

## THE INFLUENCE OF WORK MOTIVATION ON THE WORK PRODUCTIVITY OF INTERN EMPLOYEES IN EDUCATIONAL COMPANIES

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### ABSTRACT

*Work productivity is one of the key factors in determining the success of a company, especially in the education sector, where interns play an important role in supporting operations. This study aims to examine the influence of work motivation on the productivity of interns. Based on the conditions observed in the field, many interns experience a lack of motivation due to motivation programs that do not meet their needs. The analysis results show a significant influence between work motivation and the productivity of interns, with a t-value of 6.416 and a significance level of 0.001. The coefficient of determination (R<sup>2</sup>) also reached 0.626, which means 62.6% of the variation in work productivity can be explained by work motivation. These findings emphasize the need for evaluation and updating of motivation programs to enhance the productivity of intern employees. This research is expected to serve as a guideline for companies in formulating more effective strategies for managing interns, as well as making a significant contribution to improving productivity in the field of education.*

**Keywords:** Work Motivation, Work Productivity, Regression Analysis.

### ABSTRAK

Produktivitas kerja merupakan salah satu faktor kunci dalam menentukan keberhasilan suatu perusahaan, khususnya pada sektor pendidikan, dimana pekerja magang memegang peranan penting dalam menunjang operasional. Penelitian ini bertujuan untuk mengkaji pengaruh motivasi kerja terhadap produktivitas pekerja magang. Berdasarkan kondisi yang diamati di lapangan, banyak pekerja magang yang mengalami kurangnya motivasi dikarenakan program motivasi yang kurang sesuai dengan kebutuhannya. Hasil analisis menunjukkan adanya pengaruh yang signifikan antara motivasi kerja terhadap produktivitas pekerja magang, dengan nilai t sebesar 6,416 dan tingkat signifikansi sebesar 0,001. Koefisien determinasi (R<sup>2</sup>) juga mencapai 0,626 yang berarti 62,6% variasi produktivitas kerja dapat dijelaskan oleh motivasi kerja. Temuan ini menegaskan perlunya evaluasi dan pemutakhiran program motivasi untuk meningkatkan produktivitas karyawan magang. Penelitian ini diharapkan dapat menjadi pedoman bagi perusahaan dalam merumuskan strategi pengelolaan pekerja magang yang lebih efektif, serta memberikan kontribusi yang signifikan dalam peningkatan produktivitas di bidang pendidikan.

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**Kata Kunci:** Motivasi Kerja, Produktivitas Kerja, Analisis Regresi.

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## INTRODUCTION

Productivity at work is a key factor in determining a business's success, even for interns in the educational field. Understanding the elements affecting interns' productivity is vital because they are vital to the company's operational activities. Work motivation is one of the most important of these elements, generating excitement and improving intern performance. One of the most important motivators among these is work motivation, which increases excitement and improves intern performance.

In his theory of work motivation, Herzberg distinguishes two main elements: hygiene factors, which include organizational regulations and work circumstances, and motivators, which include incentives and recognition. Ineffectively constructed motivational initiatives may cause interns' work morale to drop, which would lower their productivity. As a result, a comprehensive assessment is required to guarantee that these programs meet the needs of interns.

The main focus of this study is the inadequate motivation observed among interns, which arises from insufficient support from the organization. This encompasses a deficiency in recognition, a lack of challenging tasks, and minimal oversight from supervisors. Consequently, interns face difficulties in managing their time efficiently, which results in decreased productivity.

This research intends to examine how work motivation influences the productivity of interns. By gaining insights into this

relationship, organizations can formulate more effective motivational strategies, thereby improving performance and creating a more supportive work atmosphere.

A previous study by that used a quantitative approach found a significant positive relationship between employee productivity and the work environment, highlighting the work environment as the main variable. By combining quantitative and qualitative methodologies, this study, on the other hand, focuses on the efficacy of intern motivational programs. The findings are expected to help firms create more relevant incentive policies and serve as a helpful guide for other organizations looking to efficiently oversee and improve intern productivity.

This study contributes by delving into the impact of intrinsic motivation on internship productivity, particularly within the framework of organizational support encompassing recognition, challenging assignments, and supervisory guidance. Diverging from prior research that predominantly emphasized work environment and material incentives, this study addresses the existing gap by examining contextual variables that shape interns' motivation. Employing a mixed-methods approach that integrates quantitative and qualitative analyses, the findings of this research are expected to offer practical insights for organizations in formulating more effective motivational strategies, thereby optimizing internship performance.

