



THE INFLUENCE OF WORK MOTIVATION AND LOYALTY BEHAVIOR ON THE PERFORMANCE OF STATE CIVIL SERVANT EMPLOYEES IN THE REGIONAL SECRETARIAT OF NORTH SUMATRA PROVINCE

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Abstract:

This research aims to examine the influence of work motivation and loyalty behavior on the performance of state civil servants in the Regional Secretariat of North Sumatra Province. The sampling technique used the saturated sampling technique with a total sample of 43 employees. Data analysis in this study uses Multiple Linear Regression Analysis. The results showed that work motivation had a positive and significant effect on the Performance of State Civil Servant Employees in the Regional Secretariat of North Sumatra Province. Loyalty behavior had a positive and significant impact on the Performance of State Civil Servant Employees in the Regional Secretariat of North Sumatra Province.

Keywords: *Performance, Loyalty Behavior, Work Motivation.*

INTRODUCTION

Performance is a person's success in carrying out tasks and goals. From performance as a benchmark for evaluating the extent to which the employee provides his abilities to the company. If employee performance is good, it is likely that the organization's performance will also be good. Low employee performance can have a big impact on the organization. This is caused by less than optimal responsibility for their work. Maqdliyan & Setiawan (2023) performance is the result of work in terms of quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Good employee performance is highly expected by an organization, because more and more employees have high performance, then the performance of an organization overall will increase so goals will be achievable and realized (Nasution et. al., 2021).

This research was carried out at the General Section in the Regional Secretariat of North Sumatra Province. The Regional Secretariat of North Sumatra Province is a staff element led by the Regional Secretary, located below and responsible to the Governor. This research only discusses employees in the General Section, namely 43 employees, with the reason that employees in the general section experience problems related to their work performance (Nasution, 2019).

Based on interview results with the Regional Secretary, each this year the General Section in the Regional Secretariat of North Sumatra Province has been implementing work programs. From the results of the realization of the work program, almost all activities were achieved according to the targets set. Although almost all programs work is done and achieved, however based on the

results of observations and interview with Head of Department and several employees on general section in the Regional Secretariat of North Sumatra Province regarding employee performance, the author found that there is problems in performance of them there are still employees unable to complete work according to time that has been determined, still low quality of work produced by employees, namely there are some of the work produced still less than optimal, solution work in a timely, thorough manner, careful and accurate not yet possible fulfilled (Campos et al., 2021). Employees don't use all his working time and prioritize other things outside of work. It still looks like it's there employees who arrive late, go home first and rest exceed the specified time as well There are still employees who are visible prefer to work individually rather than having to work together (Nasution, 2023).

Based on observations in field that low performance employee on general section in the Regional Secretariat of North Sumatra Province this is caused by many factors, which affect employee performance including the problem of work motivation and work loyalty. Such that expressed by Basloom et al. (2022) motivation is a condition or energy that mobilize employees directed or aimed at achieving corporate organizational goals. Attitude positive employee mentality to that work situation strengthens work motivation for achieve maximum performance.

LITERATURE REVIEW

Goal Setting Theory

This research uses Goal Setting Theory proposed by Locke (1968) as a grand theory. Goal Setting Theory is wrong a form of motivation theory. Goals Setting Theory emphasizes the importance of the relationship between goals set and performance generated (Nasution, 2020). The basic concept is someone who is able to understand the goal expected by organization, then that understanding will affect his work behavior.

Performance

Employee performance is how many employees contribute to company includes output quantity, output quality, time period, workplace presence and attitude cooperative. Employee performance refers to the employee's abilities in carrying out the whole the tasks they are responsible for he answered (Wang et al., 2023). Meanwhile Turner (2020) employee performance, is achievement good work or work results. quality and quantity achieved by human resources union of time periods in carry out their work duties accordingly with that responsibility given to him.

Work Motivation

Motivation is a factor that drives someone perform a certain activity, therefore motivation is often interpreted as a motivating factor someone's behavior. Motivation is something that is encouraging people to do something (Carnero et al., 2023). According to Hoai et al. (2022) motivation as processes that explain intensity, a person's direction and perseverance individual to achieve goals. Ferry et al. (2023) said that motivation is an internal state someone's personality that encourages individual desire to do certain activities for achieving goals.

Loyalty Behavior

Loyalty can be interpreted as: loyalty, devotion, and trust given or addressed to someone or the institution in which it exists a sense of love and responsibility for strive to provide service and best behavior (Mansoor, 2021). According to Nofianti & Suseno (2014), Work loyalty is an employee's effort in defending the company, with indicates that employees it plays an active role in his company. Loyalty according to Wang et al. (2023) can be described as a

devotion, trust and also loyalty given to individual or a company or organization, with full responsibility be responsible and always behave well. Meanwhile, according to Nagitta et al. (2022) that loyalty is strong ability and determination to try to carry out the task, and obey all regulations self-awareness and feeling responsibility.

The conceptual framework in this research can be presented as follows:

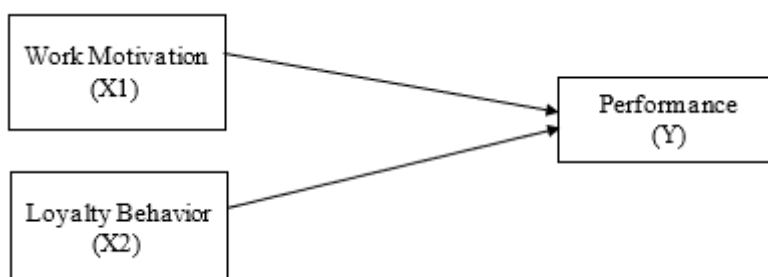


Figure 1. Conceptual Framework

The temporary answer from this research was obtained through a hypothesis. The research hypothesis that can be taken is as follows:

- H1: Work motivation had a positive and significant effect on the Performance of State Civil Servant Employees in the Regional Secretariat of North Sumatra Province.
- H2: Loyalty behavior had a positive and significant impact on the Performance of State Civil Servant Employees in the Regional Secretariat of North Sumatra Province.

