

## THE INFLUENCE OF MOTIVATION AND DIRECTION FUNCTION ON EMPLOYEE WORK DISCIPLINE IN THE DEPARTMENT OF TOURISM AND CULTURE OF SOUTH OKU DISTRICT

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### ABSTRACT

The government, in this case Department of culture and tourism, which oversees the tourism sector, is expected to have a role in providing tourism by developing tourism and tourism advice. So with this it will be able to materialize if the government as the stakeholder is able to develop tourism optimally by having reliable human resources in managing tourism management. This research study aims to partially and jointly analyze the influence of Motivation, Guidance Function on employee work discipline and to analyze the most dominant variables in influencing employee work discipline at the Office of Tourism and Culture of South OKU Regency. Results of regression analysis and correlation between motivation and discipline Employee employment shows a regression model  $\hat{Y} = 3.987 + 0.958X_1 + e$  with a correlation coefficient of 0.900. The results of the regression analysis and the correlation between direction on employee work discipline show the regression model  $\hat{Y} = 16,805 + 0.665X_2 + e$  with a correlation coefficient of 0.825. The results of multiple regression analysis and the correlation between motivation and direction together on work discipline show the regression model  $\hat{Y} = 2.817 + 0.675X_1 + 0.300X_2 + e$  with a correlation coefficient of 0.937 at the 95% confidence level, it is found that motivation and direction can simultaneously predict employee work discipline. Motivation and direction simultaneously have a strong positive effect with work discipline of 86.9% and have a significant effect. The effect of motivation and direction simultaneously on the work discipline of the employees of the South OKU Regency Tourism and Culture Office is 2,817, so if there is an increase in motivation and direction together then this will increase the work discipline of the OKU Regency Tourism and Culture Office employees South with significant .. This research was conducted on 28 respondents with the analytical method used is path analysis using SPSS software.

**Keywords:** *Motivation, Direction, discipline*

### A. INTRODUCTION

Work discipline in a job is the willingness and willingness of workers to comply with and obey all applicable rules and regulations, both written and unwritten. For the corporate world, employee work discipline is an important element in achieving company goals, this is based on the fact that activities in the company always use human labor in addition to machine power. Compliance and

obedience in attitudes and behavior that are evident when achieving the goals that have been set, if supported by high discipline, the success of a job performed by employees of a company will get optimal results.

Work motivation of an employee or employee will affect work discipline which can be achieved purely and will only arise from within an employee or employee (internal motivation) and motivation comes from outside the employee or employee concerned (external motivation). Motivation is an activity that causes, channels, and maintains human behavior. Motivation is an important subject for managers, because by definition managers must work with and through other people. Managers need to understand certain human behavior in order to influence them to work according to what the organization wants.

The Office of Tourism and Culture of South OKU Regency is one of the government agencies engaged in the conservation and empowerment of tourism and culture. In carrying out its activities, the South OKU Regency Tourism and Culture Office requires employees who have high responsibility for work. Of the many employees employed, it will not be separated from the problem of employee work discipline which will affect company performance. In measuring work discipline, the number of absences or absences is used. Based on this, it will be seen the level of employee work discipline stated in the number of absences. Low employee work discipline can be indicated by a high absentee level above the tolerance limit. This will certainly affect employee performance. Leaders in their business need to use certain guidelines as a basis for implementation in order to achieve the expected results. The implementation of discipline in the organization / company is intended so that all employees / employees in the organization / company are willing and voluntary. Regulations that are obeyed means providing support for an organization in implementing predetermined programs, so that it will make it easier to achieve organizational goals. This shows that good employee discipline will make it easier achievement of organizational goals, and degenerated discipline will become a hindrance and slow down organizational goals. Based on current conditions, the reason for the need for the South OKU Regency Culture and Tourism Office, as the related party is authorized to improve the quality of human resources, in this case employees, to direct their potential and work power in the desired direction.

