

THE INFLUENCE OF WORK MOTIVATION ON EMPLOYEE PERFORMANCE AT PARADIGMA RESTAURANT AND CAFÉ, CIKINI

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Abstract

This study aims to examine the influence of work motivation on employee performance at Paradigma Restaurant and Cafe, Cikini. The sample consisted of all Paradigma employees, totaling 32 individuals. Primary data was collected through observations and questionnaires, while secondary data was also utilized. The analytical method employed was a descriptive method with a quantitative approach, incorporating validity tests, reliability tests, descriptive statistics, the coefficient of determination test, correlation tests, and simple linear regression analysis. The findings indicate that the average score for the work motivation variable (X) was 3.14, placing it in the "excellent" category, suggesting that employees have high work motivation. Meanwhile, the average score for the performance variable (Y) was 3.37, categorized as "strongly agree," indicating that employee performance is very good. The correlation strength was found to be 72%, with a coefficient of determination of 52%, signifying a substantial relationship. The simple linear regression equation obtained was $Y = 1.179 + 0.696X$, concluding that work motivation positively impacts employee performance at Paradigma Restaurant and Cafe, Cikini.

Keywords: Work motivation, Performance, Employees, Restaurant.

INTRODUCTION

Natural and cultural wealth plays a crucial role in enhancing tourism in Indonesia. As reported by Kompas on August 21, 2017, Indonesia has 16,056 named and coordinated islands that have been officially registered with the United Nations. Furthermore, according to the Coordinator of the Ministry of Human Development and Culture (Kemenko PMK), Indonesia is not only the largest archipelagic nation but also the fourth most populous country in the world. Data from the Central Bureau of Statistics (BPS, 2010) indicates that Indonesia is home to 1,331 ethnic groups. This aligns with Putri (2022), who states that Indonesia possesses immense cultural, historical, and tourism potential. In addition to these assets, Indonesia also boasts a diverse and rich culinary heritage.

Indonesian cuisine is among the world's most diverse culinary traditions, renowned for its bold and rich flavors. Its vast variety reflects the nation's cultural and traditional diversity, playing a significant role in Indonesia's national identity. Nearly all Indonesian dishes are infused with an abundance of spices, complemented by cooking techniques tailored to specific ingredients. Additionally, these culinary traditions have been shaped by historical trade influences from India, China, the Middle East, and Europe.

One of the cities in Indonesia that has culinary diversity is Jakarta. Jakarta is the national capital and the largest city in Indonesia which is the center of politics, business, and culture, especially culinary in Indonesia. In supporting culinary tourism in the city, needs to be supported by the availability of adequate facilities, one of which is a restaurant.

According to Abdillah (2007:1), restaurants are a means of fulfilling the basic needs of human life, namely eating and drinking. A form of business that provides food and drinks intended for its guests is not enough just to provide food and drinks but also requires an element of good service as a supporting factor.

One of the restaurants in Jakarta is Paradigma Restaurant. This restaurant, which is behind Cikini Station, is located at the Cikini Golongan Karya Party (GOLKAR) DPD Office, Central Jakarta. This restaurant, which is becoming a trend on Instagram, is one of the restaurants with a modern restaurant and cafe concept but with the theme of main cuisine, namely Indonesian cuisine. With this Indonesian restaurant, Indonesian cuisine can be better known and preserved.

In doing business, especially in the culinary sector, one of the important factors that play a role in directing a company is team collaboration. One part of this team is employees. Without the role of employees, this business cannot possibly run well. Therefore, it is very important to produce and

maintain good employee performance. One factor that influences performance is motivation. So good work motivation is needed to get good performance from employees.

According to Kadarisman (2012: 278) states that work motivation is a driving force or encouragement in a person so that he is willing to act and work diligently and well by the duties and obligations that have been given to him so that human behavior wants to work hard and enthusiastically to achieve optimal results.

Motivation can arise from within and outside the employee. Motivation from within employees who are already good can beat motivation from outside employees. However, motivation from within the employee who is not good will require motivational support from outside the employee. Therefore, with good motivation in these employees, employees can produce good performance in the hope of working according to the vision and mission of the company.

Herzberg, as cited in Robbins (2005:174), explains that the factors contributing to job satisfaction are distinct and separate from those that lead to job dissatisfaction. Managers typically attempt to eliminate dissatisfaction-causing factors, which may create a sense of stability but do not necessarily serve as motivators. To effectively motivate employees, Herzberg recommends focusing on factors directly related to the nature of the work itself or the outcomes derived from it.

