PERFORMANCE OF MARKETING ASSISTANTS IN TRISAKTI SCHOOL OF TOURISM

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ABSTRACT

Tourism schools must have a good and structured student acceptance flow. In this activity, it is assessed that the target of prospective students every year will be fulfilled with the help of competent human resources, namely marketing assistant. There are three things affecting each and every marketing assistant such as motivation, work environment, and job performance. This research aims to determine the influence of motivation (X) to work performance (Y) with work environment (Z) as a moderate. The research methods used is quantitative descriptive and the tool is SPSS 24. Data analysis uses simple linear regression analyses and multiple linear regressions with Moderated Regression Analysis (MRA) tests. The samples in this study were marketing assistants of Trisakti School of Tourism, Jakarta. The questionnaire given using random sampling techniques and measured with a questionnaire of 33 statements. The result shows that the work environment is not a moderation variable. It is found out that both motivation and work environment are influential together in determining performance. These results also prove that the working environment is as independent variable in conjunction with performance.

Keywords: MRA (Moderated Regression Analysis), Motivation, Marketing Assistant, Performance, Work Environment

INTRODUCTION

Indonesia has an abundant number of natural resources in the world, and some of its potentials have not been maximized. One of the sectors that have not been explored well is tourism. Tourism sector is nationally growing and contributing through foreign exchange, regional income, and investment growth as well as labor absorption. The strategic role of tourism sector in national development can be seen in the national Medium Term Development Plan (RPJMN) 2015-2019 which establishes 5 (five) development program focus of the next 5 (five) years, namely infrastructure, maritime, energy, Food and Tourism (IMEPP). Tourism is assessed to encourage infrastructure development and investment flows of regional development because of the abundance of tourism field in Indonesia.

Foreign tourists visit to Indonesia through all entrance in August 2019 amounted to 1,555,436 visits and increased 2.94% compared to the same period in August 2018. Therefore, Joko Widodo's reign in 2019 also targets the tourism sector to contribute to the national GDP by 15%. From the foreign exchange sector, tourism is targeted to increase from Rp. 140 trillion to Rp.150 trillion to Rp.280 trillion. Contributions to employment opportunities were also targeted to increase from 11 million – 12 million to 13 million by 2019. Reviewing the number of foreign tourist arrivals is targeted from 10 million – 15 million to 20 million by 2019.

The development of tourism demands professionalism in human resources (HR), in which the professionals are expected to have a strong competitiveness to face the Asian Economic Community (MEA). In generating human resource itself, it is not separated from the educational institute. Through a variety of colleges and courses that have been established, the field of tourism itself can be considered developing. The increasing need

for professionals in tourism sector makes many state and private universities eventually move and devote to the field of tourism.

The School of Tourism (STP) Trisakti is one of the first private universities in Indonesia that have been in the field of tourism since 02 June 1969. Until 2019, it has organized both applied bachelor degree and bachelor degree in hospitality and travel affairs. Some programs also ivolved collaboration with several universities and schools abroad. STP Trisakti targets about 600 to 700 new student candidates. The marketing department that especially handles admission regularly visits Senior High School (SMA) and vocational High School (SMK), conducts entrance exams activities and administrates of prospective students.

In the routine, the departemen can successfully fulfill the target annually with the help of competent human resources. Every year there is a recruitment activity to filter candidates who are considered able to help the operational activities of the marketing section. Those selected candidate then will be prepared to assist the activities in a year period. They become a part of the marketing department of Trisakti School of Tourism. At each period, 30 to 40 marketing assistants will be selected. With the help of those qualified students, in each recruitment period, the targeted number of new students is always achieved

After the election, it appears that the marketing assistant has a variety of motivations. Chin (2006) says that motivation is an important component in achieving the success of a working process, as it contains a driving element for a person to do one's own and group work. Sutanjar and Saryono (2019) stated that motivation, leadership and discipline together determine how much effort an employee has spent in fulfilling the duties.

The work environment itself is a condition where one can perform tasks and directly affects the entire individual in carrying out their duties. Al Omari et al (1997) said that employee performance was influenced by the work environment. A good work environment would lead to efficiency of a person's work system. Hadi et al (2019) states that when the perception demonstrated by employees of both physical and non-physical work environment are good it will affect the employee's performance

positively because it can make the employees feel more comfortable and enjoyable with a good work environment, whereas when the perception indicated bad by the employees, the performance of the employees will also be reduced.

