ANALYSIS OF THE INFLUENCE OF WORK MOTIVATION ON EMPLOYEE LOYALTY AT QUEST HOTEL SEMARANG

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Abstract-Employee loyalty in carrying out their performance well will create customer satisfaction so that it can reflect the extent to which customer expectations are met by the products or services provided. In carrying out this research there is a goal that the author wants to achieve, namely to find out and analyze the influence of Work Motivation on Employee Loyalty in Quest Semarang Hotels. This research method, namely quantitative, in this research is an approach that is explanatory and explains an object in society. Quantitative research is a research activity where the data processed is in the form of numbers or figures. As the name suggests, the processed data is calculated using mathematical and statistical formulas. Quantitative research functions so that the answer to a problem can be found. As for the research results based on the calculation data above, it is known that the coefficient of determination value is 0.465, where the Work Motivation variable contributes 46.5% to the Work Loyalty variable. 53.5% was influenced by other factors not examined by researchers. Based on the data, it can be concluded that the coefficient of determination value has a value of 0.682, where the data score is close to 1. Therefore, the independent variable in this research, namely Work Motivation (X), is stated to have a large influence on the Work Loyalty variable (Y).

Keywords- work motivation, loyalty, employees, hotels

INTRODUCTION

Indonesia is a country that has a wealth of biodiversity, natural resources and rich and diverse marine resources. Cultural diversity in Indonesia is one of the riches and uniqueness possessed by Indonesia. In addition to culture, the diversity possessed by our nation includes religion, regional languages, customs, ethnic groups and different attitudes, norms or behaviors. Cultural diversity in Indonesia from time to time always experiences changes and experiences very significant development and improvement from year to year. This happens because people always want to experience change, and in this case cultural change is one of the changes that is quite rapid in its development in culture. In this case, culture continues to experience development and improvement in all aspects of people's lives, namely in various fields including economics, social, culture, law, politics and government and other fields also play a fairly large role in culture in Indonesia.

Semarang, the capital of Central Java, is the fifth largest metropolitan city in Indonesia. The city is growing rapidly and offers a variety of attractive investment opportunities, especially in the tourism sector. Tourism is an important sector for individuals and communities.

Tourism activities can foster creative power, both for business people and tourists who want to unwind. Semarang, as a business and tourism center in Central Java, has various interesting tourism potentials, such as historical, cultural, culinary, and natural tourism. Semarang's strategic location on the Pantura main route and easy access to major cities in Java make it the right choice for investment. Continuously developing infrastructure, such as Ahmad Yani International Airport, Semarang-Batang Toll Road, and Semarang LRT, further enhances Semarang's attractiveness to investors

Based on data from the Semarang City Culture and Tourism Office in 2016, there was a significant spike in the number of tourists visiting Semarang. At the end of 2016, 324,129 tourists were recorded, an increase of 19.21% compared to November 2016 with 271,890 tourists. This data is calculated based on arrivals by air and sea, according to the Central Java Statistics Agency (BPS). The increasing number of tourists, both domestic and foreign, who come to Semarang for business or tourism, shows the need for more adequate supporting facilities. One of the most important is accommodation, especially 3-star hotels that provide complete facilities for business meetings and recreation. The demand for 3-star hotels is predicted to increase in 2020. Therefore, the construction of hotels with complete and qualified facilities, which can support the needs of tourists, is a promising investment opportunity in Semarang City. Based on the data, Semarang City still lacks hotels, especially 4- and 5-star hotels, to meet the needs of business tourists. New hotels need to be built with complete facilities for accommodation, business, and entertainment.

In an organization or company, the quality of human resources is needed to achieve or achieve the desired goals and increase the income obtained by the company. Good human resources are resources that can be used to do work and achieve company goals. Ernawati (2019) explains that quality

is one of the important things that must be possessed by a product, individual or certain institution that will influence people who will use a product, individual or certain institution.

