



MOTIVATION TO INCREASE EIGER GRESIK EMPLOYEE LOYALTY

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Article Info(11 pt)

Accepted July , 2024

Revised August 25, 2024

Published September 30,
2024

Keywords:

Motivation; Loyalty.

Abstract

This study explores the role of motivation in human resource management (HRM) and its impact on employee loyalty. Human resources are a crucial element in managing and utilizing other resources effectively. Motivation greatly influences employee performance and loyalty. This study uses a qualitative descriptive method with a literature review to examine how motivation is implemented and its effects on loyalty. Effective motivation can increase employee loyalty through a supportive work environment and strong leadership, although challenges such as the gap between theory and practice and less supportive leadership can hinder its implementation.

INTRODUCTION

Human resources are a vital element in company operations, in addition to other resources such as capital, materials, and machines (Swadarma & Netra, 2020). The important role of employees in managing and utilizing these resources is a determining factor in the success of the company. Without human resources, other resources will not function optimally. Employees who have high loyalty are important assets that must be maintained by the company because this loyalty contributes to the company's growth (Marwanto & Hasyim, 2022). However, in carrying out their work, employees often face work fatigue which can trigger tension in the workplace (Citra et al., 2019).

Employee loyalty reflects a positive attitude towards the company, which is not only shown through physical commitment but also thoughts and attention to the interests of the company. Loyal employees tend to be dedicated to maintaining and defending the organization, both inside and outside the scope of work (Citra et al., 2019). In companies such as Eiger Adventure, which is the largest adventure equipment manufacturer in

Indonesia, employee loyalty is essential to maintain brand reputation and ensure the quality of the products produced is maintained (Wijanarka et al., 2014). Work motivation, as one of the important factors in human resource management,

affect employee loyalty. Motivation provides encouragement for employees to work better and achieve organizational goals (Setiawan, 2021).

Based on the literature review, this study aims to analyze the implementation of motivation in human resource management towards increasing employee loyalty. The formulation of the problems proposed include: how the implementation of motivation in human resource management affects employee loyalty, motivational factors that support such loyalty, and the main obstacles faced during the implementation of motivation. This study also aims to provide a deeper understanding of the role of motivation in increasing employee loyalty, which is expected to be a reference for further research and as a contribution to knowledge in the field of human resource management.

METHOD

This study uses a qualitative descriptive approach to provide an overview of the mechanisms and strategies in combating money laundering. The qualitative descriptive research design was chosen because it is in accordance with the objectives of the study, namely to describe the legal and regulatory phenomena related to money laundering in depth. The subjects of the study consisted of various legal literature, news, interview results, and direct observation of the implementation of money laundering regulations.

The research instruments used include legal documents, news, and interview results that are relevant to money laundering regulations. Data were collected through a literature review, which involves collecting information from literature sources, as well as direct observation that supports the validity of the data. The data obtained were then analyzed using a descriptive analysis method, where researchers describe and interpret data based on the context of applicable laws and regulations. The data collection procedure was carried out by identifying and collecting related literature, as well as conducting interviews and direct observation of the application of the law in money laundering cases. The data collected were then analyzed qualitatively to provide a comprehensive description of the laws and regulations in combating money laundering.

Data analysis is carried out by grouping relevant information from various sources, then compiling a systematic and in-depth description to describe the mechanisms and strategies implemented in efforts to combat money laundering.

Results and Discussion

Human resources (HR) are a crucial element in a company because of their role in managing and utilizing other resources such as capital, materials, and machines. Employees who have high loyalty are important assets for the company, because they not only carry out their duties well but also contribute to the growth and sustainability of the company.

This loyalty is influenced by various factors, including work motivation, which encourages employees to work more optimally and commit to the company, even in less than ideal conditions.

Human resources (HR) are a crucial element in a company because they play a central role in managing and utilizing other resources such as capital, materials, and machines to achieve optimal results. Employees who have high loyalty are valuable assets for the company, not only because they carry out their duties well, but also because they contribute significantly to the growth and sustainability of the company. This loyalty is influenced by various factors, including work motivation, which serves as the main driver for employees to give their best performance and remain committed to the company, even in less than ideal or challenging conditions. Effective motivation not only increases employee productivity but also helps create a positive work environment, supports the long-term success of the company and ensures that employees remain dedicated and motivated even when facing difficult situations.

