time.

In motivating employees there are major influencing factors such as psychological drive, desire, and intensity to achieve goals play an important role in improving individual performance. With high motivation, employees tend to be encouraged to work well to achieve maximum performance. Employees who have high work motivation will have enthusiasm for work, employees who have work motivation will also be productive at work, the higher the employee's work motivation, the quality and results of their work in the workplace will also increase. Based on sources, there are several factors that can affect employee work motivation, including: 1. Internal Factors: employee welfare, awards, work environment, working period, education and job training. 2. External Factors: promotion of position, work achievement, work itself, recognition, responsibility, success at work, material incentives, non-material incentives Recognition and appreciation of employees have a strategic role in increasing employee

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motivation and productivity.

Employee recognition illustrates that employees are considered and valued and appreciated for their existence in an organization. The recognition given to employees can be in the form of incentives, praise and also appreciation for their work and dedication to the organization. Employee recognition and appreciation can increase employee productivity, maintain employee engagement, build a positive work culture, increase employee retention, and improve company quality. Thus, organizations can create a positive work environment, increase productivity, and increase employee retention.

The process of motivating employees in a business organization does not happen instantly. It takes a deep understanding of human behavior and the right strategies for the motivation given to be truly effective. The process of motivating employees is not just about rewarding, but is a series of strategic steps that involve understanding, communication, rewards, and ongoing coaching. When employees feel valued and given the opportunity to grow, their motivation, loyalty, and performance will increase. In general, the steps in the process of motivating employees include the following: 1. Identifying Employee Needs and Expectations: The first step is to understand what each employee needs and wants. Each individual has different motivations some are motivated by money, recognition, job security, or opportunities to grow. Managers need to conduct observations, interviews, or surveys to find out the factors that most affect employee morale. 2. Set Clear and Realistic Goals: Employees will be more motivated if they know what to achieve and why it matters. Therefore, organizations need to set specific, measurable, realistic, and time-bound work goals (SMART goals). Clear goals help employees understand the direction of their work and increase a sense of responsibility for the results. 3. Create a Conducive Work Environment: Employee motivation will not grow in an environment full of stress or conflict. Organizations must build a work environment that is comfortable, safe, and supportive of cooperation between employees. A positive work environment makes employees feel valued, more loyal, and motivated to contribute to the maximum. 4. Giving Awards and Recognition: Awards are a form of appreciation for employee performance. These awards can be material (bonuses, salary increases, allowances) or non-material (certificates, thank you, promotions). Genuine recognition makes employees feel valued and boosts their motivation to maintain or even surpass previous work achievements. 5. Provide Opportunities to Grow: Motivation will decrease if employees feel there is no chance to advance. Therefore, organizations need to provide training, skill development, and career opportunities so that employees can continue to grow and feel positively challenged. 6. Involve Employees in Decision Making: Employees who are involved in the decision-making process will feel more responsible and a sense of ownership

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towards their work. This can increase motivation because they feel their opinions and contributions are appreciated. 7. Conduct Evaluation and Feedback: The last step is to provide regular feedback on employee performance. This evaluation aims to measure the extent to which the motivation provided has succeeded in increasing productivity, as well as identifying aspects that need improvement. Positive and constructive feedback helps employees feel cared for and motivated to keep improving.

CONCLUSION

Motivation is an internal and external drive that is able to move a person to act and achieve certain goals. In the context of business organizations, motivation is an important factor that determines the level of performance, productivity, and loyalty of employees to the company. Motivation is not only related to the provision of financial rewards, but also includes rewards, recognition, a positive work environment, and opportunities for growth.

The role of work motivation is very important because it can increase employee enthusiasm, responsibility, and involvement in achieving organizational goals. Highly motivated employees tend to show better performance, while less motivated employees can reduce the company's effectiveness and work efficiency. Therefore, leaders need to understand the needs, desires, and expectations of each individual so that the motivation strategy implemented is really on target.

The process of motivating employees in a business organization is carried out through several steps, namely identifying employee needs, setting clear goals, creating a conducive work environment, providing rewards and recognition, providing opportunities for growth, involving employees in decision-making, and providing periodic evaluations and feedback.

By implementing these measures, organizations can create a positive work culture, increase morale, and maintain employee loyalty and productivity. Ultimately, strong motivation will be the main foundation for the success and sustainability of a business organization.

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