Simple linear regression remains pertinent due to its capacity to precisely

quantify the direct relationship between a single independent variable and a dependent variable in a manner that is both transparent and readily interpretable. Compared to multiple or nonlinear regression, this method offers a more streamlined and computationally efficient approach, making it particularly suitable for research focused on causal relationships without interference from extraneous variables. Within the scope of this study, simple linear regression is employed to specifically assess the influence of work motivation on internship productivity, rendering more complex methodologies unnecessary for deriving clear and targeted conclusions.

### **Definition and Concept of Work Productivity**

In general, productivity is the relationship between the input used in the manufacturing process and the tangible output, such as goods or services. In a broader sense, productivity is the ratio of results attained to total resources used, including a productive mindset that is marked by drive, discipline, excitement, professionalism, creativity, and invention. According to Robbins and DeCenzo (2003), productivity may be calculated by dividing the total amount of products and services produced by the amount of input needed to produce them. Productivity in an organizational context is the result of the interaction between operational factors and individual efforts that reinforce each other. As a result, a productive business integrates human resources into its operational systems in a seamless manner.

Kast and Rosenzweig (2002) define productivity as output per unit of input,

which is a measure of the effectiveness of resource usage in economic systems, organizations, and individuals. This idea is further developed by J. Ravianto (1986), who claims that productivity is a wide and universal term that aims to maximize the creation of goods and services while reducing the consumption of resources. Additionally, a multidisciplinary strategy that prioritizes strategic development planning and resource efficiency without sacrificing quality serves as the foundation for productivity.

In order to guarantee a steady quality of life, holistic productivity also involves making the best use of capital, information, technology, skills, and other resources. Various countries have various levels of productivity due to differences in their conditions, potential, and problems [9]. But there is still a common goal: increasing productivity via communication and education. In addition to its technical and managerial components, productivity is a philosophy and mentality that motivates people and organizations to consistently pursue long-term, sustainable gains in quality of life.

### **Work Motivation Theory**

The term "motivation" comes from the Latin word "mover," which means "to move." It can be characterized as a motivating factor that forces a person to carry out particular actions in order to accomplish a goal. Thoha claims that this phrase is frequently used interchangeably with ideas like drives, desires, and needs. Human conduct is greatly influenced by motivation, which persuades people to act or refrain from doing undesired things. From a personal standpoint,

motivation is an internal condition that influences initiative, focus, tenacity, and direction in achieving goals. On the other hand, motivation from a leadership perspective is the act of encouraging others to accomplish preset goals. Effective motivation at work increases output, loyalty, and employee satisfaction, all of which eventually contribute to the organization's success as a whole.

The two main components that impact job motivation are motivators and hygiene factors, according to Herzberg's two-factor theory. Achievement, advancement, recognition, and responsibility are examples of intrinsic employment features that are motivators and can improve job happiness. On the other hand, hygiene variables include outside issues such as pay, supervision, interpersonal interactions, and working conditions. While the presence of hygienic aspects is necessary to avoid employee dissatisfaction, they do not directly increase satisfaction. For this reason, leaders need to understand how to combine these two elements in order to create a productive workplace that inspires workers to perform at their best.

### **The Influence of Work Motivation on Work Productivity**

Because the efficiency of HR management has a significant impact on organizational performance and productivity, HR is the foundation of a business's operational success. Employee productivity has long been known to be significantly impacted by work motivation. Many studies show that the more motivated a person is, the more enthusiastic they are about their profession, which allows them to finish tasks

more quickly and according to guidelines. Therefore, businesses in a variety of industries, such as manufacturing, commerce, and services, need to make an effort to create an atmosphere that motivates workers in order to maximize the attainment of the organization's goals.

Along with technological and financial factors, employee motivation is a crucial component that affects a company's performance. Employee morale usually increases when they are given assignments that are in line with their competencies and feel appreciated. Increased productivity and loyalty to the company are the results of this boost in morale. Initiative, inventiveness, and operational efficiency are stimulated in a positive and encouraging work atmosphere. Previous studies show that management techniques that focus on improving motivation like establishing specific goals and attending to workers' needs are essential for increasing workplace productivity.

