The Influence for Core Self Evaluations on The Work Motivation in The Globalization Era

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Abstract

In this globalization era, hospitality or hotelier investment opportunities are growing rapidly, but not without a formidable competition, which is why these growing opportunities and threats have to be recognised by the people in this industry. One of the most important strategy in facing the global era business competition is to convince the customer that the hotel they are chosing is better and has more benefits than the rest of the competition. Convincing the customer means building a relation through positive perception, positive image and positive experiences to finally gain their trusts. This is where a highly motivated Public Relations is needed as the frontline of the company. Judge, Erez & Bono (1998) stated that self esteem, self efficacy and the locust of control are the three core-self evaluation that form the basic for building individual work motivation.The purpose of this study is to see the influences of these three core-self evaluation on the work motivation of Public Relations in facing the hotel business competition. When analyzing the influences of these three variables on the work motivation of a Public Relations, the researcher uses the cybernetic tradition approach. Through this approach the researcher then uses the Expectancy Value Theory in analyzing the influences of self esteem, self efficacy, and the locus of control on the work motivation.The sample of this research is the Public Relations practitioner of Santika Indonesia Hotel and Resort. This research uses the path analysis technique. The results show that the more positive the self esteem, self efficacy and the locus of control value of a Public Relations, the higher the work motivation of the Public Relations of Santika Hotel and Resort in facing the business competition in this global era.

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Introduction

Currently Indonesia holds the third rank in Asia in the field of Hospitality development and investment . This data is obtained from the results of HVS Global Hospitality Service research . According to the research, in 2017 the number of tourists traveling in Indonesia reached approximately 253 million people per year, of which 245 million people were domestic tourists. The number of foreign travelers reached 8 million people which is 5% increase compared to that of 2012. Mari Elka Pangestu, stated that in the year 2014 , foreign tourists who are expected to visit Indonesia are targetted to reach approximately 8,6 million people. According to HVS China & South East Asia , the number of tours and travels in Indonesia is estimated to reach 400 million in 2023 . In 2013 the number of hotels in Indonesia is 1623 hotels, accordingly with regard to the number of tours and travels mentioned previously , HVS Global Hospitality estimates that as many as 800 new hotels will be needed . In respect of the general facts mentioned above ,the opportunities for investment in the field of hospitality can be expected not only to grow fast but also to be very competitive.

Self Esteem

Self-esteem is an individual's overall self-evaluation in the form of a negative or a positive evaluation which will finally result in the person's feelings of self-worthiness in going through his or her life (Coopersmith 1967). While according to Kreitner and Kinicky (2003 p. 165) "Self-esteem is a belief in one's own self-worth based on an overall self-evaluation ". The belief in one's own self-worth is formed by our situation and how people treat us. According to Kreitner and Kinicky (2003 , p. 165), self-esteem is measured by positive or negative statements . An example of a positive statement in the self-esteem survey is " I think I am worthy just like other people, " whereas a negative statement is " I feel that there isn't much about me that I can be proud of" (Kreitner dan Kinicky 2003, h.165). According to Harter (1983) two sources that are used by individuals to develop self-esteem in themselves are the inner source which is the feelings of self-competence and self-competitiveness and the outer source which is one's own perception towards other people's acceptance of himself or herself.

Self Efficacy

Self-efficacy refers to the perception about an individual's capabilities to organize and execute actions to perform a particular skill. (Bandura,1997). While Baron and Byrne (2000) proposed that self-efficacy is an individual's evaluation of his or her ability or competence to do a task, to achieve a certain goal and to produce something. Schultz (1994) defined self-efficacy as an individual's feelings of their adequacy , efficiency and capabilities to cope with life challenges. Based on the similarity of opinions proposed by the experts on self-efficacy, it can be concluded that self efficacy is an individual's confidence or belief in his or her own capabilities to organize, to produce something and to execute actions in order to perform a particular expertise.

Locus of control

The concept of Locus of control was first proposed by Rotter (1966), an expert in social learning theory. Locus of control is one of personality variables which is defined as an individual's belief in whether or not he or she is able to control his or her own destiny (Kreitner and Kinicki, 2005). While Robbins and Judge (2007) defined locus of control as a level where an individual believes that he /she is the determiner of his/her own destiny . Robbins and Judge (2007) divided locus of control into two i.e. internal locus of control and external locus of control . An individual with internal locus of control is a person who is confident that he/she is the determiner of anything that happens to him/her (Robbins and Judge, 2007). Whereas an individual with external locus of control is a person who believes that whatever happens to her/him is controlled by external forces such as luck and opportunities (Robbin and Judge , 2007).

