

THE ROLE OF THE GOVERNMENT OF TANJUNG PINANG TO THE REACTIVITY OF TOURISM IN THE ERA OF PANDEMIC COVID-19

Rizki Adha Putra Ritonga

Fakultas Ekonomi, Universitas Batam, Kepulauan Riau

Email: rizkiadhaputra1996@gmail.com

Abstract

This study aimed to analyze the application of health protocols to tourism activities in Tanjung Pinang City. Companies in the tourism sector, according to PHRI data (Association of Indonesian Hotels and Restaurants) for local tourism companies, there are 17 companies have approximately 10 to 15 employees. The method of this study was using the Slovin formula. The result showed that tourism employees were able to develop their abilities by attending seminars or network training to improve their abilities and increase work motivation so that the company's performance was getting better.

Keywords: *PHRI (Perkumpulan Hotel dan Restoran Indonesia)*

1. INTRODUCTION

ISP company is a company that engages in the tourism sector in this 4.0's era, all levels of society from low to high society have used the Internet. This journal talks about tourism service provider's companies in Tanjung Pinang, those are employee training and development, work motivation and employee performance. According to the experts on other research journal, Dale Yelder, employee training and development involve ranking and submission of training, supervisor training and management development. Literature review for this journal:

1.1. Employee Training and Development

Wakley and Yukl (1976: 282) suggested that "Training and development are a term that refers to a planned effort designed to facilitate the acquisition of skills, knowledge, and relevant attitudes to organizational members.

1.2. Work motivation

Abraham Sperling (1987: 183) suggested that motive is defined as a tendency to do activities. It starts with encouragement and ending with adjustment, the adjustment is used to fulfill the motive. William Stanton (1981: 101) said that a motive is driven by a person who oriented to satisfaction.

1.3. Job satisfaction

Rue and Byan (2008) in Prima (2014) said that a high job satisfaction will encourage the realization of organization's goals effectively. Meanwhile, a low level of job satisfaction is a threat that will bring destruction or setback for the organization quickly and slowly.

2. METHODOLOGY

This research is a descriptive study with a quantitative approach. Descriptive study aims to provide an overview of a problem, situation or event as it is revealed facts.

2.1. Place

It is the workplace of Internet Service Provider's Employees in the Tanjung Pinang only.

2.2. Population and Sample

The target population in this study is The Internet Service Provider Hatam's Employees only. There were 16 participants were selected by proportional stratified random sampling with the Slovin formula.

2.3. Techniques for Collecting Data and Analyzing Data

Data were collected in several ways:

1. Direct observation to the match location. This observation aimed to get a picture of the workplace situation, work processes and other things that are needed.

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- Distributing the questionnaires to respondents. The questionnaire used in this study contained employee's perceptions related to employee's training and development, such as work motivation, job satisfaction, and employee's performance.

3.RESULTS AND DISCUSSIONS

3.1. Results

The result was based on the information on permanent employees of hotels and restaurants, 10 employees for 17 tourism companies in Tanjung Pinang, and the samples for this study were 160 employees. There were 98 males and females with 20 respondents were Master Education graduate, 120 were undergraduate, 13 were Diploma graduate, and 7 were on Senior High School. The youngest was 22 years old, while the oldest was 52 years old. The total is 2 respondents. Based on the results of the validity test of career development, the questionnaire is said to be valid if the count of r table is greater.

Question number 1 is $(0.475 > 0.1543)$, question 2 is $(0.321 > 0.1543)$, question 3 is $(0.345 > 0.1543)$, question number 4 is $(0.290 > 0.1543)$, question number 5 is $(0.598 > 0.1543)$, question number 6 is $(0.354 > 0.1543)$, question number 7 is $(0.700 > 0.1543)$, and question number 8 is $(0.409 > 0.1543)$. All career development questions are valid in the questionnaires. It was showed from the results of the work motivation validity test. All work motivation questions are valid, because the r 's count is greater than the r 's table. The validity test of job satisfaction showed that all questionnaires from the job satisfaction questions are valid, because the r 's count is greater than the r 's table. Question number 1 is $(0.470 > 0.1543)$, question number 2 is $(0.207 > 0.1543)$, question number 3 is $(0.335 > 0.1543)$, question number 4 is $(0.493 > 0.1543)$, question number 5 is $(0.551 > 0.1543)$, question number 6 is $(0.342 > 0.1543)$, question number 7 is $(0.277 > 0.1543)$, question number 8 is $(0.375 > 0.1543)$, question number 9 is $(0.267 > 0.1543)$, and question number 10 is $(0.329 > 0.1543)$. The results of the employee performance validity test above showed all employee performance's questions are valid because the R 's count is greater than the r 's table.

Table 1 Employee training and development and work motivation on job satisfaction.

Variable	B	Beta	t	Sig t	Notes
Constant	5,424		3,123	0,002	
Employee Training	0,319	0,268	4,538	0,000	Signifikan
Development and Job Satisfaction	0,609	0,655	11,077	0,000	Signifikan
R square	0,768				
Adjusted R.S	0,765				
Sig F	0,000				

Table 2 Job Satisfaction on Employee Performance

Variable	B	Beta	t	Sig t	Notes
Constant	-5,607		-2,838	0,005	
Job Satisfaction	1,135	0,895	25,214	0,000	Significant
R square	5490,801				

Adjusted R.S	0,800				
Sig F	0,000				

Table 3 Employee Training and Development and Work Motivation on Job Satisfaction.

Variable	B	Beta	t	Sig t	Notes
Constant	-9,453		-5,937	0,000	
Employee Training	0,245	0,163	3,656	0,000	Significant
Development and Work Motivation	0,549	0,465	8,331	0,000	Significant
Job Satisfaction	0,470	0,371	6,560	0,000	Significant
R square	0,884				
Adjusted R.S	0,882				
Sig F	0,000				

3.2. Discussion

Employees in the IT sector really need training in for work motivation and improve their performance in the company. The considerations of this research, we wish that API will have contribution on IT skills training to every employee provided by ISP to add more skills of the employees in the IT field and increase their motivation to work so that employees have better performance.

4.CONCLUSION

Based on the results of data analysis and from the questionnaires, employee training and development affect employee performance, work motivation affects employee performance and job satisfaction affects employee performance.

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