

GIVING INCENTIVES TO INCREASE MOTIVATION AND EMPLOYEE WORK PERFORMANCE AT NOVOTEL NGURAH RAI AIRPORT

Gus Manik Eka Adnyana¹, I Ketut Suparta², I Gusti Made Wendri³
Tourism Department, Politeknik Negeri Bali
email: [1gusmanikapp@gmail.com](mailto:gusmanikapp@gmail.com), [2ktutsuparta@pnb.ac.id](mailto:ktutsuparta@pnb.ac.id),
[3gustimadewendri@pnb.ac.id](mailto:gustimadewendri@pnb.ac.id)

ABSTRACT

Motivation and Employee work performance is the thing that need to be noticed by all companies in order to achieve maximum results in carrying out the duties and responsibilities that have been given. Incentives are a form of company rewards to employees for the achievements that have been achieved and have performed duties and responsibilities well, so as to motivate employees in the work. The purpose of this paper is to find out how the terms and criteria of giving incentives to employees at Novotel Ngurah Rai Airport Kuta Bali and to find out whether incentives can improve employee motivation and work performance at Novotel Ngurah Rai Airport Kuta Bali. Analytical tool used is qualitative analysis and using qualitative data. The result of the research shows that incentives can improve employee motivation and performance based on the terms and criteria of giving incentives to employees.

Keywords: incentive, motivation, employee, performance.

INTRODUCTION

Bali is one of the provinces in Indonesia to become the center of the tourism industry. Bali as a famous tourist destination has a diversity of unique art, culture, and customs. The island of Bali received the title of the second best tourist island in the world in 2015 after the Galapagos Islands, Ecuador, the version of Travel and Leisure magazine.

The hotel is one kind of accommodation which is a major component in every tourist destination. The hotel provides various facilities and services such as room service, meals and beverages, as well as various other support facilities that tourists can enjoy during their stay. The hotel is a public place of residence for travelers by providing room service, food and beverage providers as well as accommodation with payment terms.

Along with the development of science and technology at the present time, one hotel company with other hotel companies continue to compete in terms of quality, whether it is the quality of human resources and product and service improvement. Increased human resources today is an activity carried out jointly between employees and managers with the goal of adding value for hotel companies to face competition.

In addition, the role of manpower of a hotel is very important because the workforce is the main driver for the smoothness of business and company performance because it is one of the assets of the company that must be maintained by meeting the needs and desires.

Novotel Bali Ngurah Rai Airport is a four star hotel located at Jalan Raya Gusti Ngurah Rai Tuban with total of employees as many as 153 people from all departments.

Table 1
 Number of Employees at Novotel Ngurah Rai Airport

Departemen	Jumlah
Executive Office	1
Accounting	12
Human Resources	2
Security	5
Front Office	24
Housekeeping	52
F&B Service	22
F&B Product	24
Engineering	11
Total	153

Novotel Ngurah Rai Airport Kuta Bali seeks to improve employee motivation and work performance that will be useful in hotel operations in daily activities. Efforts are made by giving to its employees to improve motivation and employee performance.

In carrying out daily activities in this hotel, required employees who have the expertise and the level of discipline, craft and high responsibility to carry out the task. It is very necessary measure the increase in motivation and achievement of employees at Novotel Ngurah Rai Airport. Efforts to improve employee performance in the company's expectations of the company, done by giving rewards by the company to employees in the form of incentives and given to employees who are loyal, dedicated, and have integrity to the job. Providing rewards in the form of incentives purpose to increase enthusiasm and passion to work employees so that employees can achieve achievement in work. In addition to providing rewards of incentives, employees are also given development programs such as training or training that can add skills or skills that are useful for employees to achieve. Training is given to

employees who have been selected from each department to attend training held by the company.

From the above explanation can be raised the problems to be discussed in this research is how the terms and criteria of giving incentives to employees at Novotel Ngurah Rai Airport and whether incentives can improve employee motivation and performance in Novotel Ngurah Rai Airport. The purpose of this study is to find out how the terms and criteria of giving incentives to employees in novotel ngurah rai airport kuta bali and to find out whether the incentive able to improve motivation and employee performance in Novotel Ngurah Rai Airport Kuta Bali.

RESEARCH METHODS

This research is a qualitative descriptive research. The data is obtained through various data collection techniques such as interviews, document analysis, focused discussions, or observations that have been poured in field notes. Another form of qualitative data is the image obtained by shooting or video recording.

Sources of data used in this study are primary data and secondary data. Primary data is information obtained from primary sources, ie original, first-hand information or respondents. In this study the primary data obtained from the data check list filled by employees who have been selected. Secondary data is information obtained not directly from respondents, but third parties.

Data collection method is interview to employee by asking several questions and based on research purpose. Observation by way of observation where researchers engaged in daily activities. Documentation is done by recording past events, with data in the form of writing, pictures, or video.