All marketing assistants are expected to have maximum performance in helping to achieve the target of new students. According to Robbins (2011:218) employee performance works as a function of the interaction between ability and motivation that is performance. If there is insufficient, the performance will be negatively affected. Besides motivation, intelligence and skills must also be considered in assessing employees' performance. The performance is measured through the process of implementing the duties and responsibilities given. Prasetya (2019) stated that the organizational ability, experience, motivation, leadership, communication and climate are some of the factors that determine employee performance.

LITERATURE REVIEW

Individual motivation is indispensable to support the performance of employees in an organization or company. According to Robbins and Judge (2013), motivation is seen a process that explains the intensity, direction and persistence of an individual to achieve her/his goals. In other words the motivation itself must have a directional dimension that must be embedded in each individual to progress along with the direction of the organization or company's objectives.

If an individual possesses a high motivation then every job will be done optimally. But, conversely, if there is no motivation, there is nothing to do in achieving the target. Motivation is important because if every employee is willing to work hard, high productivity will be achieved (Sunyoto, 2015). Harahap and Gilang (2019) suggested that the motivation together with the practice of reward and punishment will be strongly affecting the performance of an organization. Motivation is seen to have a vital role in determining the performance of organization members (Ali, et al, 2012; Broni, 2012).

Mcclelland'S theory of Needs, as stated in Robbins (2011:232) was developed by David McClelland and

his associates. McClelland proposed a theory relating to the concept of learning where the need is derived from culture and studied through its environment. David McClleland) states an individual who works has a potential energy that can be utilized depending on motivation, situation, and opportunity (Sunyoto, 2015. So in the thorough three types of needs, namely:

Achievement with Characteristics:

- ✔ Those with high achievement needs have a sense of responsibility towards the implementation of a task.
- ✔ Those with high achievement needs have a great desire to be successful in completing the work.
- ✔ Those with high achievement needs have a desire to work hard to get feedback in the implementation of their duties.

The need for power (Power) with features:

- ✔ Willingness to directly affect others.
- ✔ Desire to conduct control over others.
- ✔ An attempt to maintain a follower leadership relationship.
- ✔ Generally trying to find a leadership position.

The need for affiliates (times) with features:

- ✔ They have a desire and feelings of acceptance by others in the environment in which they work.
- ✔ They tend to try to build relationships, social fun and mutual help with others.
- ✔ They have a sincere feeling towards others

The high need achievers prefer the job with personal responsibility, feedback, and a risk with intermediate degrees. When these characteristics applied, high performance gainers will be highly motivated. The need for power is a necessity to make others behave in a way that those people will not behave so. It is the desire to have an impact, influence, and control over others. The need for affiliates is a desire for a friendly and intimate relationship between individuals. Individuals with high affiliate motives struggle hard for friendship, prefer cooperative situations rather than competitive situations, and strongly desire relationships involving degrees of understanding

Sedarmayanti (2009) defined a work environment as the whole tools and materials in the surrounding environment where an individual works, his method of work, and the arrangement of his work both as an individual and as a group covering the physical and nonphysical work environment. Sari and Aziz (2019) stated that there is a strong relationship between the work environment and the performance with motivation as its developer.

Suyadi Prawirosentono (1999) who cited the statement by Prof. Myon Woo Lee, the founder of the W theory in Human Resources Management, stated that agency management should build a climate and work atmosphere that can arouse a sense of belonging to achieve common goals. The management should also be able to support employee creativity. This kind of condition would create enthusiasm to unite in the organization to accomplish the goal. Martini and Sarmawa (2019) concluded that motivation is a mediator between work culture and part of performance. In a good organization, motivation is already part of the organizational culture, where employees are always encouraged to give their best efforts to produce good individual performance, which will ultimately positively impact the organizational performance.

According to Siagian (2014:59), the physical environment is presented to several indicators, namely:

Workplace Building

The building of the workplace must be interesting to be seen, also built with occupational safety considerations, so that employees feel comfortable and safe in doing their job.

Adequate work equipment

Adequate equipment needed by employees as it supports employees in completing the task.

Facilities

Company facilities are needed by the employees in completing the work. In addition, there are things that need to be noticed by the company about how to humanize its employees, such as the availability of

facilities for employees to rest after tired work and also the availability of places to worship.

Availability of transportation facilities

The availability of transportation facilities will support employees to get to the workplace on time conveniently, inexpensively and easily obtained.

Siagian (2014:61) also suggested the dimensions of non-physical work environment consisting of several indicators:

Peer-level relationship

An indicator of relationships with co-workers is a relationship with a harmonious co-worker and without mutual intrigue among fellow co-workers. One of the factors that can affect employees stay in one organization is the harmonious and familiar relationship.