Based on the above explanation it can be concluded that individuals who believe that their destiny or the events that happen in their life are within their own control are identified as individuals with internal locus of control , whereas those who believe that it is the environment that has control over their destiny or over anything that happens to their life are identified as having external locus of control. Kreitner and Kinichi (2005) said that the achievement made by an individual with internal locus of control is perceived as deriving from their activities. While an individual with external locus of control considers his / her success as controlled by his /her environment. An individual with internal locus of control will perceive the world as something that can be predicted, and that his/her behavior plays a role in it (Kreitner and Kinichi 2005) . While a person with external locus of control will perceive the world and the efforts to reach the goals as something which cannot be predicted , therefore the individual's behavior has no role in it.

Hence it can be concluded that individuals with external locus of control are identified as those whose expectations are dependent on other people , they tend to look for and choose a situation which is favorable for them (Kreitner and Kinichi 2005). Whereas individuals with internal locus of control are identified as those who are self-reliant in the fulfillment of their expectations and they prefer skills to mere favorable situations. The following is a simple example of how an employee might perceive his career in a company. If he is a person with internal locus of control , he would say that he himself is the cause of his failure to get a position in his job , whereas an employee with external locus of control would blame the environmental forces , such as an unfair boss etc., as the cause of of his failure.

The differences between internal and external locus of control have implications as to their achievement motivation (Hari & MacAskill in Judge, Erez & Bono, 1998). Internal locus is related to the level of N-ach. N-Ach is the needs that gives a person a motivation to do his or her best in various fields in life in order to make herself/himself worthy. For individuals with external locus of control , since they look for controls outside themselves, they tend to feel that they

don't have enough control over their own destiny. Therefore they tend to be more stressed and prone to clinical depression (Hari and MacAskill in Judge,Erez and Bono, 1998).

Work Motivation

Judge Erez & Bono (1998) proposed that self-esteem, self-efficacy and locus of control are three core self evaluations which are fundamental in the formation of individuals' motivation in their work. This agrees with Kinicky's theory in Engko (2006) which explains that self-esteem (an individual's confidence in herself/ himself which derives from an overall self-evaluation), self- efficacy (an individual's belief in his own ability) and locus of control (the level of an individual's belief in the sources of their life's control) are factors that support employees' work motivation. Judge, Erez & Bono (1998) proposed that motivation is an individual's evaluation towards his efforts in mobilizing himself and organizing his behavior to execute a task. Such evaluation is influenced by a subconscious self –evaluation such as am I capable or can I accomplish this task. Thus self-esteem, self- efficacy and locus of control which are the results of self-evaluation become very significant for the formation of a specific evaluation which is directly related to the motivation to do something (Judge, Erez & Bono, 1998).

There have been various researches conducted by experts which result in a number of theories about motivation. Some of the experts defined motivation as follows :

1.According to Robbins (2007,p.208) : "Motivation is the processes that accounts for an individual's intensity , direction and persistence of efforts towards attaining a goal"

2.According to Sperling in Mangkunegara (2000,p. 93) " Motive is defined as a tendency to activity, started by a drive and ended by adjustment "

3.According to Gray in Winardi " Motivation is a process , which is internal , or external to an individual , which led to the emergence of enthusiasm and persistence , in terms of carrying out certain activities "

4.According to John R.Schemerhorn Jr. in Winardi J. (2004,p.2) : " Work motivation is a term which is used in Organizational Behavior to describe forces within the individual that account for the level, direction and persistence of effort expended at work "

Public Relations

Cutlip, Center & Broom (2006,p.6) put forward that "Public Relations is a management function that builds and maintains good and beneficial relationship between the organization and its public, which will influence the success or the failure of the organization ". This means that in order to attain their institutional goals., Public Relations should understand the behavior of their public and the values that the public believe in . The goals are set by the external environment. Public Relations act as the counselor for the management and as a mediator who helps to translate personal goals into policies and actions which are logical and acceptable to their public. While Jefkins in Kriyantono (2008) defined Public relations as a communication system to create good will. Greener's definition of Public relation is in line with Jefkin's , he defined Public relations as a positive presentation of an organization to their overall public (Greener in Kriyantono, 2008).