The strength of this study, compared to previous studies, lies in the use of a more in-depth and specific theory, namely the theory of work motivation, which consists of two types (hygiene factors and motivators) encompassing 13 indicators, as well as the theory of performance, which includes 6 indicators. This approach allows for a more comprehensive and measurable analysis of the relationship between work motivation and employee performance at Paradigma Restaurant.

Based on the background of this research, this research will examine how work motivation influences employee performance at the Paradigma Restaurant located in Cikini, Central Jakarta.

RESEARCH METHODS

The study employs a descriptive research method with a quantitative approach. This study utilizes two variables: Variable X, the independent variable, and Variable Y, the dependent variable. In this research, Variable X represents employee motivation, while Variable Y refers to employee performance. Sujarweni (2014:11) explains that descriptive research is conducted to determine the value of each variable, whether one or more, independently, without establishing connections or making comparisons with other variables. Meanwhile, quantitative research is defined as a type of research that generates findings through statistical procedures or other quantification (measurement) methods. The quantitative approach focuses on phenomena with specific characteristics in human life, referred to as variables. In this approach, the relationships between variables are analyzed using objective theory.

The measurement scales utilized in this study include nominal scales (for respondents' gender), ordinal scales (for respondents' highest level of education), interval scales (for respondents' age and length of service), and a Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree). The population in this study consists of all employees at Paradigma Restaurant, Cikini. The sample selected as research subjects includes all 32 employees working at Paradigma Restaurant, Cikini. This research employs a non-probability sampling method, specifically saturated sampling. The primary data sources consist of questionnaires and observations, while the secondary data sources include records, books, magazines, company-published financial reports, government reports, academic articles, theoretical books, and other relevant publications. Several data analysis methods utilized in this study include validity testing, reliability testing, correlation analysis, simple linear regression, descriptive statistical analysis, and the coefficient of determination test. The hypotheses of this study are as follows: the null hypothesis (H_0) states that there is no significant relationship between work motivation and employee performance at Paradigma Cikini Restaurant. Conversely, the alternative hypothesis (H_1) asserts that work motivation has a significant impact on employee performance at Paradigma Cikini Restaurant.

RESULTS AND DISCUSSION

The work motivation indicators (X) used are hygiene factors and motivator factors. Hygiene factors are salary and benefits, working conditions, company policy, status (position), job security, supervision and autonomy, office life, personal life. Motivator factors are achievements, recognition, job

interest, responsibility, and advancement. (Herzberg in Wibowo 2016). Employee Performance Indicators (Y) used are quality, quantity (amount), time (term), cost emphasis, supervision, and employee relations. (Kasmir, 2016)

1. Validity Test

From the validity test of the results of the statements in the questionnaire which have been analyzed using the Microsoft Excel and SPSS 22 programs, using an error rate of 5%, it is obtained that the calculated R is bigger than the R table (0.329), so it can be concluded that the statement from number one to 33 is declared valid.

2. Reliability Test

From the reliability test on variables x and y which have been analyzed using the SPSS 22 program, the following results were obtained:

Table 1 Reliability Test on Variable X
Reliability Statistics

Cronbach's Alpha	N of Items
.941	22

Table 2 Reliability Test on Variable Y
Reliability Statistics

Cronbach's Alpha	N of Items
.910	11

Based on the results of the reliability test on variable x in Table 1, with a total of 22 statements and a Cronbach's Alpha or R-Count of 0.941 which is bigger than the R-Table of 0.349. Based on the results of the reliability test on the y variable in Table 2, with a total of 11 statements and a Cronbach's Alpha or R-Count of 0.910 which is greater than the R-Table of 0.349. Based on the results of the reliability test on variables x and y in Table 1 and Table 2, it can be concluded that the two measuring instruments used are reliable.

3. Coefficient of Determination Test

From the determination test that has been analyzed through the SPSS 22 program, the following results are obtained:

Table 3 Coefficient of determination test
Model Summary

Model	R Square
1	.520

a. Predictors: (Constant), TOTAL_X

Based on Table 3, the coefficient of determination is 0.520. So it can be concluded that work motivation factors influence employee performance by 52%, while other factors are 48% which are not examined in this research.