### **Data Analysis Theory**

This study uses a quantitative research methodology, which is based on positivism and is often called the positivistic approach. This approach is regarded as scientific since it follows important guidelines including objectivity, empiricism, measurability, rationality, and methodical analysis [19]. This study uses the following analytical technique:

#### **Analysis of Simple Linear Regression**

A regression equation representing the relationship between a single independent variable and a single dependent variable is used in simple linear regression analysis. Here is the equation:

$$\hat{Y} = a + bX \quad (1)$$

Notation:

$\hat{Y}$  = Dependent Variable

X = Independent Variable

a

= Intercept (constant), representing the value of Y when X = 0

b = Regression Coefficient

### Validity Test

In order to determine whether the research instrument accurately measures the intended variables, a validity test is performed. This study uses SPSS's Pearson Product Moment technique to eliminate errors and guarantee accurate results. This is the equation:

$$r_{hitung} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n \cdot \sum X^2 - (\sum X)^2] \cdot [n \cdot \sum Y^2 - (\sum Y)^2]}}$$

(2)

Notation:

$r_{hitung}$  = Correlation coefficient

$\sum X$  = Sum of item scores

$\sum Y$  = Sum of total scores (items)

n = Number of respondents

### The Reliability Test

The Cronbach's Alpha method in SPSS is used in the reliability test to verify the measuring tool's consistency and dependability in evaluating employee productivity while guaranteeing that the impact of work motivation is accurately and consistently measured.

$$r_n = \frac{k}{k-1} \left( 1 - \frac{\sum s_{b^2}}{s_{t^2}} \right) \quad (3)$$

Notation:

$r_n$  = Instrument reliability coefficient

k = Number of question items

$\sum s_b^2$

= Sum of variance scores for each item

$st^2$  = Total variance

Calculation Coefficient ( $R^2$ )

Based on data from surveys, the Coefficient of Determination ( $R^2$ ) measures the percentage of variance in employee work motivation that can be accounted for by changes in staff productivity.

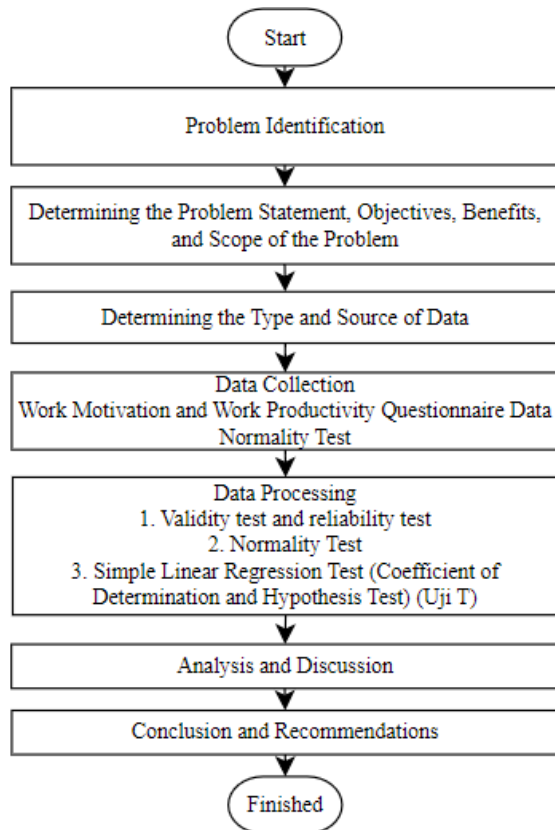
$$R^2 = \frac{b(n\sum XY - (\sum X)(\sum Y))}{n\sum Y^2 - (\sum X)^2} \quad (4)$$

### Partial Test (t-test)

The degree to which each independent variable independently affects changes in the dependent variable is ascertained using the t-test, a statistical analysis.

### RESEARCH METHOD

The approach used to assess how intern employees' motivation levels affect their output consists of a thorough set of procedures. A precise characterization of the population and sample for the study, as well as the methodical gathering of data from primary and secondary sources, are the first steps in this approach[20]. Both the distribution of structured questionnaires intended to capture pertinent data and observational techniques are used in the data collecting phase. Simple linear regression techniques will then be used to analyze the gathered data, with a range of statistical tests included to ensure the accuracy and dependability of the results[21]. The data processing technique that makes use of the basic linear regression analysis method is described in full below.



