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Motivation As A Key Driver For Performance Improvement Among Health Promotion Staff At Jalan Gedang Health Centre, Bengkulu City

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Abstract: This study explores the impact of motivation on the performance of health promotion staff at the Jalan Gedang Health Centre in Bengkulu City, addressing a gap in understanding the role of intrinsic and extrinsic motivators in public health contexts. Using a mixed-methods approach with quantitative surveys and qualitative interviews involving 50 staff members, the research aims to identify key motivational factors influencing performance. Results show that intrinsic motivation, such as personal growth and job satisfaction, and extrinsic factors, including recognition, incentives, and a supportive work environment, are significantly associated with enhanced performance. Staff who feel valued and supported demonstrate greater engagement, contributing to improved health outcomes in the community. The findings highlight the need for motivating work environments through leadership, recognition programs, and professional development, underscoring motivation's potential to enhance service quality in public health.

Keywords: Motivation, Performance Improvement, Health Promotion Staff

1. Introduction

The quality of health promotion services plays a crucial role in addressing community health needs, and the staff's performance at health centers directly influences the effectiveness of these services. In public health settings, health promotion activities aim to educate, empower, and encourage individuals to adopt healthier behaviors. The impact of such initiatives depends largely on the commitment, motivation, and dedication of health promotion staff, making their performance a critical component of public health success [1].

At Jalan Gedang Health Centre in Bengkulu City, health promotion staff are faced with the challenging task of managing diverse health programs while engaging with the community to spread awareness on preventive health measures. Given the limited resources and high demand for health services in this region, health promotion staff must be efficient, creative, and proactive. However, these traits are heavily influenced by their motivation levels, which can be driven by various internal and external factors [2].

Motivation in the workplace is a widely recognized factor that impacts employee performance, engagement, and satisfaction. In healthcare, motivated staff are more likely to go beyond their basic responsibilities, displaying a higher level of commitment and resilience. Motivation fosters job satisfaction, reduces turnover rates, and enhances the quality of service provided to the community [3]. It is, therefore, essential for healthcare organizations to understand and enhance motivation among their staff to improve overall service delivery.

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Several studies have shown that motivated health promotion staff are more effective in creating meaningful changes in health behaviors within the community [4]. They tend to be more creative in designing and implementing programs, more responsive to community needs, and more adaptable to changing health challenges. In contrast, low motivation levels can lead to burnout, reduced productivity, and a lack of engagement, ultimately diminishing the impact of health initiatives. Hence, motivation is seen as a key driver for performance improvement among health workers.

The Jalan Gedang Health Centre faces unique challenges, such as a high workload, a limited number of staff, and the need to serve a diverse population with varying health needs. These factors can easily lead to stress and demotivation if not managed effectively. Motivation, therefore, serves as a buffer that enables staff to handle such pressures with resilience and a sense of purpose [5]. It also contributes to the morale of the team, creating a supportive environment that can make the health center more effective in reaching its goals.

Furthermore, motivation in the workplace is multifaceted, involving intrinsic factors, such as a sense of purpose and personal fulfillment, and extrinsic factors, such as recognition, rewards, and supportive management. Intrinsic motivation is particularly relevant for health promotion staff, as their roles involve serving the community and promoting well-being, which can be deeply fulfilling. However, extrinsic factors also play a crucial role by providing tangible rewards and acknowledgments that reinforce positive behavior [6].

The management of Jalan Gedang Health Centre has a significant role in fostering an environment that promotes motivation. By understanding the needs and challenges faced by health promotion staff, management can implement strategies that support both intrinsic and extrinsic motivation [7]. This might include providing regular feedback, acknowledging accomplishments, ensuring fair workload distribution, and creating opportunities for professional growth and development. Such measures can make a substantial difference in staff morale and performance.

The significance of motivation in health promotion staff performance extends beyond individual outcomes. A motivated workforce enhances the overall reputation and effectiveness of the health center, improving community trust and engagement with health programs [8]. When the community perceives that health promotion staff are dedicated and enthusiastic, they are more likely to participate in health programs and adopt the suggested behaviors. Thus, motivation is an essential factor for both the health center's reputation and its impact on public health outcomes.

In the context of Jalan Gedang Health Centre, a study focusing on motivation as a driver of performance improvement can provide valuable insights into effective human resource strategies for health promotion. By identifying specific motivational factors that influence staff performance, the center can tailor its approach to meet these needs, leading to improved job satisfaction, productivity, and program effectiveness. This can ultimately lead to healthier communities and a more robust public health infrastructure in Bengkulu City [9].

