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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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The Factors That Influence Extrinsic Motivation Among Employees Towards Langkawi Private Tour

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ABSTRACT

This study is related to extrinsic motivation which means the influence of external motivation that causes the affected individual to have good performance or not. The extrinsic motivation that focuses on Private Tour Langkawi employees in this study can be seen through external influence such as tourist arrivals to Langkawi so that they have different work styles among employees. Therefore, a total of 132 respondents were selected to obtain data related to extrinsic motivation among employees of Private Tour Langkawi and the questionnaire was distributed through a Google form link which was shared on social media. This study focuses on the Langkawi area only. A Likert scale instrument was used to count the number of approvals. Cronbach's alpha was used to determine the items' internal consistency. Political instability, safety aspects and competition are the three factors that affect the extrinsic motivation of workers working in Private Tour, Langkawi.

Keyword: Extrinsic Motivation, Private Tour, Effects, Issues

INTRODUCTION

Tourism refers to the activity of visiting or travelling to another place exceeding fifty miles from the place of residence and not more than one year for the purpose of recreation or to fill leisure time. The Oxford English Dictionary defines tourism as people who make a visit in their spare time (Honey, 1999). Leiper (1981) explains tourism as an open system that has a relationship with the wider environment. Tourism is also defined as leaving one's place of residence to a destination with a specific purpose and intending to return to the place of origin (Noresah. B, 1997). Tourism activities can be done by international tourists and domestic.

Tourism is not all intended for fun or entertainment but it also includes business tourism, health tourism, sports tourism and others (Joyce M. H, 2006). Fathi (1990) divides tourism into two, namely obedient tourism based on Islamic law and immoral tourism which is contrary to the rulings and laws of ALLAH S.W.T. Each of these types of tourisms has a variety of distinctive tourist attractions and attracts the interest of every tourist who enjoys them. There are various tourist attractions available in Malaysia and Malaysia is one of the famous tourist destinations especially among foreign tourists. The main factors tourists choose Malaysia as their destination is because of its hot and humid climate as well as the diverse and interesting habitat life of flora and fauna. Langkawi is one of the districts located in the state of Kedah Darul Aman, which covers an area of 478.48 km² (184.74 square miles) with a population of more than 85,588 people that has a humid climate and habitat for flora and fauna.

Langkawi is also an area surrounded by interesting islands and Langkawi itself is an archipelago in the state of Kedah. Langkawi is also a duty-free district which has been established since 1987. Langkawi is now one of the most popular tourist destinations domestically and internationally. This is because the area is rich in natural beauty of flora and fauna life either on land or in the water. Among them is the Sky Bridge which is a very popular bridge in the world with the beauty of 360-degree view of Langkawi. This place is the main attraction for many domestic and foreign tourists to come to Langkawi. Apart from that, Sky Cab is also a very attractive place for tourists to enjoy the panoramic beauty of the island of Langkawi.

Furthermore, Langkawi district has many travel agency services available for domestic and foreign tourists and provides various and interesting services such as outdoor recreational activities, airlines, car rental, cruise ships, hotels, travel insurance, package tours and etc., for the purpose of selling tourism products and services on behalf of suppliers (Fandi, 1989). The most age group using the services of travel agencies in Langkawi is the age group between 21 to 30 years (36.7%) while the least age group using the services of travel agencies is 51 years and above and the group with a high level of education recorded as much as (53.3%) using the services of travel agencies in Langkawi on the basis of price-saving. Therefore, the researcher has chosen one of the famous travel agencies in Langkawi namely Langkawi Private Tour.

Langkawi Private Tour travel agency, located at 34 Taman Sri Langkawi, Mukim, Kuah, 07000, Langkawi, Kedah agency operates 24 hours a day. This travel agency provides a variety of services that are well known to tourists who use their services such as 4 hours Island hopping, 2 hours mangrove safari tour, Airport transfers in different types of cars, 3 hour Romantic Sunset Cruise Dinner, and Snorkeling at Payar Marine Park island. These packages and services provided by the travel agency are very popular services and used by the tourists who come.