**Figure 1.** Flow of the Process of Processing Work Motivation Data on Employee Performance Productivity Using Simple Linear Regression Analysis Method

## RESULTS AND DISCUSSION

Interns in the Information Technology Support (IT) department of a business in the education sector are the focus of this study. Before examining the effect of job motivation on productivity, information was gathered by means of a questionnaire given to 25 IT interns who were between the ages of 20 and 25 and comprised of 40% male and 60% female. The following table can be used to ascertain the gender of interns working in an educational sector company's IT (Information Technology Support) department:

**Table 1.** Respondent Identity Table Based on Gender

No	Gender	Frequency	Percentage
1	Man	10	40%
2	Woman	15	60%
Amount		25	100%

The following table can be used to ascertain the age range of interns working in an education sector company's IT (Information Technology Support) department:

**Table 2.** Respondent Identity Data Based on Age

No	Age	Frequency	Percentage
1	<20 years	-	-
2	20-25 years	25	100%
3	>25 years	-	-
Amount		25	100%

The following table can be used to ascertain the age range of interns working in an education sector company's IT (Information Technology Support) department:

**Table 3.** Respondent Identity Table by Division

No	Age	Frequency	Percentage
1	Product Management	3	12%
2	Frontend Web Developer	10	40%
3	Backend Web Developer	6	24%
4	UI/UX Designer	6	24%
Amount		25	100%

This research investigates the relationship between work motivation and the productivity of intern employees within an educational institution's IT Back section. A validity test confirmed the appropriateness of all items designed to measure work motivation (X) and work productivity (Y). With a correlation coefficient exceeding the critical value (0.396), all indicators demonstrated the reliability of the questionnaire in assessing the study variables.

A reliability assessment conducted using Cronbach's alpha yielded a score of 0.913 for both variables. This score exceeds the acceptable minimum of 0.60, indicating a high level of reliability. The questionnaire effectively measures the intended constructs, thereby ensuring the reliability of the data obtained.

A normality assessment utilizing the Kolmogorov-Smirnov method showed a significance level of 0.200 for both variables. This result suggests that the data is normally distributed, which is a vital assumption for conducting regression analysis.

To ascertain whether the independent variable significantly affects the dependent variable, this study uses basic linear regression analysis. The results of a simple linear regression analysis indicated a significant positive correlation between work motivation and the productivity of intern employees. With a significance level of 0.001 (which is below 0.05), it can be inferred that work motivation (X) positively affects work productivity (Y). These results imply that enhancing work motivation could result in increased productivity among interns.

**Table 4.** Table of Simple Linear Regression Test Results

No	Variable	Significance Value	Probability Value	Explanation
1	Work Motivation (X)	0.001	0.05	Influential on Variable Y

The coefficient of determination ( $R^2$ ) derived from the analysis is 64.2%. This indicates that 64.2% of the variability in the creativity of interns' tasks can be attributed to factors related to work motivation. The remaining 35.8% is influenced by other factors not included in this study. This considerable  $R^2$  value suggests that the

variables examined have strong predictive capabilities.

**Table 5.** Validity Test Results Table

No	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801	.642	0.05	2.644

The results from hypothesis testing (t-test) further corroborate this conclusion. With a t-value of 6.416, which exceeds the critical t-value of 1.711, and a significance level of 0.001, it is clear that work motivation has a significant effect on work creativity. This reinforces the idea that increasing work motivation will notably enhance creativity among interns in educational institutions. The insights from this analysis can assist the organization in formulating more effective motivational strategies to boost work creativity.

**Table 6.** Hypothesis Test Results Table (Uji t)

Independent Variable	T-Statistic	T-Table	Sig.
Work Motivation (X)	6.416	1.711	0.001

## CONCLUSION

The investigation into the effect of work motivation on employee creativity in the educational sector demonstrated a significant influence of work motivation on the creativity levels of intern employees. This conclusion is reinforced by the results of hypothesis testing, which reveal a t-value of 6.416, surpassing the critical t-value of 2.064, along with a significance level of 0.001, which is below the 0.05 cutoff. The simple linear regression analysis indicates that 62.6% of the variation in work creativity can be linked to work motivation, resulting in a coefficient of determination ( $R^2$ ) of 0.626. Furthermore, results obtained from SPSS version 27 corroborate these findings,

displaying a significance level of 0.001 and a calculated F-value of 41.165, thereby confirming the significant role of work motivation in enhancing the creativity of interns within this organization.

The results of this study have a significant influence on improving internship programs' efficacy, especially in the area of work motivation, which has a direct bearing on output. Businesses can prevent performance declines owing to insufficient organizational support by designing more tailored reward plans and supervisory tactics based on a thorough understanding of the factors that influence intern motivation. This research is vital because it can help create a more favorable work environment for interns, which will ultimately increase an organization's operational efficiency. Additionally, by using these findings as a basis, other firms can create a more flexible HRM system that is suited to the unique requirements of interns, thereby producing a workforce that is more capable for the future.

In order to support intern productivity, companies are encouraged to improve work motivation programs, and interns should take the initiative to advance their knowledge and abilities. It is suggested that future studies include more variables that could affect labor productivity in order to provide a more thorough analysis.

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