Methods of Research

This research is an explanatory research which applies a quantitative approach . and uses survey research method. In this research there are three free variables i.e., Self-esteem (X1) , Self-efficacy (X2) and locus of control (X3). While the bound variables in this research is work motivation (Y). To identify the self esteem of the Public Relations the researcher uses Individual's Self-esteem Characteristics which is proposed by Bandura (1997) and applies Rosenberg's Self-esteem scale as a guide to determine the indicators of self-esteem. To identify the self-efficacy of Public Relations the researcher uses the Characteristics of Individual's Self-efficacy proposed by Bandura (1997) and uses it as a guide to determine the indicators of self esteem. To identify the locus of control of Public Relations the researcher summarizes some definitions of locus of control proposed by Robbins & Judge (2007) and Kreitner & Kinich (2005). These definitions will later be used as the indicators of locus of control variables. To identify the work motivation of Public Relations' employees the researcher combines the Hierarchy of Need (Abraham Maslow),ERG theory (MacClayton P.Alderfer),The Two- Factor theory (Motivation Hygiene Theory), Achievement's Needs theory (McClelland) to be used as a guide to determine the work motivation. Sample used in this research is Public Relations of Santika Hotel and Resort which consists of 35 people. The data analysis technique used in this research is Path Analysis and is done using a computer software program the Statistical Packages for Social Science (SPSS) for Windows Evaluation Version.

Results and analysis

Path Coefficient of Self Esteem , Self-efficacy, and Locus of Control towards Work Motivation.

Presumption of path coefficient that indicates the influence of self-esteem, self-efficacy, and locus of control variables towards work motivation is conducted by using path analysis. Path coefficient is obtained from standardized regression coefficient (beta). Table 4.1.presents the description of the obtained results of the path analysis.

Variable	Beta	t-calc	p-value	Influence
Self esteem	0.322	2.561	0.016	Positive and significant
Self efficacy	0.340	2.262	0.032	Positive and significant
Locus of control	0.346	2.806	0.009	Positive and significant
Coefficient Determination (R^2) = 80,2%				

Tabel 4.1. The Test Results of Path Coefficient of Self-esteem, Self-efficacy , and Locus of Control

From the above table , the equation obtained is as follows:

Y = 0,322 X1 + 0,340 X2 + 0.346 X3; R^2 = 80,0%

Table 4.1 shows the significant influence of the three free variables on work motivation with 80,0% contribution. The direct influence of self-esteem variable towards work motivation is significant .Self –esteem with path coefficient 0,322 has a significant positive influence on work motivation. This can be proven by t-calc = 2,561 and p-value = 0,016 (p-value< 0,05), therefore statistically path coefficient of self-esteem towards work motivation is significant . This explains that work motivation can be explained by self esteem.

The direct influence of self-efficacy variable towards work motivation is significant. Self-efficacy with path coefficient 0,340 gives a positive and significant influence towards work motivation. This is proven by the following results :   the value of t-calc = 2,262 and p-value= 0,032 (p-value<0,05), this means statistically the path coefficient of self-efficacy towards work motivation is significant. The results explains that work motivation can be explained by self-efficacy.

The direct influence of locus of control variable towards work motivation is significant .Locus of control with 0,346 path coefficient has a positive and significant influence towards work motivation. This is proven by the following results : value of t-calc =2,806 and p-value+0,009(p-value<0,05) , this means statistically the path coefficient of locus of control towards work motivation is significant. This indicates that work motivation can be explained by locus of control.

Conclusion

The results of analysis and the discussion that have been presented in the previous sections bring forth the following conclusions :

1. *Self esteem* has a significant influence towards work motivation. This means that strong self-esteem will have a significant influence towards the work motivation of employees. Path coefficient with a positive sign indicates that the influence of self-esteem on public relations' employees has the quality of a driving force. High self-efficacy will be the driving factor for the increase of the work motivation of the Public Relations' employees of Santika Hotel and Resort's . Self efficacy has a significant influence towards work motivation. This means good self-efficacy will influence the employees' work motivation significantly. The path coefficient with a positive sign indicates that the influence of self-efficacy on the employees has the quality as the driving factor.

2. *Locus of control* has a significant influence towards work motivation. This means internal locus of control will have a significant influence on the hotel employees' work motivation. The

path coefficient with a positive sign indicates that the influence of locus of control has the quality as the driving factor.

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