RESULTS AND DISCUSSION

Incentives as a motivational means that encourages employees to work with optimal capabilities, which are intended as extra income and predetermined wages. Incentives are intended to meet the needs of employees and their families. The term incentive system is generally used to describe payroll plans that are linked directly or indirectly to various standards of employee performance or organizational profitability.

Incentives can be formulated as an adequate remuneration to employees whose performance exceeds established standards. Incentives are a driving factor for employees to work better in order to improve employee performance. To gain a clearer

understanding of the incentives, here are some management experts put forward the notion of incentives.

According to Hasibuan (2016: 118), incentive is all income in the form of money, goods directly or indirectly received by employees in return for services provided to the company. according to Marwansyah (2016: 270) in his book "Human Resource Management" states that "compensation is the overall reward given to employees in return for their services or contributions to the organization and to what an employee receives in return for the work he or she gives to the organization.

Respondents stated that there are some incentive purposes to employees of Novotel Ngurah Rai Airport, which are:

1. To provide motivation in working to employees, because the motivation is needed employees while working.
2. Improve employee performance, because incentives can also improve employee achievement in the company
3. Maintaining existing employees at this time, employees may exit if the magnitude of incentive is not competitive and consequently will lead to an increasingly high employee turnover
4. Increase the amount of income employees, so that employees can meet their needs better

Based on interviews with the Human Resources Department on the terms and criteria of incentives to improve employee motivation and performance at Novotel Ngurah Rai Airport Kuta Bali, there are 3 terms and criteria of giving incentives to employees at Novotel Ngurarah Rai Airport Kuta Bali as follows;

1. Employees who receive incentives are employees of Novotel Ngurah Rai Airport Kuta Bali According to the Human Resources Manager of Novotel Ngurah Rai Airport employees who receive incentives are employees of Novotel Ngurah Rai Airport and have become contract employees or become permanent employees and have been working at Novotel Ngurah Rai Airport for at least 6 months.
2. Incentives are motivative The incentive-giving system should be motivative in order for an incentive to spur its performance because of the appropriate rewards for the work performed.
3. Incentives should be fair Provision of incentives should be felt fair for employees of Novotel Ngurah Rai Airport, where incentives are given to fit the work done and in accordance with the achievements achieved.

CONCLUSION AND RECOMMENDATION

This research was conducted to find out how the terms and criteria of giving incentives to employees at Novotel Ngurah Rai Airport Kuta Bali and whether incentives can improve employee motivation and performance at Novotel Ngurah Rai Airport. Based on the results of interviews and observations the purpose of incentives given at Novotel Ngurah Rai Airport is to provide motivation in working to employees, because the motivation is needed employees while working and improve employee performance, because the incentives can also improve employee performance in the company as it retains existing employees, employees may opt out if the magnitude of incentives is not competitive and consequently will lead to an increasingly high turnover of employees and increase the amount of income employees, so that employees can better meet their needs.

Based on the conclusions that have been described previously, it can be put forward some suggestions that the future is expected to benefit the company and for other parties. As for some suggestions given by the authors, it is expected the company can and can maintain and improve services to Incentives, because Incentives have a dominant influence in an effort to improve motivation and job performance, such as by giving bonuses outside the salary of employees, giving praise for the work has been well resolved by employees.

BIBLIOGRAPHY

- Astuti, Ni Ketut Ayu. 2012. "Pengaruh Kompensasi dan Motivasi Terhadap Kepuasan Kinerja Karyawan Pada Hotel Bakung's Beach Cottages Kuta-Bali", tesis, Magister Manajemen Universitas Udayana, Denpasar.
- Hasibuan, Malayu S.P. 2011. *Manajemen Sumber Daya Manusia, Edisi Revisi*. Jakarta: Bumi Aksara.
- Kusuma, Harli Yoga. 2015. "Pengaruh Insentif Terhadap Motivasi Dan Kinerja (Studi Pada Karyawan Hotel Grand Pujon View Kabupaten Malang)".
- Mangkunegara, A.A Prabu. 2009. *Manajemen Sumber Daya Manusia*. Bandung: Remaja Rosdakarya.
- Marwansyah. 2016. *Manajemen Sumber Daya Manusia*. Bandung: Alfabeta.
- Panggabean, S. 2004. *Manajemen Sumber Daya Manusia*. Bogor: Ghalia Indonesia.
- Rivai, Veithzal. 2004. *Manajemen Sumber Daya Manusia Untuk Perusahaan*. Yogyakarta: BPFE.
- Siagian, Sondang P. 2011. *Manajemen Sumber Daya Manusia*. Jakarta : Bumi Aksara.Syar"roni. 2013. *Berfokus dalam Mencerdaskan dan Mensukseskan*. Jakarta: Buku Pendidikan dan Publish.

Sulastiyono, Agus. 2011. *Manajemen Hotel, Cetakan Keenam*. Bandung : Alfabeta.

Sutrisno Edy. 2012. *Manajemen Sumber Daya Manusia*. Jakarta: Prenada Media Group.