

THE INFLUENCE OF TRAINING, EDUCATION AND MOTIVATION ON THE PERFORMANCE OF CULTURE AND TOURISM EMPLOYEE SAMOSIR DISTRICT

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Abstract

This study aims to determine the effect of training, education and motivation on the performance of employees of the Samosir Regency Culture and Tourism Office. This study used primary data obtained by distributing questionnaires to 80 respondents who were selected using a census technique. The variable measurement scale used in this study uses a Likert scale which functions to measure variable indicators that produce ordinal data. The results showed that training had an effect on Employee Performance at the Samosir Regency Culture and Tourism Office, education had an effect on Employee Performance at the Samosir Regency Culture and Tourism Office, motivation had an effect on Employee Performance on the Samosir Regency Culture and Tourism Office and training, education, and motivation had an effect on Employee Performance on Samosir Regency Culture and Tourism Office.

Keywords: *Training, Education, Motivation, Employee Performance*

1. INTRODUCTION

Human resources have an important role both individually and in groups, and human resources are one of the main drivers for the smooth running of an organization's activities, even the success of an organization is determined by the existence of its human resources. An organization can operate because of activities or activities carried out by employees in the organization. Because by increasing employee performance, organizational performance will automatically increase. There are several factors that affect employee performance, namely the training factor where the research results of Attirmidzi and Darmawan (2022) and Kurniatama and Waryanto (2022) found that training has an effect on improving employee performance. Furthermore, the educational factor where the results of Hartati et al. (2022), Afwandi et al. (2022), and Alkarni and Noor (2021) which found that education can improve employee performance. Finally the motivational factor where the results of Sidabutar et al. (2022), Masriah et al. (2022), and Putri and Astuti (2022) who found that work motivation has an effect on improving employee performance.

The next factor that affects employee performance is education. According to Sikula in Mangkunegara (2016: 50) education is a long-term process that uses systematic and organized procedures, in which the managerial workforce learns conceptual and theoretical knowledge for general purposes. Even if the level of employee motivation in an institution is on average high, often attends training, and has adequate work experience, if it is not supported by the level of education, in the end the performance will be maximized. Motivation is also one of the factors that influence employee performance. Motivation is something that can encourage people both from within and from outside a person, so that they will have a high desire or willingness to carry out activities. Motivation can also be said to be an important factor or part of the relationship between leaders and their subordinate employees, where leaders are expected to be able to meet the basic

needs desired by employees, and also employees are expected to carry out activities and responsibilities optimally in accordance with predetermined standards.

The Tourism Office of Samosir Regency is one of the government agencies that has 80 employees. The Samosir Regency Tourism Office has a big responsibility in managing tourist destinations in the district with the largest lake in Southeast Asia. The following describes the number of employees of the Samosir Regency Tourism Office.

Table 1. Number of Samosir Regency Tourism Office Employees

No	Work unit	Number of Employees
1	Office Civil Servants	25
2	Field Civil Servants	29
3	Field THL	14
4	THL Activities	12
Total		80

Source: Samosir Culture and Tourism Office, 2023

The performance of the Samosir Regency Tourism Office can be seen from the performance achievements results (outcomes) and output (output) of the implementation of cultural affairs and tourism affairs. The results of the performance assessment and output are presented in table 2 below.

Table 2. Performance Results of the Samosir Regency Tourism Office

No	IKK	Realization	Target	%
1	Preservation of Cultural Heritage	64	143	44.76%
2	Percentage of Growth in the Number of Foreign Tourists per Nationality	2953	3000	98.43%
3	Percentage of Increase in Travel by Indonesian Tourists Coming to the Regency	194091	663848	29.24%
4	Accommodation Occupancy Rate	60525	840960	7.20%
5	Tourism Sector Contribution to PAD	1617121000	3602929350	44.88%
Total				44.90%

Source: LPPD Tourism Office of Samosir Regency, 2023

Based on Table 2 it can be seen that the performance results of the Samosir Regency Tourism Office are still not in line with expectations. Such as the assessment related to the preservation of cultural heritage where it only obtained a result of 44.76%. Furthermore, the achievement in increasing the number of trips by domestic tourists who came to the district only received a score of 29.4%, the achievement of the accommodation occupancy rate was 7.20%, and the contribution of the tourism sector to PAD was only 45.71%. Based on the results of interviews with the head It is known from the Regency Tourism Office that there are several problems in each of the variables studied, namely training, education, and work motivation which are described as follows:

1. Training at the Office of Culture and Tourism is carried out only for Pre-position for each ASN while for Non-ASN it is carried out in general, together with the community such as MSMEs, Digital Marketing and other Social Activities.
2. Training activities are only carried out by the Culture and Tourism Office at the provincial level, not from the Samosir Regency Office of Culture and Tourism.
3. Training activities carried out by the Provincial Level Culture and Tourism Office are only attended by ASN such as webinars, workshops, seminars and others.
4. Training activities carried out by ASN and Non-ASN are dynamic in nature, carried out every event to promote tourist attractions in Samosir Regency through social media such as Instagram and Youtube.
5. The employee's educational background is not appropriate, outside of the culture and tourism department.
6. The average educational background of employees at the Samosir Regency Culture and Tourism Office is high school.
7. The performance is not in accordance with the results obtained.
8. There is no reward/reward obtained by each employee other than promotion or class.
9. There are no other benefits such as overtime given by employees, all are included in the basic salary even though the benefits are part of the motivation for employees.