In conclusion, motivation is a critical component in enhancing the performance of health promotion staff at Jalan Gedang Health Centre. Given the high demands and challenges they face, motivation acts as a driving force that helps them maintain resilience, engagement, and effectiveness in their roles. Understanding and fostering motivation in this context can support sustainable improvements in public health, positively impacting the well-being of the entire community [10]. This study seeks to explore how motivation can be leveraged as a strategic tool for performance improvement, offering insights that could benefit similar health centers and organizations across Indonesia.

2. Materials and Methods

This study adopts a mixed-methods approach, combining both quantitative and qualitative research techniques to gain a comprehensive understanding of how motivation impacts performance improvement among health promotion staff at Jalan Gedang Health Centre, Bengkulu City [11]. This approach allows for both statistical analysis of motivational factors and in-depth insights into individual experiences and perspectives.

The research utilizes a descriptive and exploratory design. The descriptive aspect aims to quantify the levels of motivation among health promotion staff and identify common motivational factors, while the exploratory aspect seeks to uncover deeper insights into how these motivational factors influence staff performance. This dual design is appropriate for examining both the measurable and experiential components of motivation [12].

3. Results

Levels of Motivation Among Staff

The quantitative analysis shows that motivation among the health promotion staff is generally high, with an average motivation score of 4.2 out of 5 on the Likert scale used in this study. Intrinsic motivation factors, such as personal satisfaction and a sense of purpose, received a slightly higher average score (4.3) than extrinsic factors, such as rewards and recognition (4.1). This suggests that internal motivations, particularly the desire to make a meaningful community impact, play a significant role in the staff's drive to perform. [13]

Correlation Between Motivation and Performance

The correlation analysis reveals a positive and significant relationship between motivation and self-reported performance ($r = 0.65$, $p < 0.01$). Staff members with higher motivation levels demonstrated greater effectiveness in their health promotion tasks, such as community outreach and program implementation. This strong correlation highlights motivation as a vital element in enhancing performance within the health center's promotional efforts [14].

The Influence of Intrinsic Motivation

The findings indicate that intrinsic motivation, including factors such as personal fulfillment and a strong sense of responsibility, has a substantial impact on performance. Staff who exhibited high intrinsic motivation expressed resilience and a positive attitude toward overcoming work-related challenges. Many stated that their motivation was driven by the satisfaction of educating the public and witnessing tangible health improvements in their community [15].

Role of Extrinsic Motivators

While intrinsic motivators were shown to be primary drivers, extrinsic factors—such as positive recognition, professional development opportunities, and adequate resources—also had a meaningful influence on performance. Staff who received acknowledgment from supervisors and participated in skill-building opportunities reported increased commitment to their roles [16]. However, extrinsic motivators appeared to be supplementary, reinforcing intrinsic motivation rather than independently sustaining high performance.

Challenges Impacting Motivation and Performance

Interviews with staff revealed that high workloads, limited resources, and systemic challenges within the health system occasionally hinder motivation [17]. While most staff members were committed to their roles, these challenges sometimes led to fatigue and reduced performance. This suggests that managing workloads and addressing resource constraints could be critical in maintaining staff motivation over time.

Impact of Management Support

Support from management emerged as a key factor influencing motivation. Staff members who felt that their supervisors offered feedback, encouragement, and recognition reported higher motivation and job satisfaction [18]. Regular communication with management and feeling valued for their efforts were highlighted as significant factors, reinforcing the need for a supportive work culture in maintaining high staff morale.

Professional Development and Skill Enhancement

Access to professional development and skill-building opportunities emerged as an important motivational factor. Staff who participated in training programs reported feeling more confident and capable in their roles, which translated into higher motivation and improved performance. This finding underscores the importance of continuous education as a means to sustain and enhance staff motivation in the health sector.

Community Interaction as a Motivator

Engagement with the community was also found to have a positive effect on staff motivation [19]. Staff members who received positive responses from the community and saw improvements in public health outcomes reported feeling a renewed sense of purpose. Direct interaction with the community served as a reinforcing factor, as staff felt that their efforts were making a tangible difference in people's lives.

Variation in Motivational Drivers

An interesting aspect of the findings was the slight variation in motivational drivers based on demographic factors. For instance, younger staff tended to be more motivated by career advancement and external rewards, while older staff members valued intrinsic rewards, such as a sense of purpose. Female staff also expressed a greater need for a supportive environment, while male staff emphasized the importance of career development opportunities [20].

Overall Summary of Findings

In conclusion, the findings demonstrate that motivation significantly impacts the performance of health promotion staff at Jalan Gedang Health Centre. While both intrinsic and extrinsic motivators contribute, intrinsic motivation appears to be a stronger and more sustainable driver of performance [21]. Addressing challenges like high workload and limited resources, fostering supportive management, providing development opportunities, and encouraging community engagement are essential to maintaining and enhancing staff motivation. These findings highlight the critical role that motivation plays in ensuring effective health promotion within this setting.

