The Influence of Communication and Motivation on Employee Spirit (Study at Aston Inn Hotel Tuban)

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Abstract

This study aims to determine the effect of communication on the morale of the employees of the Aston Inn Hotel Tuban, to determine the effect of motivation on the morale of the employees of the Aston Inn Hotel Tuban, to determine the effect of communication and motivation on the morale of the employees of the Aston Inn Hotel Tuban, to determine the influence of communication and motivation on morale. Aston Inn Hotel Tuban employees work and know the independent variables that dominantly influence the work morale of the Aston Inn Hotel Tuban employees. In this study, the Aston Inn Hotel Tuban was used as the sample. The total number of employees is 80 people. The sampling technique in this study used the population method, namely the sampling method by taking all the number of employees so that the data is accurate for research purposes. The analysis technique used is regression analysis by testing the hypothesis using the F test and t test. The results showed that in the simultaneous analysis, it can be proven through the regression coefficients of Communication (b1) and Motivation (b2) on employee morale (Y) at the Aston Inn Hotel Tuban. If Communication (X1) and Motivation (X2) are increased by one point together, then employee morale (Y) will increase by 1.028 (0.440 + 0.588) points. This shows that Communication (X1) and Motivation (X2) have an effect on employee morale (Y) at the Aston Inn Hotel Tuban. This can be seen from the results of the simultaneous analysis which shows that Communication (X1) and Motivation (X2) have a positive effect on employee morale (Y). This was confirmed by using the F test to obtain Fcount = 26.826 > FTable = 3.1154 with sig. F = 0.000 (p <0.05), so that a decision can be taken that the null hypothesis (H0) is rejected and accepts the alternative hypothesis (Ha), and has a significant effect.

Keywords: Communication, Motivation, Morale.
INTRODUCTION

Background of the problem

The development of businesses that have gone international today, global competition is already a fact of economic life and cannot be denied anymore for business people. The development of businesses in Indonesia in general and in Bali in particular are felt to be more advanced which has resulted in intense competition in the tourism industry including in the hospitality sector. Many investors glance at Bali as a gold field to develop business in the tourism sector.

Bali is one of the famous tourist visiting areas in foreign countries, whose position can be compared with other well-known tourism industry regions in the world such as China, Singapore, Thailand and many other famous tourism areas in the world. Because the development is very fast, the tourism supporting industry sector is also very developed so that competition becomes tight among existing tourism industry business actors. This is what makes every company must remain enthusiastic and try to provide optimal service, so that the company can grow and not lose its customers.

Hotel is a tourism industry company that has the potential to develop in Bali, given the large number of tourists visiting Bali, both domestic and foreign. Managing companies in the field of tourism services is well done so that they are still able to compete with other tourism industries.

Realizing company goals is very dependent on the leadership's expertise in carrying out company functions such as marketing functions, production functions, financial functions, personnel functions and administrative functions. Because the more developed and complex the activities of a company, the heavier the burden of the company's functions. Of the several existing functions, personnel is one of the activities carried out by the leadership, bearing in mind that the human factor is an important factor in carrying out company functions, so that a continuous and harmonious relationship between company personnel is absolutely necessary. In fostering individual relationships within a company, communication and motivation have an important meaning, because without communication there will be no interaction between people in an organization, as well as motivation, without motivation from the company to its employees, employees will not have the strength or drive to complete his work in the best way. This will result in a setback in the achievement of company goals, for that good communication is needed to create a harmonious relationship between
leaders and co-workers in order to achieve organizational goals. In this case, there is a conducive atmosphere created by good communication between employees and their leaders, as well as between employees and other employees. Good motivation is needed to provide strength or encouragement to work as well as possible so that the company's goals are achieved. By implementing this, it will result in employee morale and ultimately directly accelerate the process of achieving company goals.

Very high morale required in every employee cooperation effort to achieve organizational goals. On the other hand, employees who have low morale will find it difficult to achieve good results. Business competition is a fact of economic life and cannot be denied by business people. The development of various businesses in Indonesia in general and in Bali in particular is felt to be more advanced which has resulted in very tight competition in the tourism industry including in the hospitality sector. Bali is one of the well-known areas in foreign countries, whose position can be compared with other well-known tourism industry regions in the world. Because of this very rapid development, the tourism supporting industry sector has also become very developed, so that competition becomes tight among business actors in the tourism industry.

Hotel is a company in the field of tourism that has the potential to develop in Bali, given the large number of tourists visiting Bali, both domestic and foreign. Managing a company in the field of tourism services well so that it remains able to compete with other tourism industries and realize company goals is highly dependent on the leadership's expertise in carrying out company functions such as marketing functions, production functions, financial functions, personnel functions and administrative functions. Hotel Aston Inn Tuban is one of the many companies engaged in the hospitality sector in Bali, especially in the Kuta area. This causes the Aston Inn Hotel Tuban to be required to increase employee morale. To be able to overcome competition from other companies, the Aston Inn Tuban Hotel is expected to be able to provide good service to users of the services offered by the company. In order to be able to provide satisfactory service to its customers, the Aston Inn Tuban Hotel strives to provide maximum service by improving the quality of human resources by implementing good communication and providing motivation to employees to be more enthusiastic about working.

