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Fostering Work Motivation to Achieve Company Targets

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Abstract
Work motivation is a crucial factor in enhancing employee performance and ensuring a company's success in achieving its established targets. Every organization requires human resources that possess enthusiasm, a sense of responsibility, discipline, and commitment in carrying out their duties and tasks. However, in practice, employee motivation can decline due to various factors, such as a lack of recognition, an uncomfortable work environment, poor welfare, or insufficient support from leadership. Therefore, efforts must be made to foster work motivation through measures like providing recognition, maintaining effective communication, exercising strong leadership, creating a conducive work environment, and offering opportunities for employees to develop their skills. This paper aims to examine the importance of work motivation, the factors that influence it, and strategies for enhancing employee motivation to meet corporate objectives. The methodology employed is library research, involving the collection and analysis of relevant literature. The findings indicate that strong work motivation can boost employee productivity, discipline, sense of responsibility, and loyalty. Consequently, companies need to cultivate a supportive work environment that encourages employees and inspires them to strive toward shared goals.

INTRODUCTION

Every company has its own way of trying to improve employees' work performance. Motivation is an impetus or a driving force. In management, motivation is directed only at human resources. Motivation is concerned with how to direct the power and potential of employees so that they are willing to work well and the company's goals can be achieved as expected. Motivation is important for a company because, without good motivation, neither the employees' goals in working nor the company's goals will be achieved. The word motivation comes from the Latin movere, which means "impetus" or "driving force." Motivation is concerned with how to direct the power and potential of subordinates so that they are willing to cooperate productively in achieving and realizing the goals that have been set.

According to Hasibuan (2016:261), "motivation plays an important role in a company's success in achieving the company goals it desires." A company leader who can strive to increase the work motivation of the employees is therefore needed. Winardi (2016:76) states that motivation is a potential force within a human being, which can be developed by the person himself or by a number of external forces that essentially revolve around monetary and non-monetary rewards, and which can influence his performance results positively or negatively.

One indicator of a company's success is increased productivity. High work productivity is one of a company's competitive advantages. Productivity depends greatly on the company's motivation and will be achieved when there is high motivation and good morale among its human resources. This motivation will be reflected in the work ethic, which will affect the company's productivity as a whole (Rahajeng and Handayani 2019).

Motivation is an important factor that influences productivity, yet what employees expect does not match what they experience, and this is what leaves them unmotivated to work, certainly because their salaries are very small compared with the regional minimum wage (UMR); in addition, they also want to work in a safe and comfortable place. According to (Supriyanto, Lan, and Hutabarat 2021), work motivation is the provision of a driving force that creates enthusiasm for work in a person, so that they are willing to cooperate, work effectively, and be integrated with all their efforts in order to achieve work productivity. Motivation is something given to or for a person in order to motivate that person, including rewards such as salary increases and promotions, and punishments such as disciplinary action (Pratama 2022).

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Work motivation is not a new concept in the context of organizational management. Earlier studies, such as Maslow (1943) with the theory of human needs or Herzberg (1959) with the two-factor theory, highlight the importance of psychological needs and the recognition of achievement in creating intrinsic motivation. Meanwhile, contemporary research by (Kuswati 2020) expands our understanding of intrinsic and extrinsic motivation, showing the importance of factors such as autonomy and competence in increasing work motivation.

METHOD

This study uses a qualitative method with a literature study (library research) approach, that is, a data collection technique whose main focus is the use of books or other literature. According to (Zed, 2014), it is a series of research activities concerning library data collection methods, followed by reading, note-taking, and processing the research materials. The data collected through the literature study include the Definition of Motivation in Work, How Work Motivation Affects Employee Productivity, the Importance of Work Motivation in Achieving Company Targets, and Factors Influencing Work Motivation. Furthermore, Sugiyono (2018, in Sofiah et al., 2020) states that a literature study relates to theoretical examination through references concerning the values, culture, and norms that develop in the social situation being studied. From these two views, this library research does not involve direct field observation to meet respondents, because the data are obtained from library sources, namely books and documents that are read, noted, and analyzed.

RESULTS

Based on the results of the literature study, work motivation plays an important role in supporting a company's success in achieving the targets that have been set. Work motivation drives employees to carry out their tasks with enthusiasm, responsibility, and discipline. Employees with high motivation tend to show better performance, are able to complete work on time, and have a desire to give the best results for the company.

The review shows that several factors influence employee work motivation, namely appropriate salary and incentives, recognition of work achievements, a comfortable work environment, good relationships between leaders and employees, and opportunities to develop one's abilities. These factors can provide positive encouragement for employees to be more enthusiastic in carrying out their work.