The implementation of motivation in HR management can increase employee loyalty by creating a supportive work environment, where employees feel valued and motivated to give their best contribution. Factors such as competence, knowledge, effective leadership, and a conducive work environment greatly influence this loyalty. However, there are often obstacles in applying motivation theory into practice, especially when leadership is ineffective or there is a lack of appropriate measuring tools to assess the impact of motivation on employee performance and loyalty. The biggest obstacle in increasing loyalty through motivation lies in the gap between theory and practice and less supportive leadership. Effective leadership is essential to form a positive work culture and provide clear direction for employees. Without strong leadership and the right motivation strategy, efforts to increase employee loyalty may not be successful, which can ultimately hinder the development and success of the company. The implementation of motivation in human resource management (HRM) has a significant influence on employee loyalty. When motivation is managed well, employees feel valued, involved, and have a strong emotional connection with the company. This can be done through various HR management strategies, such as giving rewards for performance, providing career development opportunities, and creating a supportive work environment.

One way HR management motivates employees is through a fair and competitive reward system, both in the form of compensation and recognition for hard work. These rewards provide a sense of satisfaction that has a positive impact on employee loyalty.

Training and career development programs are also an important part of motivation, where employees feel that they have the opportunity to grow and develop their abilities. This increases their attachment to the company. In addition, creating a supportive work environment, where open and reciprocal communication occurs, helps employees feel comfortable and valued. When employees feel supported by the company in their work-life balance, such as through flexible work policies, this further strengthens their loyalty. The right implementation of motivation in HR management, which includes rewards, career development, and employee welfare, not only increases employee satisfaction but also fosters long-term loyalty to the company.

Employee loyalty in companies such as Eiger, including its branch in Gresik, is often influenced by various factors such as company policies, work culture, and welfare offered to employees. Eiger is known as a company that prioritizes product quality and pays special attention to employee satisfaction and welfare. Factors such as competitive

compensation, a supportive work environment, and career development opportunities can increase employee loyalty. In the Gresik branch, attention to work-life balance, as well as an award program for high-achieving employees, can also encourage high levels of loyalty. In addition, employee involvement in the company's vision and mission and a sense of belonging to the Eiger brand can strengthen their loyalty. Local factors, such as socio-economic conditions in Gresik, can also influence these dynamics.

Motivation to increase employee loyalty at Eiger can be realized through several strategies that focus on employee welfare and development. First, providing competitive compensation and benefits, as well as performance-based bonuses, is one of the main motivators for employees to remain committed to the company. In addition, Eiger can

offering career development opportunities through ongoing training programs and clear promotion paths, so that employees feel there is room to grow. Rewards and recognition for their contributions, both formally and informally, also play an important role in increasing a sense of appreciation and involvement. A positive, inclusive and collaborative work environment makes employees feel comfortable, which ultimately strengthens their loyalty to the company. On the other hand, providing work flexibility that supports a balance between personal life and work helps employees feel more well-being. Finally, involving employees in the company's mission and vision, especially in the commitment to product quality and the values held by Eiger, creates a deep sense of belonging, which also drives their loyalty.

Employee motivation and loyalty at Eiger are greatly influenced by how the company treats and supports the development of its employees. Eiger can increase employee motivation through programs that focus on welfare, such as providing fair compensation, performance bonuses, and additional benefits that are relevant to their needs. In addition, opportunities to develop within the company, whether through training, mentoring, or promotion opportunities, are important factors that encourage employee motivation to stay and contribute more. An inclusive and supportive work environment, where open communication and collaboration are valued, is also important in creating loyalty. When employees feel valued and supported in their work, their loyalty to the company tends to increase. Eiger can also encourage loyalty by showing attention to the balance between work and personal life, for example through flexible work policies or mental and physical wellness programs. Integrating employees into the company's larger vision and mission, such as Eiger's commitment to product quality and environmental sustainability, also strengthens employees' sense of belonging to the company. With this holistic approach, employee motivation will not only increase, but will also form sustainable long-term loyalty.

CONCLUSION

Motivation plays a vital role in increasing employee loyalty in a company. Through effective implementation in human resource management, motivation can create a conducive work environment where employees feel valued, excited, and committed to contribute more. Factors such as strong leadership, a supportive work environment, and recognition of employee contributions have been shown to be very influential in building loyalty.

However, the main challenges in implementing this motivation are the gap between

theory and practice and the lack of effective leadership. These obstacles can hinder efforts to motivate employees optimally, which can ultimately have a negative impact on their loyalty to the company. Therefore, it is important for management to continuously assess and adjust motivation strategies based on feedback and results obtained to achieve the company's long-term success.

Award

Thank you to all parties who have supported and provided funding for this research, especially to the Supervisor, whose contribution was very significant in achieving our research objectives.

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