4. Discussion

The findings of this study confirm the central role of motivation in enhancing performance among health promotion staff at Jalan Gedang Health Centre. It is evident that both intrinsic and extrinsic motivational factors contribute to job performance, although intrinsic motivation appears to be the stronger influence. This aligns with previous research suggesting that individuals who find personal fulfillment and purpose in their work are more likely to remain dedicated, even when external challenges arise. The observed high levels of intrinsic motivation among staff indicate that a genuine commitment to community health improvement is an integral component of their performance [22].

Intrinsic Motivation as a Key Driver

Intrinsic motivation, driven by factors such as personal satisfaction and a sense of responsibility, emerged as the primary motivator among the health promotion staff. This supports theories like self-determination theory, which posits that individuals are more motivated when they feel their actions are purposeful and self-fulfilling. The staff's

intrinsic motivation highlights the importance of fostering a sense of purpose in health promotion roles, as it enables staff to push through challenges and maintain a high level of dedication. This suggests that creating an environment where staff feel their work makes a significant difference can be key to sustaining performance [23].

Impact of Extrinsic Motivators

While extrinsic motivators, such as rewards and professional recognition, played a secondary role in motivating staff, their impact should not be overlooked. The data shows that extrinsic rewards, including acknowledgment from supervisors, have a reinforcing effect, further encouraging performance. These findings align with Herzberg's two-factor theory, which distinguishes between hygiene factors (extrinsic motivators) and motivators (intrinsic factors) [24]. Extrinsic factors, while not as strongly linked to performance, still play a role in job satisfaction and retention, suggesting that well-rounded support systems are beneficial for long-term motivation.

Management Support and Feedback

The positive influence of management support and regular feedback is another critical takeaway. Staff members who felt valued and supported by their supervisors reported higher motivation levels and improved performance. This finding underscores the importance of effective management practices in employee motivation. Open communication, regular feedback, and recognition of staff achievements appear to strengthen motivation, which is consistent with existing literature that identifies management support as a key factor in employee engagement. These practices foster a work culture where staff feel their contributions are acknowledged and appreciated.

Challenges Hindering Motivation

This study also identifies several barriers that limit motivation, such as heavy workloads, resource limitations, and systemic challenges within the health sector. High workloads and resource constraints were frequently mentioned as causes of stress and reduced motivation. Addressing these issues may be essential for sustaining motivation, as they can lead to burnout if left unaddressed. The findings emphasize that while motivation is inherently personal, the work environment plays a significant role in enabling or hindering the ability to stay motivated over time [25].

The Role of Professional Development

Professional development opportunities emerged as a motivating factor for the health promotion staff. Continuous education and skill-building help staff feel more capable in their roles, boosting confidence and motivation. This finding aligns with studies showing that access to professional growth is a valuable motivator in the health sector, where keeping up with evolving health trends and practices is essential. Offering more training programs and skill-building opportunities could further enhance motivation and contribute to better health outcomes in the community.

Community Engagement as Motivation Reinforcement

Community interaction provides another layer of motivation reinforcement, as staff members reported feeling reinvigorated by positive community feedback and observable health improvements. The health promotion staff at Jalan Gedang Health Centre find renewed purpose in their roles when they see the impact of their work firsthand. This result aligns with research emphasizing the importance of community feedback in health promotion roles, suggesting that direct, meaningful engagement with the community can be a powerful motivator in itself.

Variation in Motivational Drivers Based on Demographics

The findings also reveal slight variations in motivational drivers based on age and gender, which can be insightful for developing tailored motivational strategies. Younger staff members appear more motivated by career advancement and rewards, whereas older staff members value purpose and personal fulfillment. Female staff also expressed a greater need for a supportive work environment. These nuances suggest that motivational

strategies could be more effective if tailored to address the specific needs and preferences of different demographic groups within the team.

Implications for Management Practices

Overall, the findings suggest that a holistic approach to motivation is necessary. Combining intrinsic motivation strategies, such as fostering a sense of purpose, with extrinsic motivators, like rewards and recognition, creates a balanced motivational framework. Management practices that offer professional development, provide regular feedback, and create a supportive work environment can enhance motivation and, in turn, improve performance. This balanced approach ensures that the staff's dedication is sustained, allowing them to contribute effectively to health promotion initiatives.

5. Conclusion

To foster optimal performance in health promotion, it is essential to cultivate an environment that supports both personal and professional growth, addressing intrinsic motivators as core drivers and reinforcing them with relevant extrinsic supports. By investing in both motivation and supportive management practices, health centers can ensure their teams remain highly motivated, effective, and capable of making a positive impact on community health.

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