Human Resource Management is also a system used in an organization or company to carry out activities or activities related to work to improve the performance of human resources (HR) and show that human resources (HR) are one of the important things in carrying out work in an organization or company (Jogiyanto, 2017).

Work motivation arises from the drive and desire that comes from within a person that can influence attitudes and behavior so that they can achieve goals. Therefore, work motivation is one of the important things in an organization or company, especially for work or business activities that are carried out. In this study, the author raises the issue of Hotel Quest Semarang, which is one of the hotels for business and leisure purposes in the city of Semarang, especially for the city center area. Quest Hotel Semarang is located on Jalan Plampitan No. 37 - 39. This location is very strategic where it is close to many landmarks, such as Kampung Cina, shopping centers (less than 500 m), government centers, Semarang entertainment centers, train stations (1 kilometer for Poncol station and 2 kilometers for Tawang station), Sam Poo Kong Temple (20 minutes by car) and the airport (15 minutes by car). Quest Hotel Semarang was officially opened in 2010 and is also one of the first hotels established in Indonesia with the Quest brand. In addition to the city of Semarang, Quest Hotel is also located in Surabaya, Bali and even in the Philippines. Quest Hotel itself is a hotel under the auspices of Aston International which was built as a 3-star hotel. This hotel was built with the philosophy of providing affordable but quality accommodation.

According to Hezberg in Muhammad (2018) there are 2 factors, namely internal factors and external factors in Work Motivation. Work Motivation that has internal factors is things that encourage achievement that are internal in nature, meaning they come from within the hotel, and in this observation, the quest hotel has several internal factors, namely success, recognition or appreciation, and responsibility. In Quest hotel there is an appreciation in the form of a best of the best certificate which is done once a year, this makes an employee motivated to work properly and in the event also enters into recognition and awards in terms of where the employee has better performance than all other employees and awards that will be received if the best employee is consistent in their work then the employee will be able to get a promotion at the hotel. Employee responsibility at the hotel has good responsibility such as the jobdesk that has been given to each employee they carry out thoroughly or the work given is completed on time. External factors are work motivations that come from outside the hotel and in this observation, the quest hotel has several factors from salary, interpersonal relationships, working conditions. In Quest hotel employees have salaries where their salaries are on average UMR but they are given employee accommodation at the hotel. The interpersonal relationships of the hotel employees can be said to be close, almost all of them are friends without looking at status or work rank, almost all employees can communicate well with all hotel employees, this is also included in the working conditions where with their closeness they work well without any problems in working conditions, but still there are some things like miscommunication in each but with their closeness they can overcome it well.

In the 2 factors, it is concluded that almost all employees prefer or enter external factors, namely salary. Many employees complain about their work at the hotel because their salary is still UMR, the UMR of Semarang city is 3.2 million where they think the salary is not in accordance with the performance they do, so this makes the hotel employees become unmotivated to work, this is what causes the decline in employee absenteeism at Quest Hotel Semarang. Examples of several factors include gaps in attendance and employees complaining because the effort they expend is not commensurate with the salary they receive