## **B. LITERATURE REVIEW**

### **Tourism (Tours)**

The development of tourism areas is very dependent and cannot be separated from the role of the government as the main actor and one of the stakeholders. The role of government in tourism development is very important to support the success of tourism development. Junaid (2016) explains that the progress of tourism depends on the proactive role of the government in developing regional tourism.

According to Marshall and Dredge in (Junaid, 2016) explaining that various active efforts in development can be seen from changing and adjusting development policies of government structures, duties and responsibilities as well as roles. National policies related to tourism are under the Ministry of Tourism of

the Republic of Indonesia. Provincial level policies are regulated by the regional government or the governor through the provincial level Tourism Office, as well as local governments through the Regency / City Tourism Office at the Regency and City level, based on the above opinion it can be concluded that all tourism activities have limitations on the understanding that various kinds of tourism activities must be supported by various facilities and services provided by the community, businessmen, government and local governments.

The definition of tourism is a tour that is carried out repeatedly or traveling around, either in a planned or unplanned manner which can produce a total experience for the perpetrators. From this understanding, it can be seen that tourism activities are part of tourism activities, because tourism activities are multiple activities of the tourism activity itself.

Tourism is everything related to tourism activities and their impacts that occur because of the contact / interaction between tour operators and tourist attractions, tourism support facilities, and infrastructure / infrastructure provided by the community, private sector and government, starting from the place of residence, on the way, at their destination, until they return to their place of residence.

In essence, tourism is a symptom that occurs due to the movement of people from their place of residence to carry out a tourist activity either on vacation or on business until they return to their original place of residence. These symptoms form a complex system in which there are interrelated components and elements such as residence, destination, travel, facilities / infrastructure, etc., and this system is usually called a tourism system.

### **Motivation**

The definition of motivation is a series of attitudes and values that influence individuals to achieve specific things in accordance with individual goals. These attitudes and values are invisible which provide strength to encourage individuals to behave in achieving their goals (Rivai: 2005: p. 455). The drive consists of 2 (two) components, namely: the direction of behavior (work to achieve goals), and the strength of the behavior (how strong the individual effort is at work). Motivation includes unique feelings, thoughts and past experiences that are part of the institution's internal and external relationships. In addition, motivation can also be interpreted as encouraging individuals to take action because they want to do it. When individuals are motivated, they will make positive choices to do something, because it can satisfy their desires. (Rivai: 2005: p. 456).

The theory of motivation developed by Maslow contains an opinion that says that humans can be classified into five hierarchies of needs, namely (Soehardi: 2003: 24):

- 1). Physiological needs, such as clothing, food and shelter.
- 2). The need for security, security must be seen in a broad sense, not only in terms of physical security, but also in terms of physiological security.
- 3). Satisfaction of social needs, such as needs that revolve around recognition of one's existence and respect for one's dignity.
- 4). The need for prestige is generally reflected in various status symbols.

5). The need for self-actualization, in the sense of providing opportunities for someone to develop their potential so that they turn into real abilities

Basically, motivation can spur employees to work hard so that they can achieve their goals. This will increase work productivity employees so that it affects the achievement of institutional goals. There are three sources of motivation, namely

- 1). Possibility to develop
- 2). Type of work
- 3). Can they feel proud to be part of the institution they work for.

### **Briefing**

Briefing is a process of communication to subordinates through giving instructions and instructions to subordinates so that they work according to a predetermined plan.

One of the management functions discussed here is the directing function. Directing is an activity to integrate the business efforts of members of a group, so that through their assignments their personal and group goals can be fulfilled. All group efforts require direction if they are to successfully achieve the group's ultimate goals.

Each member of the group must have the information needed to complete a task. For this purpose, the plans that have been made are notified to all members in the form of instructions and orders that are officially conveyed. Good direction is not a form of dictatorship. Customs and customs affect all forms of direction. Definition of direction according to GR. Terry (2010, page: 18) is: "Directing is direction given to subordinates so that they become knowledgeable employees and will work effectively toward the goals set by the company". Directing also includes activities designed to give orientation to employees, for example providing information about relationships between divisions, between individuals and about the history, policies and goals of the company. Additionally, assignments define assistance needs to improve task performance and provide communication channels required.