Employer relations with employees

Superiors with subordinates or employees must be well-held and must be held based on mutual understanding and respect.

Cooperation between employees

Cooperation between employees should be kept well, as it will affect the work they do. If the cooperation between employees can be well established, employees can finish their work effectively and efficiently.

According to Sedarmayanti (2009) performance indicators are as follows:

Quality of work

This indicator based on the achievement of a person in the conditions applied, where the results is almost perfect activities including the accuracy of working and the standard results.

Quantity of work

The number of activities done as expected, for example, speed and ability to complete a task and to solve problems in a job.

Responsibilities

Willingness to perform the work after the responsibility to correct the mistakes experienced

Ability to cooperate

Ability to work with fellow members so that all work can be resolved as expected.

Initiative

Indicators of ability to perform work and solve problems with encouragement. It is from within a person's ability to give new ideas in carrying out a job, without coercion and orders from others.

RESEARCH METHODS

This research uses quantitative approach, meanwhile the analysis unit of the study is the marketing assistants in Trisakti school of tourism in the period of 2016 to 2019. The independent variable inside of this study is motivation, while dependent variable in this study is work performance. Moderating variable in the study is perception of work environment.

The population used in this study was the marketing assistants working in Trisakti School of Tourism Jakarta. The population consists of 140 people with a sample amount of 58 respondents. Questionnaire was processed using simple linear regression analyses and multiple linear regressions with Moderated Regression Analysis (MRA) tests.

RESULTS

Demographic Analysis of Respondents

From 58 respondents, males are of 11 respondents (19%) while females are 47 people (81%). It can be concluded that the gender of respondents is dominantly female. This condition is caused by the characteristic of the work performed which is an approach to the client and the administrative system in which it is more dominantly done by women.

Respondents who have filled in a questionnaire originating from Sumatera region amounted to 10 people (17.2%), Java area amounting to 39 people (67.2%), Borneo area of 6 people (10.3%), Celebes region amounting to 1 person (1.7%), those coming from the region of NTT/NTB amounting to 1 person (1.7%), and Bali amounted to 1 person (1.7%). So it can be concluded that respondents originating from Java dominate as the research objects.

12 people come from the year of 2016 (20.7%), the year of 2017 amounted to 11 people (19%), the year of 2018 amounted to 17 people (29.3%), and the year of 2019 amounted to 18 people (31%). So it can be concluded the range of Marketing Assistant school year is diverse.

Descriptive Analysis

The highest mean of variable X (motivation) is 5.60 that belongs to statement 3 "I am glad if my job gained appreciation from my employer", this means that the respondent strongly agrees with the statement. The lowest mean for variable X is 3.88 that is in the sixth statement "I'm not satisfied when the input and direction I give is ignored", this means the respondent still does not agree with the statement because the feeling received by the respondent is not a direct feeling but from the second party.

The highest mean for variable Z (perception of work environment) is 5.40 owned by statement 22 "Cooperation with sesame co-workers give me ease in working", this means the respondent agrees with the statement, meanwhile the lowest mean is 2.78 owned by statement 20 "The relationship between colleagues is based on seniority", this means that respondents think that seniority is not the basis of the relationship among them.

The highest mean of variable Y (performance) is 5.33 owned statement 27 "I have a consciousness in completing a given task", this means that the respondent agrees with the statement. The lowest mean is the 4.00 that has the statement 33 "I am actively giving idea and ideas that build", this indicates the limitation of willingness to give constructive input.

Validity test

In variable X, it was found that the corrected item-total correlation showed a number greater than 0.2181 so it was concluded that 9 statements relating to variable X were declared valid. While one statement is X_P6 declared invalid because its value is less than 0.2181 and not continued into subsequent data processing.

The value of corrected item-total correlation variable Z indicates a number greater than 0.2181.

So it can be concluded that the 11 statements pertaining to the variable z are valid. While one statement is Z_P20 declared invalid because its value is less than 0.2181 and not continued into subsequent data processing.

As for corrected item-total correlation of variable Y shows the number is more than 0.2181, thus it can be concluded that all 11 statements regarding variable Y are declared valid.

Reliability Test

Cronbach's Alpha of variable X is 0746. Then it can be concluded that the 10 statements concerning X variables are considered reliable. Reliability means that respondents successfully answered the instrument presented consistently.

Cronbach's Alpha of variable Z is 0839. Then it can be concluded that the 12 statements pertaining to Z variables are considered very reliable.