Fostering individual relationships within a company, communication and motivation have an important meaning, because without communication there will be no interaction between people in an organization, as well as motivation, without motivation from the company to its employees, employees do not have strength or encouragement to complete
the job as well as possible. setback to the achievement of company goals, for that good communication is needed to create a harmonious relationship between leaders and co-workers in order to achieve organizational goals.

Communication is divided into three dimensions which can be described as follows: 1) Vertical Communication Vertical communication takes place from superiors to subordinates and from subordinates to superiors. 2) Horizontal Communication (Horizontal Communication) is communication between officers who have an equal position in an organization, both in the same or different units. 3) External Communication (External Communication) communication between managers and people outside the organization.

In fostering human relations in a company, communication and motivation have an important meaning, because without communication there will be no interaction between people in an organization. Likewise with motivation, without motivation from the company to its employees, employees do not have the strength or encouragement to complete their work as well as possible. This will result in a setback in the achievement of company goals, for that good communication is needed to create a harmonious relationship between leaders and co-workers in order to achieve organizational goals. In this case, there is a conducive atmosphere created by good communication between employees and their leaders, as well as between employees and other employees.

Apart from the scheduled communication, other activities carried out by the management are in the form of motivation. Yahyo, et al (2013) Good motivation is needed to provide strength or encouragement to work as well as possible so that company goals are achieved. By implementing this, it will result in an increase in employee morale and ultimately directly accelerate the process of achieving company goals. High morale is needed in every employee cooperation effort to achieve organizational goals. On the other hand, employees who have low morale will find it difficult to achieve good results. Handoko (2010: 344) states that motivation is an energy or factor contained in humans that causes, directs and organizes behavior. As stated above, good motivation is needed to provide strength or encouragement to work as well as possible so that the company's goals are achieved. High morale is needed in every employee cooperation effort to achieve organizational goals. On the other hand, employees who have low morale will find it difficult to achieve good results. According to Setianingsih (2010) morale is an effort to do work more actively and better by minimizing mistakes in work, strengthening a sense of responsibility and being able to complete tasks on time according to the set plan. The Aston Inn Tuban Hotel seeks to
minimize mistakes in work, strengthen a sense of responsibility and be able to complete assignments on time according to the opinion of the theory described previously.

Efforts to increase employee morale were carried out by the leadership of the Aston Inn Hotel Tuban by implementing vertical and horizontal communication. Vertical communication is carried out through delegation of authority, conveying information from leaders to subordinates, while horizontal communication is carried out through coordination between the General Manager and the Assistant Manager and between employees and employees. The communication implemented by the Aston Inn Hotel Tuban includes vertical communication. This can be seen from the meetings held, where there was communication between managers and section heads, between managers and employees and between managers or section heads or employees with other sections in a work circle. The motivation given by the Aston Inn Tuban Hotel to its employees is in the form of: 1) Financial motivation such as salary, bonuses or service fees, holiday allowances and overtime pay. 2) Non-financial motivation such as awards as the best employee of the year and encouragement to occupy a higher position or position. One of the efforts made by the Aston Inn Tuban Hotel by applying communication and motivation to its employees is expected to be able to increase employee morale which has implications for the goals set by the Aston Inn Tuban Hotel. Likewise with the application of motivation to employees as described above, whether it is sufficient or satisfactory will be formulated in the subject matter.

At issue
Based on this background, the researcher is interested in conducting research entitled: "The Influence of Communication and Motivation on Employee Morale at the Aston Inn Hotel Tuban.

Formulation of the problem
Is there a partial effect between communication on employee morale at the Aston Inn Hotel Tuban, Is there a partial effect between motivation on employee morale at the Aston Inn Hotel Tuban?, Is there a simultaneous effect between communication and motivation on employee morale at the Hotel Aston Inn Tuban?
Research purposes
The research objective was to determine "The effect of communication on employee morale at the Aston Inn Hotel Tuban, the effect of motivation on employee morale at the Aston Inn Hotel Tuban and the effect of communication and motivation on employee morale at the Aston Inn Hotel Tuban."

Research purposes
To determine the effect of communication on employee morale at the Aston Inn Hotel Tuban.  
To determine the partial effect of motivation on employee morale at the Aston Inn Hotel Tuban.  
To determine the simultaneous effect of communication and motivation on employee morale at the Aston Inn Hotel Tuban.