Selection of training, education and motivation variables as variables that affect employee performance. Several previous studies have been carried out, such as the research of Attirmidzi and Darmawan (2022), Kurniatama and Waryanto (2022), Alkarni and Noor (2021), Afwandi et al. (2022), Hartati et al. (2022), Putri and Astuti (2022), Masriah et al. (2022), Sidabutar et al. (2022), Aragon et al. (2018), and Lin et al. (2018). In addition, the selection of training, education and motivation variables was also based on phenomena in the field that occurred at the Samosir Culture and Tourism Office.

2. IMPLEMENTATION METHOD

Location and Research Object

This research was conducted at the Samosir Culture and Tourism Office, while the research objects were employees at the Samosir Culture and Tourism Office.

Population and Sample

According to (Ghozali, 2017) Population is the subject of research. If you want to examine all the elements in the research area, then the research is a population study. The population of all employees at the Samosir Culture and Tourism Office is 80 employees. The sample is a small part that represents the entire research population. The sample technique used is a census technique where the entire population will be used as a sample. The census technique is used because the population is relatively small. Thus the number of samples in this study were 80 people.

Data collection technique

The data needed or collected for analysis purposes includes primary data and secondary data. So in this study the data used in data collection was primary data collected directly through a questionnaire consisting of question items which were distributed to employees at the Samosir Culture and Tourism Office.

Variable Measurement Scale

The variable measurement scale used in this study uses a Likert scale which functions to measure variable indicators that produce ordinal data. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about this social phenomenon that has been specifically determined by the researcher(Sugiyono, 2017).

Data analysis technique

Data analysis in this study used the Partial Least Square (PLS) method. PLS can be used on any type of data scale (nominal, ordinal, interval, ratio) as well as more flexible assumption requirements. PLS is also used to measure the relationship of each indicator with its construction. In addition, in PLS a bootstrapping test can be carried out on the structural model which is the outer model and the inner model. Because in this study using indicators to measure each construct, and also a structural measurement model, it was decided to use PLS.

3. RESULTS AND DISCUSSION

Instrument Testing Results

The quality of the data obtained from the use of research instruments can be evaluated through validity and reliability tests (reliability tests) based on the correlation coefficient of Cronbach Alpha which is commonly used in social science research.

a. Validity Testing

Testing the validity of the data in this study was carried out statistically, namely by using the Pearson product-moment coefficient of correlation test with the help of the SPSS program. Based on the results of the analysis, all statements are declared valid because they have a significance level below 5%. Whereas if done manually, the correlation value obtained for each statement must be compared with the critical product moment correlation value where the results show that all statements have a correlation value above the critical value of 5%, which is above 0.2199 (See Table of Correlation Critical Value R Product–Moment for n = 80), so that the statements contained in the questionnaire are significant and have construct validity. Or in the language of statistics there is internal consistency which means that these statements measure the same aspect. This means that the data obtained is valid and can be used for further analysis, as explained in Table 3:

Table 3. Validity Test Results

No. Statement		Variable	Correlation coefficient	Critical Value5% (N=80)	Ket
1	A1	Training	0.871	0.2199	Valid
2	A2		0.734		
3	A3		0.857		
4	A4		0.861		
5	A5		0.894		
6	A6		0.755		



No. Statement		Variable	Correlation coefficient	Critical Value5% (N=80)	Ket
7	A7		0.892		
8	A8		0.893		
9	A9		0.896		
10	A10		0.866		
11	B1	Education	0.911	0.2199	Valid
10	B2		0.941		
11	B3		0.936		
12	B4		0.956		
13	B5		0.871		
14	B6		0.917		
15	C1	Motivation	0.847	0.2199	Valid
16	C2		0.851		
17	C3		0.919		
18	C4		0.878		
19	C5		0.843		
20	C6		0.893		
21	C7		0.889		
22	C8		0.929		
23	C9		0.907		
24	C10		0.764		
25	C11		0.792		
26	C12		0.768		
27	D1	Employee Performance	0.923	0.2199	Valid
28	D2		0.896		
29	D3		0.948		
30	D4		0.927		
31	D5		0.937		
32	D6		0.950		
33	D7		0.896		
34	D8		0.929		
35	D9		0.776		
36	D10		0.916		

