

Literature Review of Work Motivation, Job Satisfaction and Job Loyalty

Aditya Syah Maulana*, Rindi Nurdiansyah, Andika Saputra Permana, Dwi Nur Puspa, Ratna Komala Putri

Faculty of Economics and Business, Widyatama University, Bandung, Indonesia

*aditya.syah@widyatama.ac.id

ABSTRACT

This research was conducted to obtain constructs regarding definitions and indicators of work motivation, definitions and indicators of job satisfaction, definitions and indicators of job loyalty. The research method used is a literature review which is taken from the opinions of experts in several literatures, both textbooks and journals. The results of the study define that work motivation is an energy boost that arises from within employees who give passion to do a job effectively, efficiently and maximally in order to achieve the expected goals, in which there are several indicators defining work motivation. In addition, job satisfaction is a positive feeling that arises from within employees about the love and satisfaction of employees for the work they do. High job satisfaction can increase employee motivation and loyalty, on the other hand, low job satisfaction can reduce employee motivation and loyalty, where job satisfaction is determined by several indicators. Finally, job loyalty is employee loyalty and compliance to the organization and their work. Job loyalty is the willingness of an employee to exert all of his abilities, energy and creativity for his job and the company where he carries out his daily work activities, where job loyalty is determined by several indicators.

Keywords

Work motivation, job satisfaction, job loyalty

Introduction

Human resources are an important aspect of an organization, in addition to other resources such as machine, capital and material resources. A good company is a company that has good human resources. To carry out company activities, companies really need human resources, namely employees. Employees are an important aspect in a company because employees have the skills, creativity, manpower and talents needed by the company to carry out company activities. Good employees are employees who have good work loyalty as well so that the work process in the company runs effectively and efficiently. The definition of loyalty is generally defined as loyalty and compliance of employees to the organization where they carry out their daily work. Job loyalty is determination, willingness, ability to obey and also carry out work with full awareness and sense of responsibility. Job loyalty is very important for the company because it is an element used by companies in employee appraisal which includes loyalty to their work and organization. Employees who have good job loyalty will also produce good performance which is useful to help the company achieve its goals.

In relation to achieving the company's vision and mission, apart from having employees who have good work loyalty, employees who have good work motivation also contribute to helping the company achieve its goals. Work motivation is an impetus that arises from within employees to be willing and willing to exert their abilities to carry out various activities that are their responsibility in realizing the company's vision and mission and goals. Work motivation is also what gives employees enthusiasm or work encouragement in carrying out their work to achieve job satisfaction.

To have employees who have good work loyalty, apart from having employees who have good work motivation, it also requires employees who have good job satisfaction. Job satisfaction is one aspect that must be considered by every organization, because job satisfaction can increase motivation or loyalty because employees who have high job satisfaction can increase loyalty and also increase productivity. Employees who have high job satisfaction will produce a low level of absenteeism and employees who have low job satisfaction will result in a high level of absenteeism. A high level of absenteeism is related to work motivation where the level of absenteeism can be a measure of the high or low work motivation of an employee.

Literature Review

Work Motivation

Work motivation is an energy boost that arises from within the employee which gives passion to do a job effectively, efficiently and maximally to achieve the expected goals, where there are several indicators of work motivation. However, according to Sunyoto (2013), work motivation is a part of the situation that encourages individual activities to carry out certain activities to achieve their desires. Work Motivation is a potential power that exists within a human being, which can be developed by a number of outside forces which essentially revolve around monetary rewards and non-monetary rewards that can affect the results of performance positively or negatively. This depends on the circumstances faced by the person concerned.

Meanwhile, according to Hasibuan (2011), work motivation is the provision of a driving force that creates a person's enthusiasm for work so that they are willing to work together, work effectively, and are integrated with all their efforts to achieve satisfaction.

There is also according to Winardi (2009) states that work motivation is: "a potential strength that is in a human being, which can be developed, in essence revolves around monetary and non-monetary rewards, which can affect the results of his performance positively or negatively, depending on the situation and conditions it faces."