LITERATURE REVIEW
Communication
The company is an organization engaged in the economic field. In organizational life, employees will not be able to work alone without help from co-workers or from the leadership of the organization. With communication, interaction and delegation of tasks in daily activities will be easier. Communication also plays a very important role in achieving company goals, because good communication between employees and departments will produce good quality work. The communication in question is communication made by superiors to their subordinates, subordinates to subordinates, or superiors to superiors. If the communication is going well all kinds of services carried out will also run smoothly.

According to Mulyana (2007: 147) "Communication is defined as the delivery or exchange of information from the sender to the recipient either orally, in writing or using a communication tool."

Mulyana (2007: 178) states that: "Communication between the process of transferring understanding in the form of ideas or information from one person to another."

From several theoretical studies what is meant by communication is the process of delivering or exchanging information from the sender to the recipient either orally, in writing, or using communication tools, with the aim of being able to understand each other in an effort to achieve organizational goals.

According to Uchjana (2009: 101 - 103) communication is divided into three dimensions which can be described as follows: 1) Vertical Communication (Vertical Communication)
vertical communication takes place from leadership to subordinates and from subordinates to superiors. 2) Horizontal Communication (Horizontal Communication) is communication between officers who have an equal position in an organization, both in the same or different units. 3) External Communication (External Communication) communication between managers and people outside the organization.

**Communication Purposes**

Uchjana (2009: 105) states that the purpose of communication is 1) What the communicator conveys can be understood. Communicators must be able to explain to communicants or subordinates as well as possible or thoroughly so that they can follow what we mean. 2). Understand others. Leaders must know the true aspirations of subordinates about what they want. 3). In order for our ideas to be accepted by others, we must take a persuasive approach, not by forcing our will. 4). Motivate other people to do something, which can be in the form of activities. The activities referred to here are activities that encourage more, but what is more important is how good to do it.

**Communication Benefits**

According to Mulyana (2007: 188) says that the benefits of communication are: 1). Connecting all the elements that interrelate at all levels, thus creating a sense of solidarity and loyalty among people. 2). All levels of leadership can immediately find out the condition of the areas under them, so that efficient operational control takes place. 3). Increase the sense of responsibility of all members, and involve them for the benefit of the organization. 4). Bringing up mutual understanding and mutual respect for each other's duties, thus increasing the sense of unity and strengthening the esprit de corps (corpse spirit).

**Dimensions in Communication**

According to Uchjana (2009: 101 - 103) communication is divided into three dimensions which can be described as follows: 1). Vertical Communication Vertical communication is communication that takes place from top to bottom (downward communication) and from bottom to top (upward communication). 2). Horizontal Communication (Horizontal Communication) Horizontal communication is communication between officers who have an equal position in an organization, both in the same or different units. Because of their equal status, communication between officers is often more informal than formal. 3). External Communication (External Communication) External communication (External Communication) is communication between managers and people outside the organization.
External communication is carried out not only by using the mass media, but also with other media, often even face-to-face.

Communication Indicator
Uchjana (2009: 101 - 103) states that Communication Indicators can take the form of giving orders, advice and directions, reprimands, work rules and policies, suggestions and complaints, coordination.

Communication Type
Uchjana (2009: 30) divides into 4 types of communication, as follows: 1). Communication With Yourself (Intra Personal Communication) Communication with yourself is a process of communication that occurs within the individual, or in other words communicate with oneself. 2). Interpersonal Communication (Interpersonal Communication) What is meant here is the process of communication that takes place between two or more people face to face. 3). Public Communications. This communication shows a communication process in which messages are conveyed by the speaker in a face-to-face situation in front of a larger audience. 4). Mass Communication can be defined as an ongoing communication process in which messages are sent from institutional sources to mass audiences through mechanical devices such as radio, television, newspapers and films.

Communication Terms
According to Kartono (2003: 121) communication conditions that allow or are permissive are: 1). In an atmosphere that is free, happy, without certain pressures, leaders accept other individuals without prejudice and gracefully. 2). The leader appreciates the strengths of others and understands and forgives each other's weaknesses. 3). Willing to hear the opinions of others without judgment (non-evaluative listening) and certain prejudices, and able to feel the lives of others (einfühlung or sympathetic feeling).

Motivation
According to Indarti (2013): "Motivation is a strong force (impulse) from within a person to carry out activities in accordance with this encouragement". Handoko (2010: 344) states that: "Motivation is as an energy or factor contained in humans that raises, directs and organizes behavior".
Meanwhile, according to Siagian (2002: 102) "Motivation is the driving force for a person to make the greatest possible contribution to the success of the organization in achieving its goals". From several definitions of motivation, it can be said that motivation is an impulse that arises from within a person to carry out an activity in accordance with that urge to achieve the desired goal.