### **Definition of Work Discipline**

Discipline is an operative function of Human Resource Management which is most important because the better the employee's discipline, the higher the achievement. Without good employee discipline, it is difficult for corporate organizations to achieve optimal results. In increasing discipline, regulation is very necessary. Company discipline is good if most employees comply with applicable company rules and norms. If there is a disciplinary violation, punishment rules are needed in educating them to obey company regulations and company norms. In giving punishment must be fair and firm. With fairness and decisiveness, the target of punishment will be accomplished without any breach of discipline.

Discipline violation is any words, writings or actions of employees that violate employee discipline rules both inside and outside the company organization. Speech is every word that is said in front of other people or can be heard by others. Writing is a written statement of thoughts or feelings both in written form and in the form of images, attitudes or actions of employees.

Regulations are very necessary in increasing discipline because they will provide guidance and counseling for employees in creating good order. With good discipline, work morale, work morale, efficiency and employee work effectiveness will increase. Discipline must be enforced in a company organization. Without good disciplinary support, it is difficult for an organization to achieve its goals. Discipline is a key to success for an organization or agency in achieving its goals.

### **C. METHODS**

The data used are primary data in the form of questionnaires distributed to the staff of the South OKU Regency Office of Tourism and Culture. There are two variables studied by researchers, namely the first variable is the independent variable consisting of motivation and direction variables, meanwhile.

The second variable is the dependent variable, namely the variable of work discipline by performing data analysis techniques as follows:

#### **Data Analysis Techniques**

##### **1 Likert scale**

R. S Likert developed a scaling procedure in which the scale represents a bipolar continuum, on the left end with a low number representing negative answers, while the right end with a large / high number representing positive answers. The Likert format is designed to allow respondents to answer at various levels on each item that describes the variables under study. Check List format that provides answers (Yes) or (No) with a scale range between 1 to 5.

1. Strongly Agree (SS): Score 5
2. Agree (S): Score 4
3. Disagree (KS): Score 3
4. Disagree (TS): Score 2
5. Strongly Disagree (STS): Score 1

##### **2. Validity Analysis**

Validity represents the level used as supporting evidence for conclusions drawn from the value derived from the level at which the scale measures something that must be measured. A data is said to be valid if the corrected item value is greater than the value of r table with  $df = n - 2$  or the validity of the instrument for the three variables is assessed by calculating the data with the Pearson Product Moment formula in the SPSS computer program. Statement / question items are declared valid if the Pearson Product Moment  $> r$  Table marked with (\*) and (\*\*). The critical number for the correlation table (Table r) is 0.361. This figure is obtained from the r-product moment table at a significance level of 5% ( $\alpha = 0.05$ ) and  $N = 28$  (according to the number of respondents). Thus, if there is a correlation coefficient of question / statement items below 0.361 it is declared invalid.

**D. EXPLANATION AND RESEARCH RESULTS****Results of the Validity Test of the Motivation Variable Instruments**

Pertanyaan	Pearson Correlation ( $r_{hitung}$ )	$r_{tabel}$	Variabel Motivasi ( $X_1$ )	Keterangan
Pertanyaan 1	.399*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 2	.129	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 3	.498**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 4	.693**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 5	.445*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 6	.429*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 7	.438*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 8	.692**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 9	.085	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 10	.656**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 11	.406*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 12	.066	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>

**Test Results of the Validity of the Direction Variable Instrument ( $X_2$ )**

Pertanyaan	Pearson Correlation ( $r_{hitung}$ )	$r_{tabel}$	Variabel Pengarahan ( $X_2$ )	Keterangan
Pertanyaan 1	.382*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 2	.776**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 3	.248	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 4	.382*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 5	.776**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 6	.160	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 7	.216	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 8	.382*	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 9	.776**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>
Pertanyaan 10	.248	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 11	.329	0.361	$r_{hitung} < r_{tabel}$	<i>Tidak Valid</i>
Pertanyaan 12	.561**	0.361	$r_{hitung} > r_{tabel}$	<i>Valid</i>