Indicators regarding motivation according to Mangkunegara (2017) are as follows:

1. Hard work
2. Future orientation
3. High level of aspiration
4. Task orientation and seriousness of the task
5. Effort to move forward
6. Persistence to work
7. Relationships with coworkers
8. Use of time

Job Satisfaction

Job satisfaction is a positive feeling that arises from within employees about the love and satisfaction of employees with the work they do. High job satisfaction can increase employee motivation and loyalty and low job satisfaction can reduce employee motivation and loyalty where there are several indicators of job satisfaction. However, according to Hasibuan (2016), job satisfaction is a pleasant emotional attitude and loves his job. This attitude is reflected by work morale, discipline and work performance. Job satisfaction is enjoyed at work, outside work and a combination of inside and outside work. Meanwhile, according to Titisari (2014), Job satisfaction is an expression of a person's feelings or attitudes towards their work, to promotion opportunities, relationships with colleagues, supervision and feelings of satisfaction with the work itself. However, Priansa (2014) stated that there is a positive influence job satisfaction towards employee organizational commitment. Level of job satisfaction respectively different individuals. Employee job satisfaction depends on what is expected with what is received. The level of job satisfaction is related with the physical aspects of carrying out work, the conditions of the work environment, co-workers and their interactions.

Job satisfaction indicators according to Spector Yuwono (2005), namely:

1. Wages: the amount and sense of justice
2. Promotion: opportunity and a sense of fairness to get a promotion
3. Supervision: fairness and competence of managerial assignments by supervisors
4. Benefits: insurance, holidays and other forms of facilities
5. Contingent rewards: respect, recognition and appreciation
6. Operating procedures: policies, procedures and rules
7. Coworkers: fun and competent coworkers
8. Nature of work: the task itself can be enjoyed or not
9. Communication: various information within the organization (verbal and nonverbal)

Job Loyalty

Job loyalty is employee loyalty and obedience to the organization and work. Job loyalty is the willingness of an employee to exert all of his abilities, energy and creativity for his job and the company where he carries out his daily work activities where there are several indicators of work loyalty. But according to AMC Mamesah, L Kawet - EMBA Journal: Journal 2016, The Effect of Work Environment, Work Discipline, and Work Loyalty on Employee Performance at LPP RRI Manado: loyalty to work is reflected in the attitude of employees who devote their abilities and expertise, carry out tasks with responsibility, discipline and honesty at work. Poerwopoespito also explained that the attitude of employees as part of the company, the most important thing is loyalty. This attitude is reflected, among others, in the creation of a pleasant and supportive atmosphere in the workplace, maintaining the company's image and the willingness to work for a longer period of time. Meanwhile, according to A Malik - Psikoborneo, 2013, The Influence of Organizational Culture and Work Loyalty with Turnover Intention on Employees of PT. Cipaganti Heavy Equipment Samarinda: job loyalty means the willingness of employees with all abilities, skills, thoughts and time to participate in achieving goals.

There are 16 indicators that can be used to identify employee loyalty as stated by Powers (2000), namely:

1. Stay in the organization.
2. Willing to work overtime to complete work.
3. Maintain company business secrets.
4. Promote his organization to customers and the general public.
5. Obey the rules without the need for strict supervision.
6. Want to sacrifice personal interests for the benefit of the organization.
7. Don't gossip, lie or steal.
8. Buy and use company products.
9. Contribute to the organization's social activities.
10. Offer suggestions for improvement.
11. Willing to participate in accidental activities of the organization.
12. Want to follow directions or instructions.

13. Take care of organizational property and / or not waste it.
14. Work safely.
15. Do not circumvent organizational rules including sick leave.

Methodology

The method in this research is a theoretical study according to experts from several literatures, both textbooks and journals to obtain constructs regarding definitions and indicators of work motivation, definitions and indicators of job satisfaction, definitions and indicators of job loyalty.

Results and Discussion

Based on the results of theoretical studies, according to experts from several literatures, both textbooks and journals, constructs regarding definitions and indicators of work motivation, definitions and indicators of job satisfaction, definitions and indicators of job loyalty are obtained as follows.

Work motivation is an energy boost that arises from within the employee which gives passion to do a job effectively, efficiently and maximally to achieve the expected goals, where there are several indicators of work motivation.

Job satisfaction is a positive feeling that arises from within employees about the love and satisfaction of employees with the work they do. High job satisfaction can increase employee motivation and loyalty and low job satisfaction can reduce employee motivation and loyalty where there are several indicators of job satisfaction.

Job loyalty is employee loyalty and obedience to the organization and work. Job loyalty is the willingness of an employee to exert all of his abilities, energy and creativity for his job and the company where he carries out his daily work activities where there are several indicators of work loyalty.