Meanwhile, extrinsic motivation is defined as the tendency to perform an activity or task in order to obtain a reward either in physical or psychological form in the natural environment (Brown, 2007). For this study, extrinsic motivation is a factor or trigger for an individual to perform a task to the maximum level that comes from external factors such as monetary rewards, fame, good grades and praise. From an academic point of view, Karsenti and Thibert (1995) stated that extrinsic motivation is that students' behaviour shaped by external factors such as punishment and reward. There are three (3) objectives of this research:

1. To examine the factor of political instability that influence the extrinsic motivation among employees at the Private Tour Travel Agency, Langkawi
2. To examine the factor of safety that influence the extrinsic motivation among employees at the Private Tour Travel Agency, Langkawi
3. To examine the factor of competition that influence the extrinsic motivation among employees at the Private Tour Travel Agency, Langkawi

Significance of the Study

Researcher

This study can help researchers in identifying the factors that cause the influence of extrinsic motivation among employees, especially employees in the field of tourism at the Private Tour Travel Agency, Langkawi. It can also be used as a source for future research because it has genuine and reliable information.

Travel companies

The outcomes of this research will provide some guidance to travel companies in identifying the characteristics that might keep employees engaged during work and leisure time.

Staff in Travel Agency

The study's recommendations will assist staff at the tourism agency in improving performance and service while also retaining motivation.

LITERATURE REVIEW

Political Instability

Political instability is defined as the possibility of the dissolution of a government due to conflict or competitive pressures among political parties. Political instability is common but can have a huge impact on the development of a country. Economic development and political

stability are closely linked. On the one hand, the uncertainty that comes with an unsafe political environment can stifle investment and slow economic growth. Poor economic performance, on the other hand, may lead to government collapse and political unrest. This also affects the confidence of outsiders or an individual to travel in the country. This can put pressure on employees working in travel agencies whether they want to continue working or quit.

Safety Aspect

Safety is a situation in which threats and conditions that lead to bodily, psychological, or material harm are regulated in order to protect people's health and well-being. In the sphere of employment, the factor of safety is critical in order to avoid organizational injustice, which prohibits employees from receiving justice. Furthermore, as part of the employee safety component, the organization should create the finest atmosphere for employees. Employees will be unable to think critically in unsafe and noisy environments, resulting in accidents and other problems.

Competition

Competition is a term used to describe the competition between businesses that provide identical goods and services with the goal of increasing revenue, profitability, and market share. The four P's of the marketing mix, also known as the four P's, push firms to boost sales volume by utilizing the four components of marketing mix, also known as the four P's. The four P's stand for product, place, promotion, and pricing. Knowing and comprehending your competitors is crucial to developing a successful marketing strategy. If you do not know who your rival is or what their strengths and shortcomings are, other companies may be able to join the picture and provide a competitive advantage, such as reduced costs or value-added features.

Extrinsic

Extrinsic motivation is reward-driven behaviour. It's a type of operant conditioning. Operant conditioning is a form of behaviour modification that uses rewards or punishments to increase or decrease the likelihood that specific behaviours will recur. Being paid to do a job is an example of extrinsic motivation. You are motivated to go to work because you need a pay check to pay your bills. In this example, you work a set number of hours a week to receive pay (Written by A. Rochaun Meadows-Fernandez). The meaning of influence is capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself. Intrinsic motivation in the study of artificial intelligence and robotics is a mechanism for enabling artificial agents to exhibit inherently rewarding behaviours such as exploration and curiosity, grouped under the same term in the study of psychology. A Travel Agent, or Travel Coordinator, provides tourism-related services and holiday packages to individual and corporate travellers. They arrange trips and dates and ensure clients travel conveniently.