Name	Position	JAN InHours	FEB inhours	MAR inhours	APRIL inhours	MEI inhours	JUNI	JULI	AGUSTU	SEPT	OKT	NOV	DES inhours
Yohanes Arga Wardana	General Manager												
Shella Pramudhyta Saptari	Chief of Accountant & Bookeeper	26	22	24	24	25	24	23	23	21	24	23	25
Aditya Nico Priambada	Purchasing	24	22	22	23	22	23	24	23	25	23	24	24
Oani Aturrahmah	Account Payable & General Cashi	24	20	24	22	25	24	25	24	25	24	23	24
Rania Faatin Sri Sarastri	IA & AR	24	23	25	26	26	25	23	24	23	25	25	23
Siti Lestari	Receiving & Storekeeper	25	23	25	25	23	23	23	25	25	23	23	25
Stefanus Arix Hendarta	IT Supervisor	25	22	23	24	24	24	25	23	23	24	25	25
Suartika Ekarani	HR Coordinator	20	22	22	23	23	22	25	25	22	25	23	26
Olivia Cristina Fajrin	HR Officer	inhouse	24	25	23	22	21	26	24	24	23	23	23
Sulistiyanto	Chief Security	25	22	24	23	22	21	23	25	25	24	23	24
Muhammad Mahfud	Anggota Security	26	23	25	22	22	23	24	26	23	23	24	22
Djarot Priyantara	Executive Assistant Manager	24	22	inhouse	24	25	25	25	23	24	23	25	25
Ray Yuzaon Pradana	Sales Manager	21	25	25	23	24	23	24	24	24	22	24	24
Afif Suranti	Assistant Sales Manager	27	24	24	24	24	24	26	25	23	22	25	23
Dini Arista Anggraeni	Assistant Sales Manager	24	24	23	23	26	23	22	23	24	23	24	22
Merguri	Sales Executive	20	23	20	25	26	25	24	23	23	22	23	25
Ari Gunarra	Marketing Communication	26	24	22	26	23	25	25	23	25	24	25	24
Siti Muntatik	A&G Administrasi	26	23	25	23	22	23	26	24	23	24	23	26
Puput Pujanarka	Front Office Manager	21	24	24	22	24	23	26	25	24	23	23	23
Antan Aria Wibawa	FO SPV	27	22	24	21	24	22	24	26	21	21	23	22
Devita Septianingrum	FO SPV	25	22	24	21	23	24	25	22	23	22	24	21
Indah Mayar Lestari	Reservationist	25	22	24	22	23	24	24	23	25	24	24	21
FX Galih Parkahrisma	Guest Service Agent	24	21	25	22	25	24	24	21	26	24	24	20
Dinda Onita	Guest Service Agent	24	21	24	22	25	25	24	23	23	23	23	24
Firdaus Firmansyah	Guest Service Agent	24	22	24	24	26	25	23	24	23	23	25	24
Achmad Fauzi	Concierge	23	23	24	25	26	26	24	25	23	25	24	23
Achmad Marhar	Executive Housekeeper	24	24	24	23	24	23	25	23	24	23	23	24
Ira Yunik S	HK SPV	24	22	23	22	23	24	23	25	22	24	25	25
Mach Raji	PA SPV	25	23	24	23	24	24	22	22	22	23	23	23
D. Suprihadi	HK Coordinator	25	23	22	23	25	25	24	26	23	24	23	23
Supriyatin	Room Attendant	23	21	24	24	24	25	25	23	24	24	24	23
Didik Tri Pangarsa	Room Attendant	22	21	24	23	26	23	23	23	25	25	25	25
Eduin Dovaney Tanda	Room Attendant	26	21	23	24	24	24	26	24	24	24	24	24
Ahmad Fadhali	HK Attendant	22	22	23	24	24	25	23	24	25	23	23	23
Pandu Slamet Utama	Room Attendant	23	21	22	23	23	24	24	23	23	26	24	24
Rair Rirga Al Adnin	Room Attendant	22	21	22	22	26	25	25	23	23	24	25	25
Retna Dish Anggraini	Order Taker & ENG Admin	25	22	25	21	25	26	24	23	24	25	24	23
Jaka Prastiya	AFBM	25	22	25	23	25	24	24	24	22	24	25	23
Machamad Rezza Akbar	FB SPV	26	22	23	23	26	24	24	22	25	25	23	23
Lutfi Andri Rana Fika	FB SPV	24	20	24	22	26	24	25	24	22	24	23	24
Rizky Chandra Aji	FB Attendant	25	19	26	21	24	22	25	25	24	24	24	25
Muhamad Santayib	FB Attendant	25	22	24	25	24	23	23	21	25	24	25	24
Bagar Purba Wijaya	FB Attendant	24	23	26	26	22	23	23	23	23	24	23	23
Supondi	Executive Chef	24	21	22	26	24	24	23	24	22	23	23	24
Dui Ariadi	Demi Chef	28	21	22	25	24	25	24	23	22	22	22	24
Wahyu Santara	Cook	26	22	24	24	23	25	25	23	23	23	23	23
Wargiyana	Cook	25	23	24	23	24	25	25	23	24	22	24	23
Suparna	Cook	28	22	23	23	25	23	23	25	24	24	23	25
Christofer Rizky Surila	Cook	7	22	23	25	25	24	26	23	22	23	24	26
Ira Pratiui	Pastry	23	21	24	24	24	24	26	24	24	23	23	24
Elli Ratnawati	Pastry	24	21	22	24	26	26	24	23	24	23	24	23
Suliruanta	Butcher	26	22	24	23	26	26	25	24	25	26	26	23
Ibu Fajar Annafi	Chief Steward	2	22	23	24	23	24	25	23	23	25	26	22
Nurul Ikuan	Assistant Chief Engineering	24	24	25	24	25	24	23	25	24	25	25	21
Agung Cahya Utama	Engineering Attendant	24	22	21	25	24	23	22	23	25	24	23	23
Faizal Setiyaji Pamungkar	Engineering Staff	25	22	20	23	25	25	26	25	23	22	25	24
Muhammad Hidayatullah	Engineering Attendant	25	21	22	25	23	24	24	24	22	22	23	25