Source: Primary Data 2023, (processed)

Based on Table 3 it can be explained that all the variables used in this study are all declared valid, because they have the correlation coefficient above from the critical product moment correlation value, which is equal to 0.2199 so that all the questions contained in the research questionnaire are declared valid to continue the research deeper. Thus all the indicator items from each variable in this study have met the requirements for further testing.

b. Reliability Testing

To assess the reliability of the questionnaire used, this study used a reliability test based on Cronbach Alpha which is commonly used for testing questionnaires in social science research. This analysis is used to interpret the correlation between the scale created and the existing variable scale. The reliability test intended in this study was to determine the extent to which the measurement results remained statistically consistent, namely by calculating the Cronbach Alpha with the help of the SPSS program. The results are as described in Table 4 which shows that the instruments in this study were reliable because the alpha value was greater than 0.60 (Malhotra, 2011).

Table 4. Research Variable Reliability (Alpha)

No	Variable	Items Variable	Alpha value	Ket
1.	Training	12	0.957	reliable
2.	Education	6	0.963	reliable
3.	Motivation	12	0.966	reliable
4.	Employee Performance	10	0.976	reliable

Source: Primary Data 2023 (processed)

Based on the reliability analysis it can be seen that the alpha for each respondent's perception variable can be seen from several variables, namely the Training variable (X1) obtained an alpha value of 0.957, the Education variable (X2) obtained an alpha value of 0.963, the Motivation variable (X3) obtained a value alpha of 0.966, and the Employee Performance variable (Y) obtained an alpha value of 0.976. Thus the measurement of the reliability of the research variables shows that the measurement of reliability meets the credibility of the Cronbach Alpha where the alpha value is greater than Alpha 0.60.

Process and Results of Data Analysis

a. Evaluation of the Measurement (Outer) Model

The measurement model for validity and reliability tests, the coefficient of determination of the model and the path coefficient for the equation model, can be seen in Figure 1 below:

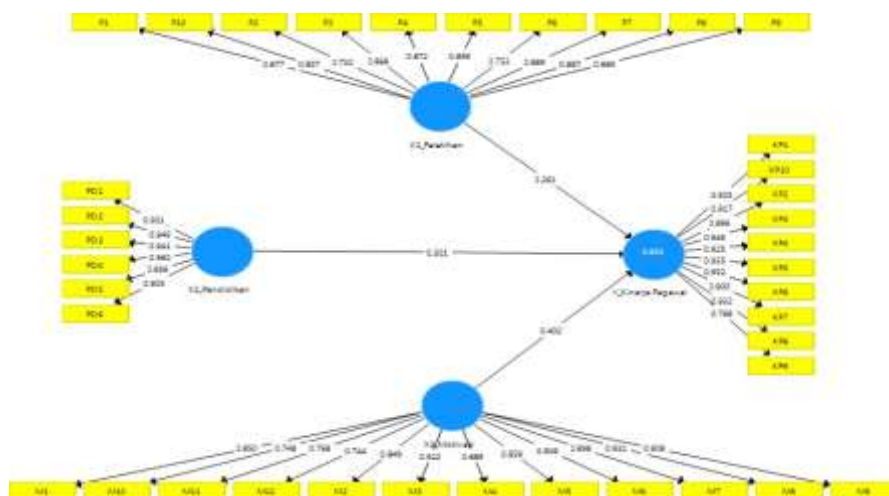


Figure 1. PLS Algorithm Results Display



b. Structural Model Testing (Inner Model)

The structural model in PLS is evaluated using the dependent variable R2 and the path coefficient values for the independent variables. The R2 value is used to calculate GOF (Goodness Of Fit). The GOF value is used to indicate whether a model is fit. GOF reflects how much the dependent variable (Y) can be explained by the independent variable (X). The following is the value of R2 in this study.

Table 5. R2 value

Variable	R Square
Y	0.953

Based on Table 5, the R2 value is 0.953. This shows that Training, Education, and Motivation can explain 95.3% of Employee Performance. To assess the significance of the prediction model in structural model testing, it can be seen from the t-statistic value between the independent variables and the dependent variables in the Regression Analysis table at the SmartPLS output below:

Table 6. Regression Analysis

Variable	Original Sample	Sample Means	Standard Deviation	T-statistics	P-values	F	Sig.
X1→Y	0.261	0.263	0.103	2,541	0.011	141,161	0.000
X2→Y	0.301	0.294	0.106	2,779	0.006		
X3→Y	0.402	0.399	0.146	2,747	0.006		