**Results of the Validity Test of the Work Discipline Variable  
Instrument (Y)**

<b>Pertanyaan</b>	<b>Pearson Correlation (r hitung)</b>	<b>r tabel</b>	<b>Variabel Disiplin Kerja (Y)</b>	<b>Keterangan</b>
Pertanyaan 1	.253	0.361	r hitung < r tabel	<i>Tidak Valid</i>
Pertanyaan 2	.645**	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 3	.645**	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 4	.724**	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 5	.331	0.361	r hitung < r tabel	<i>Tidak Valid</i>
Pertanyaan 6	.386*	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 7	.337	0.361	r hitung < r tabel	<i>Tidak Valid</i>
Pertanyaan 8	.502**	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 9	.253	0.361	r hitung < r tabel	<i>Tidak Valid</i>
Pertanyaan 10	.645**	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 11	.645**	0.361	r hitung > r tabel	<i>Valid</i>
Pertanyaan 12	.724**	0.361	r hitung > r tabel	<i>Valid</i>

### 3. Reliability Analysis

Reliability is a value that shows the consistency of a measuring device in measuring the same symptoms. Reliability is used as how far the measurement is free from error variants in estimating the reliability of the variables studied. Researchers use the Cronbach Alpha method using SPSS computer program tools. An instrument variable is said to be reliable if the Cronbach's Alpha value is  $> 0.6$ . The motivation reliability test obtained the Cronbach Alpha value of 0.689, the direction reliability test obtained the Cronbach Alpha value of 0.772, while the employee work discipline after the reliability test was obtained the Cronbach Alpha value of 0.712.

#### a. Motivation Variable Instruments (X1)

From the trials carried out for the Motivation instrument (X1) of the 12 questions carried out by the reliability test, the Cronbach Alpha value is 0.689, this alpha value is good because it is at a value of 0.6 on the Cronbach Alpha value, and it can be concluded that the Motivation variable instrument (X1) can be said to be reliable.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.689	9

#### b. Direction Variable Instruments (X2)

From the trials carried out for the Instructional instrument (X2) of the 12 questions carried out the reliability test, the Cronbach Alpha value was 0.772, this alpha value was very good because it was above the value of 0.6 on the Cronbach Alpha value, and it can be concluded that the Direction variable instrument (X2) can be said to be reliable.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.772	7

#### c. Variable Instrument Work Discipline (Y)

From the trials carried out for the employee work discipline instrument (Y), of the 12 questions that were carried out the reliability test, the Cronbach Alpha value was 0.720, this alpha value was very good because it was above the value of 0.6 on the Cronbach Alpha value, and it could be concluded that employee work discipline variable instrument (Y) can be said to be reliable.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.712	8



### Linearity Test of the Effect of Motivation (X1) on Employee Work Discipline (Y)

Based on the results of the linearity test calculation test with the SPSS program for the Motivation variable (X1) towards work discipline (Y), the sig value is obtained.

Deviation from linearity of  $0.034 > 0.05$ , it can be concluded that the influence of motivation (X1) on work discipline (Y) is Linear.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Disiplin * Motivasi	Between	(Combined)	285.250	10	28.525	20.418	.000
	Groups	Linearity	250.517	1	250.517	179.318	.000
		Deviation from Linearity	34.733	9	3.859	2.762	.034
	Within Groups		23.750	17	1.397		
Total			309.000	27			

### Linearity Test of the Effect of Direction (X2) and Work Discipline (Y)

Based on the results of the calculation of the linearity test for the Direction variable (X2) on work discipline (Y), the sig deviation from linearity value is obtained