Cronbach's Alpha of variable Y is 0882. It can be concluded that 11 statements involving the variable Y are considered highly reliable.

Simple Linear Regression Analysis

From the results of data processing, it is obtained coefficient of determination (R^2) is 0.498, which contains the notion that performance (Y) is influenced by motivation (X) of 49.8% while 50.2% is influenced by other variables that are not mentioned in this study.

If motivation (X) is constant or does not change, the work performance (Y) created is 18.976 units.

Motivation coefficient value (X) is 0.770, this indicates that every increment of 1 (one) unit of respondent to motivation (X), will increase work performance (Y) by 0.770. If motivation (X) is increasing, it will further improve work performance (Y) and vice versa if motivation (X) decreases it will decrease work performance (Y).

The T test is conducted to determine the effect between motivation (X) to work performance (Y). This test is done by comparing T count with the T table. If T count > T table then it can be stated that motivation (X) has an effect on work performance (Y). The value of t table at $\alpha = 0.05$ is 2.003. This indicates that T count > T table (7.448 > 2.003) thus

it can be declared that motivation (X) variable has a partial influence on work performance (Y).

Coefficient of determination (R2) of 0.153, which contains the notion that work performance (Y) is influenced by work environment (Z) of 15.3% while 84.7% is influenced by other variables not mentioned in this study.

If work environment (Z) is constant or does not change, work performance (Y) created is 34.908 units.

A regression coefficient of work environment (Z) is 0.335, indicating that every single unit of the respondent's assessment of work environment (Z) is increased, it will increase work performance (Y) by 0.335. If work environment (Z) is increasing it will further improve work performance (Y) and vice versa if work environment (Z) decreases then it will decrease work performance (Y).

The T test is conducted to determine the effect between work environment (Z) to work Performance (Y). This test is done by comparing the T count with T table. If T count > T table then it can be stated that work environment (Z) has an influence on work performance (Y). The value of t table at α = 0.05 is 2.003. This indicates that T count > T table (3.183 > 2.003) therefore it can be stated that work environment (Z) has a partial influence on work performance (Y).

Moderated Regression Analysis (MRA)

The MRA test is used to test the third hypothesis that the capital structure is able to moderate the relationship between motivation and work performance.

Coefficient of determination (R2) of 0.555, which contains the notion that motivation (X) to work performance (Y) is affected by work environment (Z) as a moderation variable of 55.5% while 44.5% is influenced by other variables not mentioned in this study.

When compared with the results of analysis of the coefficient of motivation as X variable to work performance as a variable Y of 49.8% there is an increase in coefficient of determination (R2) to 55.5% with a increment difference of 5.7% with a variable Z added as a moderation variable.

Through the results of the Moderated Regression Analysis equation test, it is proved that the absence of influence of the work environment as a moderate between motivation to the performance of the marketing assistant, although the direction is already in accordance with the predicted namely positive 0033.

Next, to clarify the nature and direction of each variable, F test is performed. Based on the value of F count with a F table value. If f count > F table then it can be declared that f table at α = 0.05 of 4.01. This indicates that the F Count > F table (22,491 > 4.01) thus showing the motivation and the work environment are influential together towards performance. These results also prove that work environment is an independent variable in conjunction with performance.

CONCLUSION AND SUGGESTION

In the motivation variable, the statement has the highest average value of the subvariable achievement, the needs of the affiliate, and the need for power. Motivation based on the average assessment criteria gained by 4.90 stated that in achieving the objectives of the PMB STP marketing Trisakti, all marketing assistants are motivated.

In the work performance variable, the statement has the highest average value of subvariables of responsibility, cooperating capabilities, quality, quantity, and initiative. Performance based on average scoring criteria obtained by 4.92 states that so far the performance of the marketing assistant for marketing is good at working in accordance with duties and responsibilities and achieving objectives.

Based on the results of a simple linear regression test obtained the influence of motivation (X) variable impact performance (Y) is 49.8%. The effect of work environment variable (Z) impact Performance (Y) is 15.3%.

Based on analysis results MRA (Moderate Regression Analysis) was found that the effect of a variable motivation to performance with work environment variable as a moderation variable is 55.5%. The data results also show the equation of analysis MRA Y = 98,627 – 0.876 X – 1.581 Z + 0.033 XZ so as to not succeed in supporting HA3 although the direction is already in accordance with

the predicted namely positive 0033. Through F test, it is found that motivation and work environment is influential together on performance. These results also prove that work environment is an independent variable in conjunction with performance.

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