

ABSTRACT

Work motivation is important to improve employee performance. Achieving high employee motivation requires support from company management so that there are factors that can increase employee motivation such as compensation and organizational culture.

This study aims to determine how compensation, organizational culture and work motivation of employees at Grand Mercure Hotel Bandung, as well as to analyze the effect of compensation and organizational culture partially and simultaneously on employee motivation at Grand Mercure Hotel Bandung.

The method used in this study is a quantitative method with descriptive data analysis techniques using Structural Equation Model (SEM) - PLS analysis with compensation and organizational culture as independent variables, the dependent variable being employee motivation. The sample of this study was the employees of the Grand Mercure Hotel Bandung with a total of 150 people who were collected through questionnaires. Data processing and analysis using SmartPLS software version 3.3.9.

The results show that the compensation given by Grand Mercure Bandung Setiabudi to employees is included in the fairly high category, the organizational culture shown by Grand Mercure Bandung Setiabudi is included in the fairly good category, and the work motivation shown by the employees of Grand Mercure Bandung Hotel is included in the moderate category tall. In addition, the results of the research partially and simultaneously show that compensation and organizational culture have an effect on employee motivation.

Keywords: motivation, organizational culture, employee work motivation