Figure 1. Employee Attendance Data
Source: HRM Lydia Avila Samosi

Based on the table above, it is a table of employee absence data where employee absences are decreasing at the end of this year due to the high season which makes the workforce in a condition that makes it impossible to work and makes workers or employees not come to work, because the income they get does not match the operating hours, this causes hotel employees to be unenthusiastic about coming to work because their physical condition is not fit because the hotel is full of visitors.

Employee loyalty in carrying out their performance well will create customer satisfaction so that it can reflect the extent to which customer expectations are met by the products or services provided. When customers are satisfied with their experience using the service, they will tend to become loyal customers and recommend the company or service to others. In an effort to increase customer satisfaction and increase sales volume in order to obtain more profit, Quest Hotel Semarang must carry out marketing activities effectively and efficiently. Therefore, leadership style and work motivation are important things in an organization or company, especially for work or business activities carried out. Based on the description and research conducted by the author, the author is interested in writing a study entitled "Analysis of the Influence of Work Motivation on Employee Loyalty at Quest Hotel Semarang".

The relationship between X and Y in my research is that work motivation has an effect on work loyalty because there are events at this hotel such as the best of the best certificate for employees, so this makes employees motivated to work better, because they have the spirit to work, so this becomes the spirit to work and not skip work. The phenomenon of this study is the decline in employee absence at Quest Hotel Semarang which is influenced by employee salaries that are not in accordance with the energy expended. The purpose of this study was made to understand the impact and response of the hotel to overcome things or problems that are quite crucial for the hotel's reputation. This is done so that the hotel can quickly overcome it so that the hotel can get the desired employees.

METHODS

This research was conducted at the Quest Hotel Semarang. The independent variable in this study is work motivation, while the dependent variable in this study is work loyalty. This type of research is quantitative research. Data collection uses literature study techniques, observation, surveys, and questionnaires with a Likert scale. The population of the study was 58 subjects in the form of an employee. The number of subjects was obtained by the subject selection technique in the form of snowball sampling where the population was fixed. The data analysis of