4. Correlation Test

From the correlation test between variables x and y using the Microsoft Excel and SPSS 22 programs that have been explained, the following results were obtained:

Table 4 Correlation Test

Correlations

		TOTAL_X	TOTAL_Y
TOTAL_X	Pearson Correlation	1	.721**
	Sig. (2-tailed)		.000
	N	32	32
TOTAL_Y	Pearson Correlation	.721**	1
	Sig. (2-tailed)	.000	
	N	32	32

**. Correlation is significant at the 0.01 level (2-tailed).

Based on Table 4, variables x and y have a correlation of 0.721, namely in the interval 0.60 – 0.79, so it can be concluded that variables x and y have a strong correlation.

5. Simple Linear Regression Test

From a simple linear regression test on variables x and y which have been analyzed using the SPSS 22 program, the following results are obtained:

Table 5 Simple Linear Regression TestCoefficients^a

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.179	.387
	X Average	.696	.122

a. Dependent Variable: Y Average

Based on Table 5 and analysis through the Microsoft Excel program, a simple linear regression equation is obtained, that is $Y = 1.179 + 0.696X$. Based on the results of the simple linear regression equation, it can be explained that if the constant is 0.696 in work motivation, there is no work motivation ($x=0$), then employee performance (y) will only be worth 1.179. And for every 1-point increase in work motivation (x), it can increase the employee performance value (y) by 0.696.

6. Descriptive Statistical Test

The following is the calculation results of the interval categories for the Likert scale with ordinal values 1 to 4:

Table 6 Category Average Value Range on the Likert Scale

Likert scale	Ordinal Value	Average Value Range
Strongly Disagree	1	1,00 – 1,74
Don't agree	2	1,75 – 2,49
Agree	3	2,50 – 3,24
Strongly Agree	4	3,25 – 4,00

Based on the results of research on employees at the Paradigma Cikini Restaurant and Cafe regarding the influence of work motivation (x) on the performance (y) of 32 employees (n) through the Microsoft Excel and SPSS 22 programs, the following descriptive statistical analysis test results were obtained:

Table 7 Category Average Value Range on the Likert Scale

Variable	Indicator	Statement	Mean	Category
work motivation (X) (Hygiene Factor)	Salary and benefits	The salary earned by employees is by their position level and attendance	2,44	Don't agree
	Working conditions	The workplace is safe and conducive	3,31	Strongly agree
		The health and cleanliness of the work environment at Paradigma is very good	3,34	Strongly agree
	Company policy	Policies at Paradigma are fair and objective	2,78	Agree
		Policies in Paradigma help resolve work problems	2,84	Agree
	Satus	The status or position of employees at work is valued	3,06	Agree
		The employee Paradigma works according to their status or position	3,03	Agree
	Job security	The work equipment at Paradigma is complete and adequate	3,09	Agree
		Work safety equipment at Paradigma is complete and adequate	3,03	Agree
	Supervision and authonomy	There is good work supervision by manager	3,28	Strongly agree
		Employees can think and make good decisions at work	3,16	Agree
	Office life	Employee relations with manager are very good	3,41	Strongly agree
		Employee relations with co-workers are very good	3,53	Strongly agree
	Personal life	Employees can solve problems in their personal lives	3,16	Agree
Motivasi Kerja (X) (Motivators)	Achievement	Employees are able to achieve achievements or accomplishments at work	3,06	Agree
		Employees receive rewards for their achievements	3,03	Agree
	Recognition	Employees receive good recognition for their work	3,00	Agree
		Employee suggestions and input are accepted by colleagues or manager	3,13	Agree
	Job interest	Employees really like their jobs	3,19	Agree
	Responsibility	Employees are very responsible for the work they do	3,34	Strongly agree
	Advancement	Employee knowledge and abilities/ skills at work are getting better	3,41	Strongly agree
		Achievement of employee work targets is getting better	3,47	Strongly agree
Work Performance (Y)	Quality	Employees are able to produce quality work or products	3,38	Strongly agree
		Employees control work or products based on their responsibilities	3,22	Agree
	Quantity	Employees are able to achieve the target number of specified products or jobs	3,19	Agree