Siagian (2013: 85) motivation can be distinguished by the type of motive, namely: 1) Cognive motives refer to intrinsic symptoms, namely concerning individual satisfaction that resides within humans and is related to intellectual development. 2) Self-expression, namely self-appearance to have a desire for self-actualization. 3) Self enhancement, namely the development of competencies that are able to improve one's self-advancement.

**Types of Motivation**

According to Handoko (2010: 365), namely:

1). The organic need motives include the need to drink, eat, breathe, sex and rest. 2). Emergency motives include the urge to save oneself, the urge to retaliate and try. 3). Objective motives concern the need to explore, manipulate and drive to face the outside world effectively.

Moekijat (2016: 189) suggests 2 types of motivation namely

1). Internal motivation, namely the needs and desires contained in an individual with the forces that influence and determine his thoughts that guide his behavior in a particular situation. 2). External motivation contains forces, both contained within the individual and factors controlled by the manager, including work relations issues, such as salary, working conditions, company policy, awards, promotions, and responsibilities.

According to Heidjrachman and Husnan (2000: 26) motivation can be divided into 2, namely:

1). Financial motivation is a process that influences someone to do something we want by providing the material needed by employees.

2). Financial motivation can be in the form of: Providing adequate wages or salaries. Salary is receipt as a reward from the employer to the recipient for a job or service that has been and will be punished in the form of money that is fixed every month based on law.

Allowances which include allowances related to position, social-economic benefits and special allowances such as holiday allowances. Bonuses which are monetary rewards given as compensation are given without any strings attached in the future.
2). Non-financial motivation is a process of influencing others to run something we want by providing the possibility to get it in the form of: Awards, Information about policies taken, Giving genuine attention, Competition, Participation, Pride.

Motivation Indicator
Utamajaya (2015) states that motivational indicators can be in the form of salary, health benefits, holiday allowances, providing information, attention and appreciation. According to Sarwoto (2008: 156) are as follows: Promotion is given as a reward for the success of employees to occupy a higher position. Awards for achievements. Awards are given to employees who have excelled and served the company in the form of bonuses, promotions and social rewards. The provision of training is very important in an effort to advance the wishes of the company, such as bringing in instructors from outside or from the management itself. The work environment is everything that is around the worker that can influence him in carrying out the tasks he is charged with, for example cleanliness, security and so on. The attitude of the leadership towards the wishes of each employee can also motivate employees to do their job.

**Spirit at work**

Morale is an important issue in every cooperative effort of a group of people in achieving certain goals from the group. Low morale is associated with restlessness or restlessness. Conversely, high morale is sometimes associated with good motives and results. According to Nitisemito (2000: 130) morale can be defined as follows: "Work morale is doing work more actively and better by minimizing mistakes in work, strengthening a sense of responsibility and being able to complete tasks on time according to the plan set". According to Setianingsih (2010) morale can be defined as follows: "Work morale is doing work more actively and better by minimizing mistakes in work, strengthening a sense of responsibility and being able to complete tasks on time according to the set plan".

Meanwhile Danti (2014) et al stated that "Work morale is the difference between individual and group attitudes towards the entire work environment and towards cooperation with others that are maximally in accordance with the best interests of the company".

Based on the definitions above, it can be concluded that morale is an individual or group that shows enthusiasm in carrying out their work, which can encourage them to work
harder and better so as to minimize mistakes and be able to complete tasks on time and be responsible for work assigned to him.

**Indications of decreased morale**

It is important for every company to know indications of decreased morale, because with knowledge of these indications, it is important to know the causes of decreased morale. So that later preventive measures and problem solving will be taken as early as possible. There are indications of a decline in employee morale. According to Nitisemito (2000: 97), among others: 1) Down or low work productivity. The decline in productivity is one indication of the decline in morale. The decline in work productivity can be measured or compared with previous productivity. To be able to find out low work productivity, we must be able to make work standards, so we can find out whether work productivity is low or not. 2) Rising / high absenteeism rates. In general, if morale decreases, they will be lazy to come to work. To see whether the absentee level is high, we cannot see the absentee level individually, but we can see it on average. 3) High labor turnover rate. If in the company there is an increase in the turnover rate of employees than before, this is actually an indication of a decrease in employee morale. 4) High damage rate. The increase in the number of damages is not always due to decreased morale but many other factors that can be caused by factors such as machine and equipment damage, errors in purchasing raw materials, and so on. Nonetheless, the increase in the level of damage is a fairly strong indication of a decline in morale. 5) Anxiety everywhere. Anxiety can occur when enthusiasm for work decreases, these anxieties can be in the form of complaints, feelings of annoyance and others. 6) Frequent demands. Demands are actually a manifestation of dissatisfaction, which at a certain stage will ignore the courage to make demands. The frequent occurrence of demands is a pretty strong indication of decreased morale. 7) Strike. The level of the strongest indication of a decline in morale is when there is a strike. Every company must prevent the possibility of a strike because this is not only an indication of low morale, but this strike can paralyze the company with all the consequences.