this study used SPSS 26 by first conducting validity tests, reliability tests, descriptive statistical tests of the mean, simple linear regression tests, classical assumption tests (normality, Pearson correlation, and heteroscedasticity), and hypothesis tests (T tests and determination coefficient tests). The research data are presented using descriptive methods.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on gender characteristicsthat the average employee working at Querst Hotel is male, 69% and the second most is female, 31%. Based on the age of the research subjects, the average age of employees working at Querst Hotel is 27 years - 31 years, 34.5%. and the second most is 32.8% at the age of 32 years - 36 years, and the third most is 31% at the age of 22 years - 26 years. Based on the department that the average value of the employee's derparterternern who work at Querst Hotel is Food and Bavarager as much as 24.1%, and the second most is in Room as much as 20.7%, and the third is in the front officer as much as 15.5%, the fourth is in the marketing service as much as 13.8% and the fifth is eringnerring as much as 12.1%. Based on the domicile that the average value of the domicile of employees who work at Queest Hotel is Banyuwangi as much as 32.8%, the second is in Semarang as much as 25.9% and the third is in Purwokerto as much as 20.7% and the fourth is in Boyolali as much as 17.2%. Based on the last education, the average value of the last education of employees working at Querst Hotel is Bachelor's degree (81%) and the second is high school (19%).

Table 1 The overall average value of the Work Motivation variable

No	Variable	Mean Value Average Variable	Means Results	Interval Results
1	Confession	4.10		
2	Performance	3.88		
3	Job That Alone	3.99		
4	Responsibility	3.94	4.03	Good
5	Submission	4.14		
6	Development Potential Individual	4.17		

From the results of the table, the results of all the average values of the overall variable table above are 4.03 which has a fairly high score, which is based on Sugiono 2017, the value is quite high, this result indicates that the hotel's service or employees have good individual potential development at Querst Hotel Sermarang. From the table results above, the score has an average of 4.12, which is quite high, where based on Sugiono 2017, the value is quite high, this result indicates that the hotel's service or employees have very good honesty at Querst Hotel Sermarang.

Table 2. The average value results from all tables of Employee Loyalty means

No	Variable	Mean Value Average	Means	Interval Results
1	Obedience and compliance	4.02		
2	Responsibility	4.24		
3	Devotion	4.12		
4	Honesty	4.12	4.12	Good

The average result of all Employee Loyalty variables (Y) shows a value of 4.12, which according to Sugiono 2017, is quite high. And based on the research journal written by Sutrisno 2018. In his journal entitled "The Influence of Leadership, Motivation and Work Environment on Employee Loyalty at PT Pernjalindo Nusantara (Mertaflerx)" states that Employee Loyalty has a contribution to creating a high impact experience on co-workers and the Company.

Validity Test

The purpose of the validity test is useful for measuring the accuracy of the statements of the measuring instruments used by the author in the instrument list of measuring instruments, whether the data tested is valid or not. The results of the calculation of the significance test of the price variable are:

Table 3. Validity Test Results Table for Variables X and Y

Proof of Statement	R Value Calculation	R Table Value	Decision
Confession 1	0.250	0.218	VALID
Confession 2	0.324	0.218	VALID
Achievement 1	0.377	0.218	VALID
Achievement 2	0.437	0.218	VALID
The job itself 1	0.345	0.218	VALID
The job itself 2	0.455	0.218	VALID
Responsibility 1	0.483	0.218	VALID
Responsibility 2	0.454	0.218	VALID
Responsibility 3	0.443	0.218	VALID
Progress 1	0.467	0.218	VALID
Progress 2	0.382	0.218	VALID
Potential Development Individual 1	0.479	0.218	VALID
Potential Development Individual 2	0.374	0.218	VALID
Potential Development Individual 3	0.482	0.218	VALID
Compliance and Obedience 1	0.527	0.218	VALID
Compliance and Obedience 2	0.435	0.218	VALID
Responsibility 1	0.286	0.218	VALID
Responsibility 2	0.531	0.218	VALID
Devotion 1	0.397	0.218	VALID
Devotion 2	0.488	0.218	VALID
Honesty 1	0.425	0.218	VALID
Honesty 2	0.518	0.218	VALID

Like a tableabove it can be seen that the Indicators on the Work Motivation variable (X) consist of Recognition, Achievement, Work Itself, Responsibility, Progress, and Development of Individual Potential and also the Indicators on the Employee Loyalty variable (Y) consist of Compliance and obedience, Responsibility, Devotion, and Honesty. Shows that the results of the r count of all statements exceed the value of the r table. Where it is known that the value of the r table is 0.218 and the results of data processing with SPSS state that the statements inWork Motivation (X) and Employee Loyalty (Y) variables are calculated r value > r tabler value. Thus all of these statements are declared valid.