In addition, a company's success in achieving targets depends not only on employees' abilities but is also influenced by the role of leaders in building a positive work atmosphere. Leaders who are able to provide direction, support, and appreciation to employees can increase their confidence and sense of responsibility at work. Thus, the results of the review show that fostering work motivation is one of the important steps in improving employee productivity and the quality of performance. Well-maintained motivation can help the company achieve its targets more effectively and efficiently and create harmonious working relationships between the company and its employees.

DISCUSSION

A. Definition of Motivation in Work

Motivation in work is a central element that plays a significant role in shaping individual behavior and performance outcomes in the work environment. This motivation encompasses a number of internal and external factors that prompt individuals to pursue their goals, give direction to their actions, and stimulate consistent effort in the context of work. As the dynamics of modern organizations grow more complex, a deep understanding of these motivational factors becomes essential for achieving optimal levels of productivity among team members (Riyanto, Endri, and Herlisha 2021).

Work motivation is the motivation that occurs in the work situation and environment found in an organization or institution. The success and failure of education are indeed often associated with teachers' work motivation. Basically, people always want only good things, so the driving force that motivates their work enthusiasm depends on the expectations of what they will obtain in the future; if those expectations become reality, a person will tend to increase their work motivation (Alam et al. 2020).

Motivation in work has a profound impact on individual behavior and performance in the work environment. Motivation theories have become an important framework for understanding the factors that drive individuals to achieve their goals in the context of work. One widely cited theory is Maslow's hierarchy of needs, which states that individual needs develop in a hierarchy, starting from basic needs up to self-actualization needs (Hartoyo and Sulistyo 2020). In the context of work motivation, this theory provides insight into how the fulfillment of individual needs can motivate employees to achieve optimal performance.

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B. How Work Motivation Affects Employee Productivity

Work motivation has long been recognized as a main factor influencing the level of employee productivity in the work environment. The relationship between employee motivation and work productivity has been the subject of in-depth study in the human resource management literature. A number of empirical studies support the concept that the level of employee motivation is positively correlated with increased productivity in the workplace (Banin, Eliyana, and Latifiyah 2020). One study supporting the positive relationship between work motivation and employee productivity was conducted by Robbins and Judge (2009) in the book "Organizational Behavior." This study highlights that employees who feel motivated tend to show higher levels of performance than their less motivated peers. In this context, motivation is defined as an internal drive that pushes individuals to achieve goals and reach optimal levels of performance (Yuliantini and Santoso 2020).

In addition, other research by Locke and Latham (2002), published in "American Psychologist," emphasizes the importance of goal-setting as a motivational strategy that can increase employee productivity. They found that employees who have clear and measurable goals are more likely to achieve the desired results, and this positively affects work productivity (Gunawan and ST 2020).

Furthermore, classical motivation theories, such as Maslow's hierarchy of needs and Herzberg's two-factor theory, also provide a conceptual foundation for understanding the relationship between motivation and productivity. The concept that the fulfillment of basic needs and recognition in the workplace can increase work enthusiasm and employee performance has become an understanding that has stood the test of time (Anija 2022).

Thus, the findings of these studies consistently show that employee motivation has a significant impact on work productivity. The implementation of management strategies that foster motivation, such as setting clear goals and attending to the fulfillment of employees' needs, can be the key to increasing productivity in the workplace.

Motivation is closely related to work productivity, because the higher the level of motivation, the more enthusiastic a person will be in doing the work, so that the work is completed faster with quality that follows the standards set. In carrying out its activities, a company, whether in industry, trade, or services, will strive to achieve the goals that have been previously set; an important point is that the success of the various activities in a company in achieving its goals depends not only on technological superiority, available operating funds, or the facilities and infrastructure it owns, but also on its resources (Kuswibowo 2021).

A person who is intrinsically motivated tends to show a higher level of involvement in his or her work. Such people are more likely to be willing to invest extra time and effort to achieve optimal results. High motivation can also create a positive attitude toward work, which in turn can accelerate the completion of tasks with quality that meets standards (Liana 2020).

C. The Importance of Work Motivation in Achieving Company Targets

Work motivation is one of the important factors that determine a company's success in achieving the targets and goals that have been set. Work motivation drives employees to carry out their duties and responsibilities with enthusiasm, discipline, and earnestness. In a company, human resources play a very large role because an organization's success is determined not only by technology, capital, and business strategy but also by the ability and willingness of employees to carry out their work. Companies therefore need to pay attention to work motivation so that every employee can contribute maximally. The importance of work motivation can be seen in its influence on increasing employee productivity. Employees with high motivation are usually more enthusiastic about completing work, able to manage their time well, and strive to produce quality work. Conversely, employees with low motivation tend to show less initiative, get bored easily, and lack a strong drive to complete tasks. This condition can hinder the company's operations so that the planned targets become difficult to achieve. Work motivation is thus one of the elements that need attention in creating optimal performance.