**Factors that affect morale**

According to Nitisemito (2000: 107), among others: 1). Leadership. The ability of the leader in guiding and moving his subordinates in such a way that his subordinates are willing to sincerely carry out a job in an effort to achieve predetermined goals. 2). Motivation. A series of encouragement for someone to take action to achieve the desired goal. 3). Communication. Is a process of conveying information that gives meaning from one person
to another. 4). Human relations. The entire series of relationships both formal and informal, between superiors and subordinates, superiors and superiors, between subordinates and other subordinates, is to be fostered towards a harmonious relationship so that togetherness arises among members of the organization. 5). Workplace physical environment. Everything that is around the workers and that can influence him in carrying out his assigned duties.

Morale Indicator. Setianingsih (2010) states that indicators of morale include absenteeism, cooperation, employee satisfaction and work discipline conceptual framework. The work done by a manager in providing inspiration, encouragement and encouragement to others, in this case his employees to take action. Giving this encouragement aims to activate people or employees so that they are enthusiastic and can achieve the desired results from these people. Communication is the process of conveying information by a superior to his subordinates or from subordinates to superiors, especially in assigning tasks and responsibilities to achieve the goals set by the company. Then a leader must study the attitudes of his employees and provide motivational power to his subordinates.

**hypothesis**

The hypotheses that can be put forward are: 1) There is a positive influence between communication on employee morale at the Aston Inn Hotel Tuban. 2). There is a positive influence between motivation on employee morale at the Aston Inn Hotel Tuban. 3). There is a positive influence between communication and motivation on employee morale at the Aston Inn Hotel Tuban.

**RESEARCH METHODS**

Variable Identification

Independent variables, namely variables that are not influenced by other variables. In this study, the independent variables were communication (X1) and motivation (X2). The dependent variable, namely the variable that is influenced by other variables. In this study, the dependent variable is employee morale (Y).

Operational definition

Communication is the process of conveying information at the Aston Inn Hotel Tuban by a superior to a subordinate or from a subordinate to a superior, especially in assigning tasks and responsibilities to achieve the goals set by the company with measuring instruments, namely vertical and horizontal communication. Measured with a 5-point Likert scale with...
indicators of Commands, Reprimands, Advice, Directions, Praise, Suggestions, Reports, Discussions and Coordination developed by Gorda (2002: 163).

Motivation is a condition that encourages or causes a person to carry out an act or activity that takes place consciously, which ultimately leads to increased productivity at the Aston Inn Hotel Tuban. Measured with a 5-point Likert scale with indicators of salary, awards, holiday allowances, health benefits, information, and attention developed by Moekidajat (2002:6).

Morale is the mental attitude of each employee which can be seen from the enthusiasm and enthusiasm for work as well as the high willingness of employees to make a positive contribution and their abilities at the Aston Inn Hotel Tuban. Measured with a 5-point Likert scale with indicators of absenteeism, cooperation, satisfaction and work discipline developed by Nitisemito (2000: 97).

Operational Variables
Communication is the process of conveying information at the Aston Inn Hotel Tuban by a superior to a subordinate or from a subordinate to a superior, especially in assigning tasks and responsibilities to achieve the goals set by the company with measuring instruments, namely vertical and horizontal communication.

Motivation is a condition that encourages or causes a person to carry out an act or activity that takes place consciously, which ultimately leads to increased productivity at the Aston Inn Hotel Tuban with measuring instruments such as salary, awards, holiday allowances, health benefits, information and attention.

Morale is the mental attitude of each employee which can be seen from the enthusiasm and enthusiasm for work as well as the high willingness of employees to make a positive contribution and their abilities at the Aston Inn Hotel Tuban with indicators of attendance, cooperation, satisfaction and work discipline.

Data Collection Procedures
To obtain what is needed in this study the authors used several data collection techniques such as the Questionnaire which is a data collection method using a list of questions (closed in nature) given to respondents at the Aston Inn Hotel Tuban. Interviews are data collection using direct communication by asking questions to the Human Resources Manager who has information related to the problem under study. The interview technique is used as complementary data in this study. Documentation Study is a data collection technique that
originates from existing documents at the Aston Inn Hotel Tuban. Documents needed in research are of course closely related to research problems, especially regarding the history of the company's establishment, the company's organizational structure, employee absenteeism, motivation and so on.

Sample Determination
The number of employees at the Aston Inn Hotel Tuban is 160 people, in this study the sample is 50% of all permanent employees at the Aston Inn Hotel Tuban and from the opinion above, the sample is 80 people. Arikunto (2018: 107) states that: if the subject is less than 100, it is better to take all of them so that the research is a population study.