1. If the Cronbach's alpha value > 0.6 then the instrument can be declared reliable.
2. If the Cronbach's alpha value is < 0.6 then the instrument can be declared unreliable
3. If the Cronbach's alpha value is close to 1, the instrument is said to be very reliable.

Reliability Statistics

Cronbach's Alpha	N of Items
.665	14

Table 4. Reliability table X

Reliability Statistics

Cronbach's Alpha	N of Items
.681	8

Table 5. Y reliability table

As shown in the table above, the results of the reliability test for the largest x values are shown. 0.665 and the Y variable is 0.681, then it is concluded that the two variablesstated rerliaberl.

Simple Linear Regression

Test hypothermia research wearing regression linearserderrhana.PerData processing is carried out using SPSS based on raw data.obtained by the researcher. This analysis aims to test how far Work Motivation affects Employee Loyalty.

Table 6 . Simple regression table

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.923	3.482		2.563	.013
	VAR00001	.426	.061	.682	6.973	<,001

a. Dependent Variable: VAR00003

Based on the data above, the researcher has calculated the simple linear regression analysis and obtained the following simple linear regression equation.:

Y = a+bX

Y = 8.923 + 0.426 X

Based on this equation, it can be described that:

1. Koerregression coefficient of 0.426 which shows that each addition1% of the total value of X, then the total value of Y increases by 0.426%. The regression coefficient has a positive value, so it can be said that the direction of the influence of variable X on variable Y is positive.
2. Based onThe significance value of the Coefficients table data has been obtained that the significance value is 0.001 < 0.05 so it can be concluded that variable X has an influence on variable Y.

Classical Assumption Test

This analysis test aims to find the relationship between research variables either simultaneously or partially. The classical assumption test consists of various other tests such as normality test, herteroscedasticity test. The following are the results of several of these test.

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Table 7. Classiocal Assumption Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			58
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		2.73350125
Most Extreme Differences	Absolute		.112
	Positive		.070
	Negative		-.112
Test Statistic			.112
Asymp. Sig. (2-tailed)[c]			.065
Monte Carlo Sig. (2-tailed)[d]	Sig.		.061
	99% Confidence Interval	Lower Bound	.055
		Upper Bound	.067

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on The image above shows the normality test in this study can be stated as Normal. According to existing data, Asymp. Sig (2-tailerd) > 0.05 (5%, significant level) then the data is normally distributed. The residual variable result is 0.065 which is greater than 0.05.

Pearson Correlation Test

Table 8. Pearson Correlation Test

Correlations

		X	Y
X	Pearson Correlation	1	.682[**]
	Sig. (2-tailed)		<,001
	N	58	58
Y	Pearson Correlation	.682[**]	1
	Sig. (2-tailed)	<,001	
	N	58	58

**. Correlation is significant at the 0.01 level (2-tailed).

According to the table above, it means that the Pearson correlation in this study states that the results areStrong correlation means that the two variables X and Y are strongly related and interrelated.

T-test

This test count to see partially whether there is a significant influence based on the Work Motivation variable (X) on the Work Loyalty variable (Y), the following are the results of the t-test on this test: T count of the variables that are reached is 6,973, so t count> t count with a value of 2,003. with a significance of <0.001, which means that the work motivation variable has a significant influence on employee loyalty. Based on the table formula above to find the t table:df = nkl (n is the number of samples and k is the number of variables)df = 58-2 df = 56 So in tcount it is found with df = 56 that the tcount value is 2.003, with the conclusion: if tcount > tcount, then the hypothesis Ho is rejected and Ha is accepted. So the Work Motivation variable (X) has a significant influence on the Y variable. Therefore, in this study Ho is rejected and Ha is accepted because the data results show that the tcount value (6.973) > tcount value (2.003). The results of the hypothesis using the t-test in the table above show that the t-count is 6.973> t-table 2.003 and the significant value of the Work Motivation variable (X) is <0.001 which is smaller than 0.05. According to Sugiono 2019, this indicates that the Work Motivation variable has a significant effect on the Employee Loyalty variable.

