

5. 564-JEBE-SIMILARITY

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**The Influence Of Transformational Leadership And Work Motivation
On Employee Performance
(Study At One Of The Hotels In Bandung)**

ABSTRACT

*This research is motivated by the significant competition between construction service providers in the Civil Water sector. This research was carried out in Bandung to learn about and analyze **1** transformational leadership and communication on employee performance in one of the companies operating in Bandung's architectural, civil, mechanical, electrical, and environmental management consulting services. Employee performance generally focuses on transformational leadership and communication.*

***1** The research method used is quantitative, with a descriptive and verification approach. The sample used was 100 employees at a company engaged in architectural, civil, mechanical, electrical, and environmental management services in Bandung.*

*The research results show valid results for each statement item with a value of 0.3, and reliable results show a value above 0.7. For transformational leadership, (X1) is 0.784, Communication (X2) is 0.789, and Employee Performance (Y) is 0.780. From the value (R Square), **2** it is known that the influence of transformational leadership (X1) and communication (X2) on employee performance (Y) is 0.810 or 81.0%. Leadership (X1), Communication (X2), and Employee Performance (Y) are in the relatively good category. **3** The direct influence of transformational leadership (X1) is 13.3%. The direct influence of Communication (X2) is 32.1%. Employee performance is influenced by transformational leadership and communication by 81.0%, while the remaining 19.0% is caused by other variables or other factors that were not researched. From the research results above, it can be concluded that transformational leadership and communication significantly influence employee performance in one of the companies operating in the architectural, civil, mechanical, electrical, and environmental management consulting services in Bandung. The practical implications of these findings are that professionals in this field can enhance employee performance by adopting transformational leadership and effective communication strategies.*

INTRODUCTION

One of the most critical components in reaching business objectives is human resources. The human resources component is integral to a company's operations throughout all organizational domains. (Sidharta & Foster, 2019) It is essential to the planning, organizing, staffing, leading, managing, supervising, and executing organizational tasks. Whatever an organization's structure and goals, it was founded on a variety of visions and missions serving human interests. A key element in realizing all organizational goals is the human-managed execution of these missions. Human resources are, therefore, seen as assets that need to be protected. (Hajjali et al., 2022)

The most important investment a business can make is in its human resources, which eventually ensures that the business has high-quality workers who are highly motivated, have solid work ethics, and adhere to all work regulations to meet the needs of the business, both now and in the future. (Hadian, 2018; Prasetyo et al., 2021; Shati & Dewi, 2014)

The success of business operations will be largely dependent on human resources. The need for businesses to find, train, and retain qualified human resources is growing more and more critical as environmental dynamics change constantly. However, the first and most crucial stage in implementing changes is not just getting senior management support, but it is the active involvement and influence of senior management that can truly drive these changes. (Hadian, 2018; Suryadana et al., 2014)

One of the most important things businesses need to focus on is employee performance, which drives the company to meet its objectives. An employee's work achievement is measured by comparing their actual work output to the organizational work standards that have been set. (Yue et al., 2019)

A corporation needs top-tier, high-potential personnel if it wants its operations to function efficiently. In order to operate the business as effectively as possible and boost employee performance, the company must make the most of the quality and potential of every human resource. Increased productivity from employees will help the business grow

and survive in an uncertain economic climate. (Hersona & Sidharta, 2017; Suryadana & Sidharta, 2019)

Employee performance within a firm will reflect the goals that the organization has set for itself. Leadership and motivation at work are two of the many variables that can affect performance. (Nguyen et al., 2020; Olayisade & Awolusi, 2021) Individual and collective employee behavior will drive company performance because employee motivation will impact company performance. In other words, individual performance influences organizational performance, and company performance depends on individual performance.

Tourism is one industrial sector with a lot of promise and room to grow for a nation or region. Given its potential to generate substantial foreign exchange gains for a nation, the tourist industry is among the most significant and most robust, contributing significantly to developing that nation's economy. The tourism industry is essential in Indonesia because it influences the number of both domestic and foreign visitors.

Hotels are one item that can sustain industrial activity. The expansion of lodging establishments, such as hotels, which serve as a foundation for all tourism-related activities, is significantly impacted by how the tourism sector is now developing. It is now believed that Indonesia's lodging industry is growing as more domestic and foreign travelers engage in tourism-related activities. When engaging in tourism activities, travelers require lodging for brief visits. Without lodging, travelers will be hesitant to visit tourist sites. Hence, hotels are unquestionably crucial to Indonesia's tourism industry.

There are many interesting tourist attractions in Bandung City, none of them less so than the others. The capital of West Java, Bandung, is thought to have a great deal of potential to increase tourism because of its advantageous location and generally friendly atmosphere.