Data analysis technique

Validity and Reliability Test
A research instrument can be said to be valid if it is able to measure what it wants to measure and can reveal data from the variables studied regularly. The significant test was carried out by comparing rcount with rtable for the degree of freedom (df=n-2). The meaning of the symbol n is the number of respondents. If rcount is greater than rtable, the test indicator can be declared valid (Ghozali, 2018: 45). Data analysis techniques are obtained through reliability tests and validity tests.

Validity and Reliability Tests are carried out to obtain the degree of precision, accuracy or accuracy shown by the measurement instrument where the test can be carried out internally

Multiple Linear Regression
Multiple linear regression analysis is used to determine changes in the dependent variable which are influenced by the independent variables simultaneously with the formula according to Sugiyono (2019).

Classic assumption test
The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on Ordinary Least Square (OLS). A multiple linear regression model can be called a good model if the model fulfills several assumptions which are then called classical assumptions. The process of testing the classical assumptions is carried out together with the process of regression testing so that the steps taken in testing the classical assumptions use the same work steps as the regression test. The normality test is used to determine whether the distribution comes from a normally distributed population or not. The normality test was carried out on each variable X1, X2 and Y. The normality test for these three variables was carried out using the One Sample Kolmogorof-Smirnow test which had been programmed in the SPSS program version 16.0 for windows with a significance level
used as a basis for rejecting or accepting normal decisions. Whether or not a data distribution is \( \alpha = 0.05 \). Data is declared normally distributed if the significance is greater than 0.05. 2). The multicollinearity test shows that there is a perfect linear correlation between some or all of the independent variables. Ideally the independent variables from the regression equation have no correlation with one another. Even if there is a correlation between the independent variables, the correlation level must be low so that it does not become a problem due to multicollinearity. Multicollinearity test can also be done by looking at the tolerance value and variance inflation factor (VIF). "Multicollinearity occurs if the VIF value is above the value of 10 or the tolerance value is below 0.01," (Ghozali, 2018: 204) Put forward the Heteroscedasticity Test was carried out to find out the variance of the residuals for all observations in the regression model or it can be said to find out that in the model regression occurs variance inequality. In this research, a heteroscedasticity test was carried out by observing certain patterns on the scatterplot graph between SRESID and ZPRED, where the predicted axis and the X axis are residuals.

**t-test analysis**

The t-test analysis was used to test the first and second hypotheses, namely the influence of variables X1, X2 partially on variable Y. The steps for the analysis according to Algifari (2000: 19) are as follows: 1). Determine the null hypothesis (Ho) and the alternative hypothesis (Ha) Ho: \( b \leq 0 \), meaning that there is no positive and significant effect between training and motivation on employee performance. Ha : \( b > 0 \), means that there is a positive and significant influence between training and motivation on employee performance. Determining the Level of Significant in this study the error rate (\( \beta \)) is determined at 5%. The decision on the value of t-count compared to t-table is if the t-count is greater than the value of t-table then the decision is to reject the null hypothesis (Ho) and accept the alternative hypothesis (Ha). This means that there is an influence between the independent variable and the dependent variable, conversely if the t-count value is smaller than the t-table then the decision is to accept the null hypothesis (Ho) and reject the alternative hypothesis (Ha), which means that there is no influence between the independent variables on the dependent variable. In addition, if it is significant (\( \beta \) \( \geq \) (0.05) then there is an insignificant effect and vice versa if it is significant (\( \beta \) < (0.05) then there is a significant effect.

**F-test analysis**

F-test analysis is used to test the third hypothesis, namely the effect of the independent variables simultaneously on the dependent variable. The steps of analysis according to
Algifari (2000: 72) are as follows: Determine the null hypothesis (Ho) and the alternative hypothesis (Ha). Ho: $b_1; b_2 = 0$ this means that variations in changes in the value of the independent variable (X) cannot explain variations in changes in the value of the dependent variable (Y). Ha : $b_1; b_2 \neq 0$ this means that variations in changes in the value of the independent variable (X) can explain variations in changes in the value of the dependent variable (Y). Determining the level of significance ($\alpha$), in this study the error rate ($\beta$) is determined at 5%. Decision: the F-count value is compared to the F-table value, if the F-count value is greater than the F-table value, the decision to accept the alternative hypothesis (Ha) means that statistically it can be proven that all independent variables simultaneously affect the value of the dependent variable (Y), conversely if the F-count value is smaller than the F-table value, the decision is to accept the null hypothesis (Ho), which means that it can be proven statistically that all independent variables have no effect on the value of the dependent variable (Y). In addition, if it is significant ($\alpha$) $\geq$ $\beta$ (0.05) then there is a non-significant effect and vice versa if it is significant ($\alpha$) $<$ $\beta$ (0.05) then there is a significant effect.