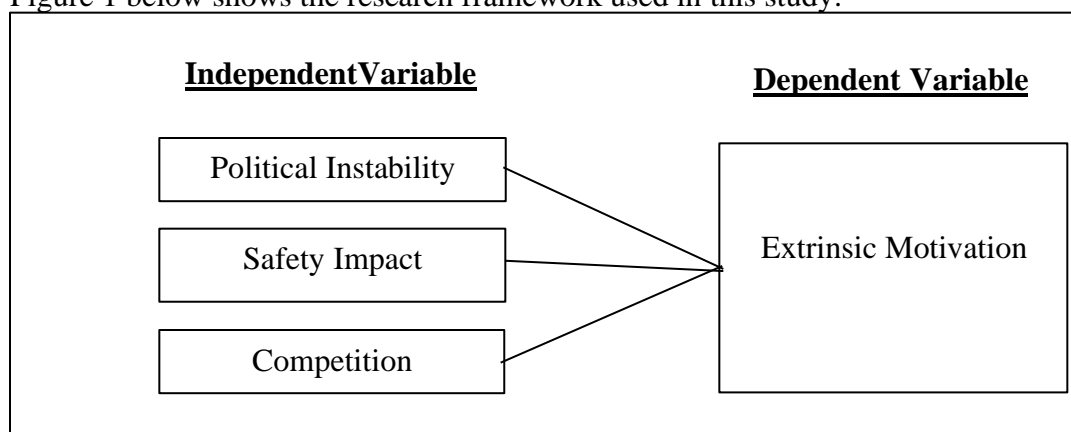
Research Hypotheses

The hypotheses of this research are as below:

- H₁ There is a significant relationship between political instability and extrinsic motivation among travel agency employees at Private Travel Agency Langkawi
- H₂ There is a significant relationship between safety and extrinsic motivation among travel agency employees at Private Travel Agency Langkawi
- H₃ There is a significant relationship between competition and extrinsic motivation among employees at Private Travel Agencies Langkawi.

Research Framework

Figure 1 below shows the research framework used in this study:



The Figure 1: The Research Framework

METHODOLOGY

Research Design

Research design is an important aspect in conducting a study because researchers need to know and understand the appropriate research methods used for the research to obtain the objectives and purpose of the study. There are two research methods that can be used in conducting research on a topic, namely quantitative and qualitative. In qualitatively relating to the person in their language and terminology (Kirk and Miller, 1986). Studies conducted to collect data, gain meaning and understanding from the case of Creswell (1998) that is to identify sites or individuals, gain access and build records, sampling aims to collect data, record information, resolve field issues and store qualitative data related to hearing research methods who made questionnaires, observation methods and interviews.

Quantitative, on the other hand, is research that emphasizes on objective phenomena and is controlled through data collection and analysis (Nana, 2005; Chua, 2006; Fraenkel, 2007). This study is better known for using research study methods, sampling surveys and experiments. In conducting research on extrinsic spirit among travel agency employees in Langkawi, researchers have used a quantitative research method that is believed to have continuity between independent variables and dependent variable.

Data Collection

The tool used to collect the data needed for the questionnaire is a Google form distributed to selected respondents online via a Google form link who voluntarily answered the questionnaire which was used to obtain data on the influence of extrinsic motivation of employees at the Travel Agency Private, Langkawi. This questionnaire was able to identify the relationship between the political instability, safety aspect and competition and extrinsic motivation of travel agency employees.

Sampling

Sampling is a method that allows researchers to infer information about a population based on results from a subset of the population, without having to investigate each individual. To collect data, the researcher used a non-probability sampling method, and the survey was emailed to respondents at the Langkawi Tourism Agency. Furthermore, there are five types of non-

probability sampling: judgement sampling, quota sampling, convenience sampling, snowball sampling, and bias in sampling. The convenience sampling approach was chosen by the researcher in this study. Convenience sampling allows the use of the first available main data source without the need for further information. Because it was the simplest sampling approach, and the participants were picked based on their own availability, this strategy process was chosen. The representative is important to represent the key characteristics of the sample size in this study, which will focus on quantitative sampling methods. The goal of quantitative sampling in research is to reduce or eliminate sample bias.

Data Analysis

There were 3 types of data analysis used in this study, namely descriptive analysis, reliability analysis, Pearson Correlation. The data obtained was analysed by using SPSS version 26.