Variable	Indicator	Statement	Mean	Category
		Employees are always present at work	3,41	Strongly agree
	Time	Employees come to work on time	3,28	Strongly agree
		Employees are able to produce products or work quickly and on time	3,34	Strongly agree
	Cost Emphasis	Employees are able to prioritize expenses based on the most important things at work	3,19	Agree
	Supervision	Employees frequently check back on completed work or products	3,41	Strongly agree
		Employees are often inspected/ supervised by managers/ supervisors	3,25	Strongly agree
	Employees Relations	Employees support each other at work	3,63	Strongly agree
		The cooperation between employees is very good	3,75	Strongly agree
Overall Work Motivation Variable (X)			3,14	Agree
Overall Performance Variable (Y)			3,37	Strongly agree

Based on the results of research on employees at the Paradigma Cikini Restaurant and Cafe regarding the influence of work motivation (x) on the performance (y) of 32 employees (n) through the Microsoft Excel and SPSS 22 programs, the results of the descriptive statistical analysis test were obtained for the motivation variable work (x). The statement that has the highest average value is the statement "Employee relations with co-workers are very good" which is 3.53 and the lowest is the statement "The salary earned by employees is by their position level and attendance" which is 2.44. Meanwhile, for the employee performance variable (y), the statement that has the highest mean value is the statement "Cooperation between employees is very good" which is 3.75 and the lowest is the statement "Employees can achieve the specified number of product or work targets" and the statement "Employees can prioritize expenses based on the most important things in work" which is 3.19.

Based on the research results above, the average value of the work motivation variable (x) as a whole or total is in the agreed category, it is 3.14, where this figure is located between the interval 2.50 – 3.24, so it can be concluded that motivation works for employees at the Paradigm Restaurant and Cafe, Cikini is good. While the average value of the performance variable (y) as a whole or in total is in the strongly agree category which is equal to 3.37 where this figure lies between the interval 3.25 – 4.00, it can be concluded that the performance of employees in Paradigm Restaurant and Cafe, Cikini is very good.

CONCLUSION

Based on the average value of the work motivation variable (x), overall it is in a good category which is equal to 3.14, where this figure lies between the interval 2.50 – 3.24, it can be concluded that the work motivation of Cikini Paradigma Restaurant and Cafe employees is good.

Based on the average value of the performance variable (y), overall it is in the strongly agree category, which is equal to 3.37, where this figure lies between the intervals 3.25 – 4.00, it can be concluded that the performance of Paradigm Restaurant employees and Paradigma Cafe Restaurants, Cikini is very good.

Based on a strong correlation level of 72%, a fairly large coefficient of determination, namely 52%, and a simple linear regression equation which shows a positive number, it is $y = 1.179 + 0.696 x$, it can be concluded that work motivation has an effect on performance. positive effect. affecting employee performance at Paradigma Cikini restaurant and cafe.

It can be concluded that this study supports the alternative hypothesis (H_1), indicating a significant influence of work motivation on employee performance at Paradigma Cikini Restaurant.

SUGGESTION

First, further improving indicator factors that can increase work motivation so that it can also improve employee performance at the Cikini Paradigma Restaurant and Cafe.

Second, based on the results of research on the work motivation variable (x), it shows that the indicator of office life or life at work gets the highest average value, that is 3.47. This can be a reference for company leaders to further improve life at work, for example by holding outings or other togetherness events.

Third, based on the results of research on the work motivation variable (x), it shows that the salary and benefits at work indicator get the lowest mean or average value of 2.44. This can happen, possibly because there are still employees who are dissatisfied with their salaries and benefits. So for company leaders to further increase the salary or benefits of employees. If it cannot be realized, then company leaders can socialize about this so that employees better understand the condition of the company.

Fourth, based on the results of research on the performance variable (y), it shows that the relationship indicator between employees gets the highest average score, which is equal to 3.69. This can also be a reference for company leaders so that cooperation between employees is more sustainable and improved.

Fifth, based on the results of research on the performance variable (y), show that the statement "Employees can achieve the specified target number of products or jobs" and the statement "Employees can prioritize expenses based on the most important things in their work" received the lowest average value. it is 3.19. This can also happen, possibly because there are still employees who do not have enough knowledge or ability/skills to manage finances or use materials properly. So company leaders should organize training so that employee performance becomes better.

Sixth, in the future, it is hoped that this research can become a source of data for further research related to work motivation and employee performance by using different analytical methods, different research locations, etc. Which will make future research better and more complete.

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