Coefficient of Determination Test

Table 9. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Akaike Information Criterion
1	.682[a]	.465	.455	2.75780	119.639

a. Predictors: (Constant), VAR00001

b. Dependent Variable: VAR00003

Based on the data above, it can be concluded that the coefficient of determination valuemerhas a value of 0.682 where the data score is close to the value of 1. Therefore, the variable based on this study, namely Work Motivation (X) is stated to have a large influence on the variable Work Loyalty (Y). The following is an explanation of the determination coefficient:

KD = (r)2 x 100%

  = (0.465)2 x 100%

  = 46.5%

Based onThe calculation data above, it is known that the coefficient of determinationm value is 0.465, where the Work Motivation variable contributes 46.5% to the Work Loyalty variable. The remaining 53.5% is influenced by other factors not examined by the researcher.

CONCLUSION

Based on results research in on, conclusion isserlikeas follows:

1. From the results of the tests carried out including the descriptive test of the X variable, it was found that in the measurement indicators carried out, the recognition indicator of Querst Hotel Sermarang provided good service to visitors. This also indicates that the hotel's service or employees have a good contribution as seen in the value obtained at Querst Hotel Sermarang. The work indicator itself and responsibility show the results of the contribution in it. The progress indicator shows the results of the contribution and progress towards hotel employees. The individual potential indicator has good individual potential development at Querst Hotel Sermarang

2. From the results of the tests carried out including descriptive tests on the Y variable, it was found that in the indicators of compliance & obedience, responsibility, dedication and honesty, the indicators provided a good influence on the compliance & obedience, responsibility, dedication and honesty of Querst Hotel Sermarang employees.

3. From the results of the validity test on the variable indicators X and Y through the results of data processing with SPSS, it states that in the variables Work Motivation (X) and Employee Loyalty (Y) the calculated r value is > r tabler value. Thus, all of these statements are declared Valid. From the results of the rehabilitation test, the results of the rehabilitation test were obtained with a value of 0.78, which in the instrument used in this study was declared acceptable.

4. From the results of the simple linear regression test, the regression coefficient results have positive value, so that the influence of variable X on variable Y is positive. Based on the significance value of the Coefficients table data, it has been found that the significance value is 0.001 < 0.05, which means that it can be concluded that variable X has an influence on variable Y.
Y. From the results of the classical assumption test, the research can be said to be Normal. This is in accordance with existing data that Asymp. Sig (2-tailerd) > 0.05 (= 5%, significant level) shows a result of 0.065 which is greater than 0.05.

5. From the results of the hereditary test, it was carried out to find out any differences that existed. Because in research it is important to ensure the accuracy of the regression analysis results and to adjust the model if necessary. The test showed no differences or problems in the study. The results of the T test showed that the t test in the table showed that the t count was 6.973 > t table 2.003 and the significant value of the Work Motivation X variable was large. < 0.001 which is smaller than

0.05 on the Work Motivation variable indicator shows a significant influence on the Employee Loyalty variable.

6. Test result searth Finally, the determination coefficient test obtained the results that the determination coefficient value had a value of 0.682, where the data score was close to a value of 1. Therefore, the indicator variable based on this study, namely Work Motivation (X), was stated to have a large influence on the Work Loyalty variable (Y).

Through the results of the tests that have been carried out, it can be seen that the research variables on work motivation have a significant influence.on the research variables of work loyalty. In this case, it is seen that motivation in work has a positive impact on employee loyalty at Querst Hotel Sermarang.

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