FINDINGS

Demographic Analysis

Table 1: Demographic Analysis

Profile Respondents	Frequency	Percentage (%)
Gender		
Man	52	60.6
Women	80	39.4
Total	132	100.0
Age		
18 - 25 years old	84	63.6
26 - 33 years old	31	23.5
34 - 40 years old	14	10.6
41 years old above	3	2.3
Total	132	100.0
Marital Status		
Single	105	79.5
Married	27	20.5
Total	132	100.0
Income Levels		
None	79	59.8
RM500 - RM1000	19	14.4
RM1001 - RM2000	21	16.0
RM2001 - RM3000	7	5.3
RM3000 and above	6	4.5
Total	132	100.0
Have knowledge about extrinsic motivation.		
Yes	66	49.2
No	65	50.0
Little	1	0.8
Total	132	

Table 4.2 above shows that 52 respondents are male, which is equivalent to 39.4%, while 80 respondents are female, which is equivalent to 60.6%.

Next, the majority of respondents who answered this questionnaire are 18 - 25 years old, which is 84 (63.6%) respondents. The second highest is the age range between 26 - 33 years old which is 31 (23.5%) respondents. The rest are the age range of 34 - 40 years old which is 14 (10.6%) respondents and 41 years old and above which is 3 (2.3%) respondents.

Besides that, as many as 105 respondents who have marital status that is single which is equivalent to 79.5%. While 27 respondents are married (20.5%). Moreover, there are as many as 79 (59.8%) respondents who have no income levels. There are 19 (14.4%) respondents have an income range of RM500 - RM 1000. 21 (16.0%) respondents have an income range of RM1001 - RM2000. The remaining 6 (4.5%) respondents have an income range of RM3000 and above.

Lastly, there are 66 respondents who have knowledge of extrinsic motivation which is equivalent to 50.0%. Similarly, the number of respondents who do not have knowledge of extrinsic motivation is 65 (49.2%) respondents. The remaining 1 (0.8%) respondent has little knowledge about extrinsic motivation.

Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Political instability	Riots caused by unjust political policies have affected the operations of travel agencies as well as reduced extrinsic motivation.	4.41	0.751
	Disagreements, especially in relation to the management of the tourism industry.	4.35	0.771
	The power struggle that resulted in the management of the tourism industry not being focused on for the betterment of the country.	4.32	0.885
	Unstable national economy resulting in lack of financial resources in enhancing the performance of the tourism industry.	4.42	0.811
	Non -strategic national development has affected the distance of tourists to travel agencies.	4.38	0.815
Safety aspects	Travel agency employees need to be skilled in operating machines to prevent accidents from happening specifically to employees and visitors.	4.45	0.755
	Travel agencies need to ensure safety at tourist attractions so that tourists do not hesitate to travel.	4.46	0.823
	Strengthen security aspects to avoid becoming a target for terrorists.	4.45	0.804
	Ensuring safety to prevent employees from feeling threatened and not giving a good commitment.	4.55	0.691
Competition	Ensuring safety to prevent employees from lacking their extrinsic motivation.	4.51	0.726
	There is a competition because of the famous destinations that attract many tourists and many travel agencies scramble to make them customers.	4.47	0.715

	Improve the quality of better services and promote it to tourists compared to other travel agencies.	4.37	0.805
	Having from among the tourists who can benefit the customers of the travel agency creates a competition between the travel agencies.	4.36	0.783
	Potential attractions to grow has caused a competition between travel agencies.	4.40	0.780
	Many of the unemployed who are skilled in tourism who can be hired to work cause competition between travel agencies.	4.31	0.866
Knowledge about extrinsic motivation	Extrinsic motivation is the performance of an activity in an effort to achieve a determined outcome from external influences.	4.38	0.726
	Types of extrinsic motivation are giving praise, incentives, gifts, grades and creating a conducive environment and climate to motivate employees to work.	4.39	0.748
	The suggestion to increase the extrinsic motivation of travel agency employees is that employers should constantly monitor and encourage employees to give them comfort and good performance in work.	4.41	0.720
	The influence of extrinsic motivation on travel agencies results from external atmospheres and situations that improve the quality of their work.	4.42	0.722
	The importance of extrinsic motivation is able to increase the potential of travel agencies especially in their performance.	4.50	0.648

Table 4 shows three (3) independent variables followed one (1) dependent variable and the total of mean score with standard deviation of each item or question in every independent variable and dependent variable.