**RESEARCH RESULT**

**Respondent Characteristics**

Based on research conducted on 160 employees of the Aston Inn Hotel Tuban, in this study a sample was taken of 50% of the employees of the Aston Inn Hotel Tuban, namely 80 people. For more details, some of the characteristics of respondents based on gender, age level, education level and length of work can be identified.

1) The characteristics of the respondents who work at the Aston Inn Hotel Tuban are mostly male. In the table there are 53 people or 66% of respondents who are male while those who are female are 27 people or 34%.

2) The characteristics of respondents who work at the Aston Inn Hotel Tuban are 12 people or 15% of respondents aged over 30 years. While the most aged 26-30 years, namely 47 people or 59% and 21 people or 26% aged 21-25 years.

3) The characteristics of the respondents who work at the Aston Inn Hotel Tuban have high school education, namely 25 people or 31.3%. There are 43 diploma students or 53.7% and undergraduate level 12 people or 15%. This is because the Aston Inn Tuban Hotel always prioritizes skilled and qualified human resources in accordance with fields and professions such as Diploma or Expertise graduates.

4) The characteristics of respondents who have worked at the Aston Inn Hotel Tuban are classified as having been in operation for a long time. Judging from the characteristics of the
respondents, most of the working period was above 5 years or as many as 55 employees or 56.2%.

**Validity and Reliability Test**

In analyzing statistically, the validity and reliability of the research instrument is first tested so that the researcher can continue the analysis to solve the predetermined problems. The results of the analysis of the validity and reliability of the instruments in this study can be seen in the following table:

<table>
<thead>
<tr>
<th>No</th>
<th>Variabel</th>
<th>Question Items</th>
<th>Reliability Coefficient</th>
<th>Correlation coefficient</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Communication (X1)</td>
<td>X1.1 X1.2</td>
<td>0.820</td>
<td>0.721</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.3 X1.4</td>
<td></td>
<td>0.756</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.5</td>
<td></td>
<td>0.774</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.6</td>
<td></td>
<td>0.768</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.7</td>
<td></td>
<td>0.706</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X1.8</td>
<td></td>
<td>0.787</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.856</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>Motivation (X2)</td>
<td>X2.1 X2.2</td>
<td>0.840</td>
<td>0.840</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.3 X2.4</td>
<td></td>
<td>0.811</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.5</td>
<td></td>
<td>0.834</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.6 X2.7</td>
<td></td>
<td>0.853</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>X2.8</td>
<td></td>
<td>0.851</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.819</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.818</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>Spirit Employee work (Y)</td>
<td>Y1 Y2</td>
<td>0.870</td>
<td>0.811</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Y3 Y4</td>
<td></td>
<td>0.826</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.842</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.809</td>
<td>Valid</td>
</tr>
</tbody>
</table>
From the table above it shows that all research instruments are valid because the average value of the instrument is above 0.3 and reliable because the value is above 0.6 so that the analysis can be continued to obtain valid and reliable results.

Classic assumption test
Before being analyzed with the regression technique, the regression equation model must go through the classical assumption test. A good regression model is a regression model in which there are no data problems with abnormal distribution, multicollinearity problems and heteroscedasticity problems. Therefore, beforehand, classical assumption testing must be carried out on the regression model used. If the regression model does not pass this test, the regression model cannot be used. As for the classical assumption tests that are carried out, namely the normality test, multicollinearity test, and heteroscedasticity test. The results of the classical assumption tests processed with the help of the SPSS program version 17.0 are presented below. The results of the classical assumption tests processed with the SPSS 17.0 program are presented below.

Normality Test Results
The normality test aims to test whether the regression model, confounding or residual variables have a normal distribution or not. A good regression model has normal or close to normal data. A regression model is said to have normal or close to normal data if the Asymp. Sig (2-tailed) is greater than alpha = 0.05. The results of the normality test show that the Kolmogorov-Smirnov value for the communication variable is 1.090, motivation is 1.162, morale is 1.110 and the Asymp.Sig coefficient (2-tailed) respectively (0.072), (0.185), (0.120) is greater than alpha = 0.05. This means that the research data is normally distributed.

Multicollinearity Test Results
The multicollinearity test is used to show that there is a linear relationship between the independent variables in the regression model. A good regression model should not have a correlation between the independent variables. The multicollinearity test has the objective of testing whether the operated independent variables have more than one linear
relationship. To find out whether there is multicollinearity, it can be seen from the tolerance value and the variant inflation factor (VIF) where VIF is less than 10 and a tolerance value of more than 10% indicates the absence of multicollinearity.

Statistical analysis used to determine the effect of communication (X1) and motivation (X2) on employee morale (Y) is correlation (partial and multiple), multiple linear regression, multiple determination, t-test (one-sided test) and F-test (ANOVA). The statistical analysis can be seen in the following table.

