

Erwin, Yuli Handayani SE, 2018. Effect of Motivation and Ability on the Performance of Giliyang Island Tourism Awareness Members in Sumenep Regency. Advisor: (1) Dr. RM Mochammad Wispandono, SE.MS. (2) Dr. H. Muh. Syarif, Drs. Ec., M.Sc.

ABSTRACT

Motivation should be given by all tourism stakeholders both from the City Government and the Village Government, to improve performance. The absence of motivational efforts from the city government led to a lack of performance, but through the village government, the village head as the chairman of the tourism awareness group had provided motivation. It is hoped that with motivation, the performance of members of the tourism conscious group can initiate creative ideas that can help the process of developing infrastructure in the tourist area. Motivation is very important in developing development because it will affect performance. The Ability of the Tourism Awareness Group to date has not fully overcome the existing problems. Lack of training and experience in every obligation as a board and members makes their duties and authority not maximal. There needs to be awareness of each member and need a lot of training as knowledge and insight so that in the future they can issue the skills that have been gained during the training. The Performance of Tourism Awareness Group Members must have a role in the development of the tourism environment. Maximum performance and has the responsibility and discipline of work so that a good tourism environment will be followed. Performance greatly impacts if the program is misdirected and cannot be accounted for. Maximum performance, of course, has training and experience in every field that is pursued. This study was conducted to examine the Effect of Motivation and Ability on the Performance of Giliyang Kabupaten Island Tourism Awareness Members, Sumenep, The sample used in this study amounted to 30 respondents. The sampling method uses saturated sampling. Data analysis method used is quantitative analysis using validity and reliability tests, multiple linear regression, classical assumption test, T (partial) test. The results of testing the hypothesis partially shows that the motivation variable has a negative effect on the performance of members of the tourism conscious group. Based on the explanation, it can be concluded that the first hypothesis is determined in a study which states that the work motivation variable has a negative effect on the performance of Giliyang Island tourism group members in Sumenep Regency, proven to be true. While the work ability variable does not affect the performance of tour-aware group members. Based on the explanation, the second hypothesis is proven to be true. Based on the T Test above, there is no Simultaneous Test because the two variables are not significant and between the two variables only have a negative effect. There is no simultaneous test when the variable is not significant.

Keywords: Motivation, Ability, and Performance of Travel Awareness Group Members