For the first independent variable (IV) political instability there are five (5) questions posed. 4.42 - 4.32 is the range of M scores for the 5 questions based on political instability. The question for “*Unstable national economy resulting in lack of financial resources in enhancing the performance of the tourism industry*” is a question that has the highest that is (M score= 4.42, SD score= 0.811). Next, “*Riots caused by unjust political policies have affected the operations of travel agencies as well as reduced extrinsic motivation*” with (M score= 4.41, SD score= 0.751). Followed by “*Non -strategic national development has affected the distance of tourists to travel agencies*” which is (M score= 4.38, SD score= 0.815). For “*Disagreements, especially in relation to the management of the tourism industry*” is (M score= 4.35, SD score= 0.771). Lastly, “*The power struggle that resulted in the management of the tourism industry not being focused on for the betterment of the country*” with (M score= 4.32, SD score= 0.885)

Second, the safety aspect. The range of M between 5 questions based on safety aspect is 4.54 - 4.45. The question for “*Ensuring safety to prevent employees from feeling threatened and not giving a good commitment*” is a question that has the highest that is (M score= 4.55, SD score= 0.691). Next, “*Ensuring safety to prevent employees from lacking their extrinsic motivation*” with (M score= 4.51, SD score= 0.726). Followed by “*Travel agencies need to ensure safety at tourist attractions so that tourists do not hesitate to travel*” which is (M score= 4.46, SD score= 0.823). For “*Travel agency employees need to be skilled in operating machines*”

to prevent accidents from happening specifically to employees and visitors” is (M score= 4.45, SD score= 0.755). Lastly, “Strengthen security aspects to avoid becoming a target for terrorists” with (M score= 4.45, SD score= 0.804).

Lastly, the independent variable that is based on the competition. 4.47 - 4.31 is the M score range for 5 questions about competition. The question with the highest score is “There is competition because of the famous destinations that attract many tourists and many travel agencies scramble to make them customers” with (M score= 4.47, SD score= 0.715). Next, “Potential attractions to grow cause competition between travel agencies” with (M score= 4.40, SD score= 0.780). “Improve the quality of better services and promote it to tourists compared to other travel agencies” have (M score= 4.37, SD score= 0.805). For “Having from among the tourists who can benefit the customers of the travel agency creates competition between the travel agencies” is (M score= 4.36, SD score= 0.783). Lastly, the lowest question score is “Many of the unemployed who are skilled in tourism who can be hired to work cause competition between travel agencies” with (M score= 4.31, SD score= 0.866)

Next is dependent variable (DV) which is knowledge of extrinsic motivation. The range M score for knowledge of extrinsic motivation is from 4.50 to 4.38. The question with the highest score is “The importance of extrinsic motivation is able to increase the potential of travel agencies especially in their performance” with (M score= 4.50, SD score= 0.648). Next, “The influence of extrinsic motivation on travel agencies results from external atmospheres and situations that improve the quality of their work” with (M score= 4.42, SD score= 0.722). “The suggestion to increase the extrinsic motivation of travel agency employees is that employers should constantly monitor and encourage employees to give them comfort and good performance in work” has (M score= 4.41, SD score= 0.720). For “Types of extrinsic motivation are giving praise, incentives, gifts, grades and creating a conducive” is (M score= 4.39, SD score= 0.748). Lastly, “Extrinsic motivation is the performance of an activity in an effort to achieve a determined outcome from external influences” with (M score= 4.38, SD score= 0.726).

Reliability Analysis.

Table 3 below shows the reliability analysis:

Table 3: Reliability Analysis

Cases	Cronbach’ s Alpha	N of Items
Political instability	0.872	5
Safety Aspect	0.914	5
Competition	0.873	5
Extrinsic Motivation	0.901	5

Table 3.1 shows the value of Coefficient Cronbach’s alpha for independent variables, The reliability of (.914) is the highest Cronbach’s alpha found on the safety aspect. This shows that the item indicates as an excellent internal reliability among all 3 independent variables’ items and measured. Therefore, the results show it is reliable, so this can be accepted in this study.

Next, the reliability results for dependent variable which is Extrinsic Motivation is (0.901), which shows the high level of Cronbach’s alpha value, even this dependent variable is the second highest Cronbach’s alpha value from highest level one of independent variables which is safety aspect. This value can be accepted for this study because from the results all the variables are related to each other.