Hypothesis test

a. Testing the Effect of Training on Employee Performance

The first test is carried out to see whether training has an effect on employee performance. From table 6 above it can be seen that the original sample estimate LS value is 0.261 with a significance below 5%. The negative original sample estimate value indicates that training has a positive effect on employee performance.

b. Testing the Effect of Education on Employee Performance

The second test is carried out to see whether Education has an effect on Employee Performance. From table 6 above it can be seen that the original sample estimate LS value is 0.301 with a significance below 5%. The positive original sample estimate value indicates that education has a positive effect on employee performance.

c. Testing the Effect of Motivation on Employee Performance

The third test is conducted to see whether Motivation has an effect on Employee Performance. From table 6 above it can be seen that the original sample estimate LS value is 0.402 with a significance below 5%. The positive original sample estimate value indicates that motivation has a positive effect on employee performance.

d. Testing the Effect of Training, Education, and Motivation on Employee Performance

The fourth test is carried out to see whether Education, Training, and Motivation affect Employee Performance. From table 6 above it can be seen that the calculated F value is 141,161

with a significance below 5%. The positive original sample estimate value indicates that Education, Training, and Motivation together influence the performance of Employee Performance.

Discussion

a. Testing the Effect of Training on Employee Performance

The first test is carried out to see whether training has an effect on employee performance. From table 6 above it can be seen that the original sample estimate LS value is 0.261 with a significance below 5%. The negative original sample estimate value indicates that training has a positive effect on employee performance. According to Widodo (2015: 82), explains that training is a series of activities designed to improve skills, knowledge, experience, or change the attitude of an individual. Employee training is a human resource development activity to increase knowledge, abilities and skills, as well as improve employee performance. Training seeks to develop the intellectual abilities and personality of employees. Therefore, every organization that wants to develop must really pay attention to employee education and training so that it can affect employee performance improvement. This is in line with the research results of Attirmidzi and Darmawan (2022) and Kurniatama and Waryanto (2022) who found that training has an effect on improving employee performance.

b. Testing the Effect of Education on Employee Performance

The second test is carried out to see whether Education has an effect on Employee Performance. From table 6 above it can be seen that the original sample estimate LS value is 0.301 with a significance below 5%. The positive original sample estimate value indicates that education has a positive effect on employee performance. According to Sikula in Mangkunegara (2016: 50) education is a long-term process that uses systematic and organized procedures, in which the managerial workforce learns conceptual and theoretical knowledge for general purposes. Even if the level of employee motivation in an institution is on average high, often attends training, and has adequate work experience, if it is not supported by a level of education, in the end, maximum performance will be difficult to achieve. Therefore, in improving employee performance is largely determined by education.

Education has a very important role in improving the quality of human resources (HR). If an organization wants to develop, it must be followed by human resource development through continuous education in order to improve employee performance. This is in line with research by Hartati et al. (2022), Afwandi et al. (2022), and Alkarni and Noor (2021) which found that education can improve employee performance. This shows that education has an effect on employee performance.

c. Testing the Effect of Motivation on Employee Performance

The third test is conducted to see whether Motivation has an effect on Employee Performance. From table 6 above it can be seen that the original sample estimate LS value is 0.402 with a significance below 5%. The positive original sample estimate value indicates that motivation has a positive effect on employee performance. Motivation is something that can encourage people both from within and from outside a person, so that they will have a high desire or willingness to carry out activities. Motivation can also be said to be an important factor or part of the relationship between leaders and their subordinate employees, where leaders are expected to be able to meet the

basic needs desired by employees, and also employees are expected to carry out activities and responsibilities optimally in accordance with predetermined standards. With high motivation from employees, employees will work with high enthusiasm and produce quality performance. This is in line with the results of Sidabutar et al. (2022), Masriah et al. (2022), and Putri and Astuti (2022) who found that work motivation has an effect on improving employee performance. This shows that motivation influences employee performance.

d. Testing the Effect of Training, Education, and Motivation on Employee Performance

The fourth test is carried out to see whether Education, Training, and Motivation affect Employee Performance. From table 6 above it can be seen that the calculated F value is 141,161 with a significance below 5%. The positive original sample estimate value indicates that Education, Training, and Motivation together influence the performance of Employee Performance. Based on Table 5, the R2 values are 0.669 and 0.673. This shows that training, education, and motivation can explain motivation by 66.9%, while employee performance is 67.3%.

4. CONCLUSION

Based on the discussion of the research results that have been described in the previous section, the following conclusions can be drawn:

1. Training affects employee performance at the Samosir Regency Culture and Tourism Office.
2. Education influences employee performance at the Samosir Regency Culture and Tourism Office.
3. Motivation influences employee performance at the Samosir Regency Culture and Tourism Office.
4. Training, Education, and Motivation affect Employee Performance at the Samosir Regency Culture and Tourism Office.

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