In addition to increasing productivity, work motivation also plays a role in building employees' discipline and responsibility. Every company has targets that must be achieved within a certain period. To realize these targets, employees are required to carry out their work in accordance with the applicable rules, procedures, and standards. Employees with good motivation will be more aware of their responsibilities and will therefore try to complete their work on time. This discipline and sense of responsibility can help the company run its operations in a more orderly and effective manner.

Work motivation is also important in improving cooperation between employees and leaders. The company environment requires good communication and working relationships so that every job can be completed together. Leaders have the responsibility to provide direction, support, and appreciation to employees for the work they have done. When employees feel valued and cared for, they will have confidence and a desire to make a better contribution. Harmonious working relationships can also reduce conflict and create a comfortable work atmosphere.

Besides that, work motivation can increase employees' loyalty and commitment to the company. Employees who receive attention, recognition, and opportunities to develop their abilities tend to have a better attachment to their workplace. This is important because a company needs a workforce that is not only able to complete work but also wants to grow together with the company. Providing incentives, bonuses, promotions, training, and rewards for achievements are some of the efforts a company can make to maintain employee motivation.

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D. Factors Influencing Work Motivation

Employee work motivation is influenced by various factors that come from within the individual as well as from the company environment. Every employee has different needs, goals, and expectations in carrying out their work. Companies therefore need to understand the factors that can increase work motivation so that employees are able to carry out their tasks well and contribute maximally. High motivation will help increase productivity, discipline, and the company's success in achieving the targets that have been set. Several factors that influence work motivation are as follows:

1. Salary and Incentives

Salary is one of the main factors influencing employee work motivation. Providing a salary that matches the workload, responsibilities, and abilities of employees can give a sense of security and satisfaction in working. Besides the basic salary, the company can also provide incentives, bonuses, and allowances as a form of appreciation for employees' work results. Fair compensation can encourage employees to increase their enthusiasm and the quality of their work. A good payroll system can thus help the company retain employees and improve

2. Work Environment

The work environment has a great influence on employees' comfort and enthusiasm in carrying out their work. A work environment that is clean, safe, comfortable, and equipped with adequate facilities can help employees be more focused and productive. Besides the physical environment, social relationships among employees also need attention. Harmonious relationships, mutual respect, and good cooperation can create a positive work atmosphere. Conversely, an uncomfortable work environment can make employees feel pressured so that their work motivation declines.

3. Leadership

Leadership is an important factor in building employee work motivation. A leader is not only tasked with giving orders but must also be able to guide, direct, and support subordinates. A leader who is fair, responsible, open to opinions, and able to set a good example will more easily gain the trust of employees. In addition, leaders need to give clear direction on the company's tasks and targets so that employees understand their respective responsibilities.

4. Rewards and Appreciation

Rewards are a form of the company's recognition of employees' efforts and achievements. Rewards do not always take the form of money; they can be praise, certificates, promotions, or recognition of work achievements. When employees receive appreciation for their work, they will feel valued and have the drive to maintain or even improve their achievements. Companies therefore need to give rewards fairly, based on employees' abilities and achievements.

5. Career Development Opportunities

Opportunities for career development can also influence work motivation. Employees usually want to improve their abilities, gain new experience, and obtain better positions. The company can support this through training, education, work mentoring, and promotion opportunities. With career development opportunities, employees will feel that the company cares about their future. This can increase loyalty and commitment at work.

6. Communication and Relationships among Employees

Good communication between leaders and employees, as well as among colleagues, can create harmonious working relationships. Open communication helps reduce misunderstandings, eases problem solving, and increases cooperation in completing tasks. Employees who feel heard and whose opinions are valued will be more comfortable at work. Effective communication can thus build a sense of togetherness and increase motivation to achieve the company's goals.

CONCLUSION

Based on the discussion presented above, it can be concluded that work motivation is a drive, originating from within and outside a person, to carry out work with enthusiasm, responsibility, and earnestness. Work motivation has an important influence on employee productivity because it can improve discipline, work quality, and the ability to complete tasks. In addition, work motivation is one of the factors supporting a company's success in achieving the targets that have been set. Several factors influence work motivation, namely salary and incentives, work environment, leadership, rewards, career development opportunities, and communication among employees. Work motivation therefore needs to be given attention and improved continuously so that employees can deliver their best performance and the company's goals can be achieved effectively and efficiently.

RECOMMENDATIONS

Companies are expected to increase employees' work motivation by providing appropriate salaries and rewards, creating a comfortable work environment, building good communication, and providing opportunities to develop abilities and careers. In addition, leaders need to provide direction, support, and appreciation for employees' work results. Employees are also expected to have discipline, responsibility, and the enthusiasm to continue improving themselves. With good cooperation between the company and its employees, productivity can increase and the company's targets can be achieved optimally.

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