Conclusion

Based on the results of the research and the results of the discussion above, conclusions can be drawn, namely as follows:

- 1) Work motivation is an energy boost that arises from within the employee which gives passion to do a job effectively, efficiently and maximally to achieve the expected goals, where there are several indicators of work motivation.
- 2) Job satisfaction is a positive feeling that arises from within employees about the love and satisfaction of employees with the work they do. High job satisfaction can increase employee motivation and loyalty and low job satisfaction can reduce employee motivation and loyalty where there are several indicators of job satisfaction.
- 3) Job loyalty is employee loyalty and obedience to the organization and work. Job loyalty is the willingness of an employee to exert all of his abilities, energy and creativity for his job and the company where he carries out his daily work activities where there are several indicators of work loyalty.

Acknowledgement

Praise and gratitude we pray for the presence of Allah SWT, because thanks to His grace and blessing, research on theoretical studies on the effect of work motivation and job satisfaction on job loyalty. Our thanks go to Mrs. Ratna Komala Putri, Dr., SE, M.Si. as the supervisor and to the previous researchers whose research results were used as references in this study so that this research could be well structured.

References

- [1] Robbins, S.P. & Judge, T.A. (2015). *Organizational Behavior*. New Jersey; Pearson Education.
- [2] Hasibuan, 2016. *Human Resource Management*. Jakarta: PT. Earth Literacy.
- [3] Titisari, P. (2014). Peranan organizational citizenship behavior (OCB) dalam meningkatkan kinerja karyawan. Universitas Jember.
- [4] Priansa, Donni Juni. 2014. *Perencanaan dan Pengembangan Sumber Daya Manusia*. Bandung: Alfabeta.
- [5] Suwatno & Priansa, D. 2014. *Manajemen SDM dalam organisasi Publik dan Bisnis*. Bandung: Alfabeta.
- [6] Hosmani, A., & Shambhushankar, B. (2014). Study on Impact of Quality of Work Life on Job Performance amongst Employees of Secunderabad Division of South-Central Railway. *Research Journal of Management Sciences*, 3(11), 8-11.
- [7] Wibowo, P. D. (2013). *Manajemen Kinerja*. Jakarta: Rajawali Pers.
- [8] Burso, 2018. The Effect of Job Stress and Job Satisfaction on Employee Performance.
- [9] Munandar, D. (2011). *Customer Relationship Management Terhadap Loyalitas Pelanggan Bisnis PT. Frisian Flag Indonesia Bandung*. Majalah Ilmiah Unikom.
- [10] Mangkunegara, A.P. (2017), *Manajemen Sumber Daya Manusia Perusahaan*. PT. Remaja Rosdakarya, Bandung.
- [11] Siagian, S. P. (2002). *Fungsi-fungsi manajerial*. Bumi Aksara: Jakarta.
- [12] Danang, Sunyoto. (2013). *Metodologi Penelitian Akuntansi*. Bandung: PT Refika Aditama Anggota Ikapi
- [13] Hasibuan, M. S., & Hasibuan, H. M. S. (2016). *Manajemen sumber daya manusia*. Jakarta: Bumi Aksara.
- [14] Winardi, J. (2009). *Manajemen Perilaku Organisasi*. Jakarta: Kencana Prenada Media Group.
- [15] Hendra Indy, H., & Seger Handoyo, N. I. D. N. (2013). Hubungan kepuasan kerja dengan motivasi kerja pada karyawan Bank BTPN Madiun. *Jurnal Psikologi Industri dan Organisasi*, 2(2), 100-104.
- [16] Vroom, 2011 "The Effect of Training on Employee Work Motivation at the Sulawesi Regional V Social Welfare Training and Education Center in Makassar City".

- [17] Anoraga, P. (2006). Psikologi kerja. Jakarta: PT. Rineka Cipta.
- [18] Rivai, V., & Sagala, E. J. (2013). Manajemen Sumber Daya Manusia untuk Perusahaan, Jakarta. Murai Kencana.
- [19] Hariandja, MTE 2005, Manajemen sumber daya manusia. Jakarta: Grasindo.
- [20] Nawawi, H 2011, Manajemen Sumber Daya Manusia, Yogyakarta: Gadjah Mada University Press”.
- [21] Torang, S. (2013). Organisasi & manajemen; Perilaku, struktur, budaya & perubahan organisasi. Alfabeta, CV: Bandung.
- [22] Lantara, 2017 "The Effect of Leadership and Compensation on Job Satisfaction through Work Motivation". Scientific Journal of Master of Management, Vol 2, no 1.
- [23] Luthans, Fred. 2006. Perilaku Organisasi. Yogyakarta. ANDI.
- [24] Powers, Edward L. 2000. Employee Loyalty in the New Millennium. SAM Advance Management Journal. Summer, Vol. 65 (3): 4-8.30.