### STATISTICAL ANALYSIS RESULTS BETWEEN COMMUNICATIONS (X1) AND MOTIVATION (X2) TO WORK SPIRIT EMPLOYEE (Y) AT HOTEL ASTON INN TUBAN

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>3.325</td>
<td>4.355</td>
<td>.205</td>
<td>.402</td>
</tr>
<tr>
<td>Communication(X1)</td>
<td>.440</td>
<td>.062</td>
<td>.445</td>
<td>4.335</td>
</tr>
<tr>
<td>Motivation(X2)</td>
<td>.588</td>
<td>.100</td>
<td>.465</td>
<td>5.368</td>
</tr>
</tbody>
</table>

a. Dependent Variable: a. Work Spirit (Y)

### DISCUSSION

**Regression Analysis Results**

In the discussion, the statistical analysis used to determine the effect of communication (X1) and motivation (X2) on employee morale (Y) is correlation (partial and multiple), multiple linear regression, multiple determination, t-test (one-sided test) and F-test (ANOVA). The statistical analysis was processed using the SPSS (Statistical Package for Social Science) 17.0 for Windows program.

The results of the calculation of the communication and motivation tolerance value of 0.752 show that there is no independent variable that has a tolerance value of less than 0.10, which means that there is no correlation between the independent variables whose value is more than 95%. The results of calculating the Variance Inflation factor (VIF) value of 1.270 also show the same thing. There is not one independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.
Heteroscedasticity Test
The heteroscedasticity test shows that the variation of the variables is not the same for all observations. This test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. In this study, a way to see or detect the presence or absence of heteroscedasticity was by looking at the scatter plot graph between the predicted value of the dependent variable, namely ZPRED, and the residual SRESID. Detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a certain pattern on the scatter plot graph between ZPRED and SRESID where the Y axis has been predicted and the X axis is the standardized residual.

FIGURE 4.2
HETEROSEDASTICITY TESTING WITH SCATTERPLOT GRAPHICS

From the scatter plot graph, the points spread randomly and are spread both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model so that the regression model is feasible for predicting employee morale based on communication and motivation input.

Regression Analysis Results
In more detail the effect of communication (X1) on employee morale (Y) Aston Inn Hotel Tuban, then analyzed through the value of the multiple regression coefficient (b). The regression coefficient b1X1 is 0.440 which means that every 1 point increase in Communication (X1) can increase employee morale by 0.440 points. In more detail the effect of motivation (X2) on employee morale (Y) at the Aston Inn Hotel Tuban, it is analyzed through the value of the multiple regression coefficient (b). The regression coefficient b2X2 is 0.588 which means that every one point increase in motivation (X2) causes an increase in employee morale by 0.588 points.
Simultaneously, it can be proven through the regression coefficients of Communication (b1) and Motivation (b2) on employee morale (Y) at the Aston Inn Hotel Tuban. If Communication (X1) and Motivation (X2) are increased by one point together, then employee morale (Y) will increase by 1.028 (0.440 + 0.588) points.

**Results of Hypothesis Analysis**

The results of the hypothesis can be known as follows:

Communication with employee morale, which shows the results that the regression coefficient X1 (b1): tcount = 4.335 > ttable (0.05: 77) = 1.6649 with sig. t = 0.000 (p < 0.05). This means that there is a positive and significant partial effect between Communication on employee morale at the Aston Inn Hotel Tuban.

Motivation with employee morale, which shows the results that the regression coefficient X2 (b2): tcount = 5.368 > ttable (0.05: 77) = 1.6649 with sig. t = 0.000 (p < 0.05). This means that there is a positive and significant partial effect between motivation (X2) on employee morale. Simultaneously the results of the analysis show that Communication and Motivation have a positive effect on employee morale. This is confirmed by using the results of tests carried out with the F test obtained F Count = 26.826 > FT table = 3.1154 with sig. F = 0.000 (p < 0.05). The results of the F test analysis can be shown by presenting the results of the analysis in the ANOVA table below.

**ANOVA table**

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>26.826</td>
<td>.000a</td>
</tr>
</tbody>
</table>

**CONCLUSION**

From the results of the analysis and discussion described in the previous section, a conclusion can be drawn as follows.

Communication partially has a positive and significant impact on employee morale at the Aston Inn Hotel Tuban.
Motivation partially has a positive and significant influence on employee morale at the Aston Inn Hotel Tuban.

Communication and motivation simultaneously have a positive and significant impact on employee morale.

**SUGGESTION**

Motivation and Communication have an important role in increasing employee morale, the Bali Hotel Aston Inn Tuban should pay attention to Motivation and Communication because it also plays a role in influencing employee morale at the Hotel. Besides that, management should also pay attention to other factors that can affect employee morale.

**REFERENCES**


Setianingsih, 2010. The Influence of Compensation and Internal Communication on Employee Work Enthusiasm at the "SAF" Cooperative, Rujon Lor Village, Pujon District, Malang, Exclusive journal. Volume 3