$0.371 > 0.05$ , it can be concluded that the influence of direction (X2) on employee work discipline (Y) is Linear.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Disiplin * Koordinasi	Between	(Combined)	264.283	14	18.877	5.488	.002
	Groups	Linearity	210.399	1	210.399	61.167	.000
		Deviation from Linearity	53.885	13	4.145	1.205	.371
	Within Groups		44.717	13	3.440		
Total			309.000	27			

## Inferential Analysis

### a. Multiple Regression Analysis

Regression coefficient and significance test  
The Effect of Motivation and Direction on Work Discipline

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.817	3.464		.813	.424
Motivasi	.675	.106	.635	6.389	.000
Pengarahan	.300	.080	.372	3.747	.001

a. Dependent Variable: Disiplin

Based on the results of the multiple regression coefficient analysis in the table, the multiple linear regression equation, the influence between motivation (X1), direction (X2) and work discipline (Y) is:

$$\hat{Y} = 2.675 + 0.675X1 + 0.300X2 + e$$

From the above equation it can be explained that the regression constant is 2,675, meaning that if you ignore the motivation and direction variables, the employee's work discipline score is 2,675. The motivation regression coefficient (X1) is 0.675, meaning that each addition of one unit of Motivation score (X1) will increase the employee's Work Discipline score by 0.675 by keeping the briefing score (X2) is 0.300, meaning that each addition of one unit of briefing score will increase the employee work discipline score by 0.300 keeping the aim score (X2) constant.

From the multiple linear regression equation above, it shows that the motivation variable (X1) has a more dominant influence on employee work discipline than the direction function. So that to improve the Work Discipline of the employees of the South OKU Regency Tourism and Culture Office, what must first be considered to be improved and improved is the problem of motivation within the organization because motivation is a factor whose presence can lead to job satisfaction and increase productivity or work results and cause various human behavior. For an employee who works in an organization, his motivation to achieve organizational goals will make him excited to carry out his job. If employees are passionate about work, then their performance will increase.

### b. Determination Correlation Analysis

Determination correlation analysis is to see the magnitude of the motivation and direction variables together towards employee work discipline. The results of the correlation coefficient analysis (R) of the variable Motivation (X1) and Direction (X2) together on employee Work Discipline (Y) is 0.937, which means that the influence between motivation and direction together on employee work

discipline shows a very strong correlation. strong and positive (one way). While the value of the coefficient of determination (Adjusted Rsquare) of motivation (X1) and direction (X2) together on employee work discipline (Y) is 0.869, which means that the variation in employee work discipline variable scores can be explained or affects the motivation variable (X1) and the direction function. (X2) together is 86.9% in the resulting multiple regression model, while the rest shows that the employee work discipline score has an influence on other variables that are not studied, the full analysis results are shown in the following table:

## E. CONCLUSION

From the results and discussion, the following conclusions can be drawn:

1. Together motivation (X1) and direction (X2) have a significant effect on work discipline (Y), but the influence motivation is more dominant than the direction function, namely  $\hat{Y} = 2.817 + 0.675X1 + 0.300X2 + e$  with a correlation coefficient of 0.937 at the 95% level of confidence, it is found that motivation and direction can simultaneously predict employee work discipline. Motivation and direction simultaneous has a strong positive influence with work discipline of 86.9% and has a significant effect.
2. Test all the variables studied were declared valid and reliable, namely the reliability test Motivation obtained a Cronbach Alpha value of 0.689, a reliability test Direction obtained a Cronbach Alpha value of 0.772 and a reliability test of employee work discipline obtained a Cronbach Alpha value of 0.712 with a standard reliability value of Cronbach Alpha > 0.6

From the results and discussion it is suggested:

1. Technically what can be run is that the leadership must be better in guiding and directing the employees and the leadership must know the different competencies of each employee. As well as providing good examples in work and attitudes, so that subordinates can follow their role models so as to create conducive conditions in the organizational environment.
2. Leaders need to increase employee motivation in order to further improve their performance. For example, by motivating to achieve by giving appropriate rewards (outside of salary) if the employee's performance is good, so that employees will feel appreciated for their work and that automatically employee discipline will increase properly.

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