RESEARCH METHODS

Location where this research was conducted on general section in the Regional Secretariat of North Sumatra Province. Election background This location is because a problem was discovered related to the influence of motivation work and work loyalty in business improve employee performance on general section in the Regional Secretariat of North Sumatra Province.

Population in this study is an employee on general section in the Regional Secretariat of North Sumatra Province, totaling 43 people employee. Sampling method used in this research is to use technique saturated sampling. Therefore number of samples in this study are 43 employees. Data analysis in this research using Linear Regression Analysis Multiple, Classic Assumption Test, F Test, Multiple Correlation Coefficient, Coefficient of Determination, and t-Test (Test Hypothesis).

RESULTS AND DISCUSSION

Based on the analysis results multiple linear regression can be created multiple linear regression model as following:

$$Y = 4.920 + 0.254 X_1 + 0.473 X_2$$

Based on the regression equation the multiple linear can the coefficients are explained as follows:

1. The value $a = 4.920$ means that if there is no attention on work motivation and loyalty behavior or value is constant, then the performance employees are average 4,920.
2. The value of $b_1 = 0.254$ means if loyalty behavior variable (X_2) considered constant, then increasing work motivation scores (X_1) is one unit will followed by increased performance.

3. The value of $b_2 = 0.473$ means if work motivation variable (X_1) considered constant, then increasing loyalty behavior scores (X_2) equal to one unit will followed by increased performance.

So with that said, then it can be said that the coefficient value a regression with a positive sign means it exists unidirectional relationship, if work motivation and loyalty behavior increases, then performance will increase.

Data normality test results by using table graphs One-Sample Kolmogorov-Smirnov Test. The magnitude of the Kolmogorov value Smirnov, namely 0.748. Results Asym. Sig. obtained amounted to 0.631 these results are compared with probability 0.05 max abigger, so it can concluded that the data research is distributed randomly normal.

Based on test test results multicollinearity found that work motivation variables have tolerance is greater than 0.1 ($0.415 > 0.1$) and VIF is smaller of 10 ($2,407 < 10$) while the work loyalty variable has tolerance is greater than 0.1 ($0.415 > 0.1$) and VIF is smaller of 10 ($2,407 < 10$). With so it can be said multicollinearity does not occur.

Based on test results heteroscedasticity can be seen the display on the scatter plot is visible that the plot spreads randomly above or below the numbers studentized regression axis residuals. Therefore based on test heteroscedasticity uses graphic analysis methods, on the regression model formed stated that there were no symptoms heteroscedasticity.

Based on the analysis results obtained a significant F test, namely 0.000 < 0.05 . This result means that there is positive influence and significant relationship between work motivation (X_1) and loyalty behavior (X_2) on performance (Y) on general section in the Regional Secretariat of North Sumatra Province and the model is declared fit (feasible).

This analysis is used for know the magnitude of the relationship between work motivation and simultaneous loyalty behavior on performance. Based on the results of the analysis it can be Look at the correlation coefficient value work motivation and loyalty behavior simultaneously on performance of 0.851 value positive and lies in the range 0.800 – 1.00 so correlation between work motivation and loyalty behavior to performance is a correlation very high.

This analysis aims to recognize variations/changes capable performance explained by work motivation variables and loyalty behavior together stated in percentage form. Based on the results of the analysis it can be Look at the Adjusted R Square value of 0.710 so you can calculated contribution percentage work motivation and loyalty behavior on performance of $0.710 \times 100\% = 71.10\%$ with the remaining 28.90% is influenced by variables other than research.

Based on the results analysis of motivational influences work on employee performance significance value is obtained of 0.010 is less than 0.05 ($0.010 < 0.05$) with value the regression coefficient is 0.254 positive value. This result means that there is positive influence and significant between work motivation (X_1) on performance (Y) on General Section in the Regional Secretariat of North Sumatra Province. Based on the results analysis of the influence of loyalty behavior on performance significance value is obtained of 0.000 is less than 0.05 ($0.000 < 0.05$) with value the regression coefficient is 0.473 positive value. This result means that there is a positive influence and significant between loyalty behavior (X_2) on performance employee (Y) on General Section in the Regional Secretariat of North Sumatra Province.

CONCLUSION

Work motivation has an influence positive and significant on the performance on General Section in the Regional Secretariat of North Sumatra Province. This matter means providing motivation work gets better, then employee performance also improves increases, otherwise if providing work motivation the worse the performance employees will decrease. Loyalty behavior matters positive and significant towards performance on General Section in the Regional Secretariat of North Sumatra Province. This matter means loyalty behavior the better, the performance employees are also getting

better, on the contrary, if there is loyalty behavior the worse the performance employees will get worse also.

This research only tests motivation work and loyalty behavior on performance. It is hoped that researchers next one using the dependent variable similar can add other independent variables that influencing variables tied to performance. For further research, expected to research all existing parts at the Regional Secretariat of North Sumatra Province.

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