The growth in visitors to Bandung also impacts the development of hotel accommodations. Many five-star hotels with a wide range of amenities are available in Bandung. As Bandung's hotel population grows, competition intensifies, resulting in differences in amenities, services, and rates.

A competent business can provide high-quality work, and to do so, it needs workers with a strong work ethic. This is required to meet the challenges of an increasingly competitive environment and to accomplish the company's pre-planned goals. Performance measures how well a program, activity, or policy is implemented to fulfill the organization's

vision, mission, goals, and objectives. The organization sets success criteria and expectations for performance.

A company's ability to manage and assign its workforce is reflected in its performance, a critical goal to fulfill. As a result, employee performance significantly impacts business operations and how well company goals get accomplished.

As a lodging establishment offering services, a Bandung hotel is required to provide each guest with the best possible service and make the most of its staff's time to do the duties assigned as scheduled and meet the needs of visitors. However, there are still some problems with staff performance at the Bandung Hotel.

METHOD

The scientific process of gathering data to assess the validity of hypotheses is known as research methodology. Descriptive and verificative research methods are employed. In order to conclude, research results are processed and examined using the descriptive approach. It places a strong emphasis on numerical data analysis. Significant correlations between the variables under investigation will be identified by employing this research methodology. The descriptive research method aims to produce a methodical, factual, and precise description, depiction, or painting of the facts, traits, and connections between the phenomena under investigation. This will create a clear picture of the degree of employee performance at Hotel Augusta Bandung, the level of work motivation among employees, and the application of leadership.

Furthermore, the verificative method is employed to look for correlations or the impact of the investigated variables on related and independent variables. It is also used to process data directly acquired from respondents to test the veracity of a proposition.

In the meantime, this study employs a quantitative approach to leadership and motivation data derived from quantitative data. The necessary data are those that are pertinent to the current issues and consistent with the study's goals. In order to conclude, the data will be gathered, handled, examined, and then handled by the hypotheses that have been researched.

RESULTS AND DISCUSSION

This study aims to look at how work motivation and transformational leadership affect staff performance at Hotel Augusta Bandung. According to the research findings, the evaluated

variables collectively explained 70.2% of the variance, with the remaining 29.8% coming from additional performance-related factors that were not examined. This suggests that both criteria under investigation—¹transformational leadership and work motivation—impact staff performance at Hotel Augusta Bandung.

Transformational leadership significantly influences employee performance. According to the research findings, job motivation is less significant in employee performance at Hotel Augusta Bandung than transformational leadership. This shows that employee performance is positively impacted by leadership styles that uplift, encourage, and enhance the caliber of the work produced by the employees. Transformational leadership aims to empower staff members, develop close bonds with them, and help them realize their most significant potential rather than only providing directives or oversight.

However, ³employee performance is also greatly influenced by work motivation. Employees who are motivated at work have an innate desire to succeed and fulfill their personal and organizational objectives. Even though it does not have as much impact as transformational leadership, work motivation is crucial for improving worker performance. Highly motivated employees are typically more enthused, concentrated, and productive.

The ramifications of these discoveries highlight how crucial transformative leadership is to raising staff productivity at Hotel Augusta Bandung. Hotel management must be aware of and work to enhance its leaders' and managers' transformational leadership skills. By investing in leadership development and training, leaders can better understand their roles in directing, inspiring, and motivating their staff.

Additionally, management must consider elements that can improve workers' motivation at work. This can be accomplished by offering suitable rewards, acknowledging their accomplishments, fostering a positive work atmosphere, and offering professional growth opportunities. Management can increase workers' motivation by fostering a favorable work environment and meeting their needs and goals.

Overall, this research suggests that management should cultivate ¹transformational leadership and empower employee work motivation to increase employee performance at Hotel Augusta Bandung. It is anticipated that employee performance will be significantly improved by maximizing these two variables, which will benefit the success and caliber of hotel services.

CONCLUSION

In conclusion, this study shows that work motivation and transformational leadership impact staff performance at Hotel Augusta Bandung. The study results show that both variables significantly impact on worker performance, with transformational leadership contributing more than job motivation. These research findings confirm that Hotel Augusta Bandung management needs to focus more on establishing transformational leadership among their leaders and managers to improve employee performance. Furthermore, it is important to address empowering job motivation by establishing a supportive work environment, offering suitable incentives, and acknowledging accomplishments. It is anticipated that by bolstering these two elements, employee performance will rise dramatically, enhancing the success and caliber of services provided by Hotel Augusta Bandung.

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