Pearson Correlation Analysis

Table 4 below shows the Pearson Correlation Analysis:

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result
H ₁ : There is a positive relationship between political and extrinsic motivation.	$r = 0.624, p = 0.001$ Moderated	H ₁ : Supported
H ₂ : There is a positive relationship between safety and extrinsic motivation.	$r = 0.672, p = 0.001$ Moderated	H ₂ : Supported
H ₃ : There is a positive relationship between competition and extrinsic motivation.	$r = 0.702, p = 0.001$ High	H ₃ : Supported

Hypothesis 1 (H1) proposed that political instability has moderated a positive relationship with extrinsic motivation. The finding reported in the table revealed that the political recorded value of Spearman Correlation Coefficient, which is $r = 0.624, p = 0.001$. Thus, the result accepts hypothesis 1 (H1), whereby political instability is positively significant with extrinsic motivation.

Furthermore, Hypothesis 2 (H2) proposed that safety has moderated a positive relationship with extrinsic motivation. The finding reported in the table revealed that the safety recorded value of Spearman Correlation Coefficient, which is $r = 0.672, p = 0.001$. Thus, the result accepts hypothesis 2 (H2) whereby safety is positively significant with extrinsic motivation.

Hypothesis 3 (H3) anticipated that competition has a high positive relationship extrinsic motivation. Based on the finding reported in the table, it showed that competition is recorded in Spearman Correlation Coefficient, $r = 0.702, p = 0.001$. Thus, the result accepts hypothesis 3 (H3), whereby competition is positively significant with extrinsic motivation.

DISCUSSION AND RECOMMENDATION

Extrinsic motivation refers to actions used to achieve predetermined objectives (Deci, 1971). This study focuses on extrinsic motivation that is rarely found among researchers and can help future researchers in obtaining information. This study aims to achieve the objectives of the study in identifying the influence of factors listed in this study which are political instability, safety impact, competition, as well as identifying the relationship with extrinsic motivation among employees of travel agencies in Private Travel Agencies, Langkawi. Recommendation in extrinsic motivation factors among employees, especially Private Tour employees in Langkawi are listed to facilitate those responsible to acquire knowledge in increasing extrinsic motivation in employees as well as to future researchers for their study.

Employers who are responsible for employees in Private Tour, especially in Langkawi, must create a conducive environment to increase the extrinsic motivation of employees in improving the quality of their work in travel agencies. This, with the existence of a comfortable atmosphere and in accordance with the working environment can influence employees to work with enthusiasm, while influencing good work results that can increase the stability of the company. Employees are also able to work without feeling fibrous and stressed because they feel relaxed and calm while working in a conducive place. Thus, job performance can be improved and enable companies to be competitive.

Furthermore, employers should constantly monitor and encourage employees in their work. This is because, monitoring can identify potential and diligent employees in their work as well as to avoid the existence of employees who are lazy and careless. Encouraging them to improve the quality of their work through praise and rewards can also increase their extrinsic enthusiasm and motivation in working effectively and diligently. For example, monitoring their job performance in the office monthly, give allowances, give bonuses and give compliments when their job is satisfactory. Therefore, employers need to do things that can help increase the enthusiasm and extrinsic motivation of employees directly to create motivated and diligent employees.

Moreover, the government should encourage the improvement and promotion of the tourism industry. In this regard, the government must promote the tourist attractions in Malaysia, especially Langkawi in the country and abroad, such as introducing interesting destinations on television, social media and newspapers. The government can also provide facilities to travel agencies that can facilitate the movement and affairs of tourists and employees to tourist destinations such as transportation facilities, offices and stable internet. It can attract more tourists as well as increasing the extrinsic motivation of Private Tour employees because they have many sources of income and increase the revenue of travel agencies.

In addition, researchers who wish to seek information or study topics related to extrinsic motivation in the future should continue this study more widely. This is because, it can increase more knowledge about extrinsic motivation to the public based on more detailed information such as extrinsic meaning, occupation, race and more obtained from the questions. It can enhance and deepen things about extrinsic motivation in terms of other factors, identify the individuals involved and different information from this study.

Finally, researchers in the future need to create more effective and varied surveys or questionnaires to create questions that are effective and easy to answer. This, can increase the number of respondents who can answer the questions such as doing it physically with the respondent compared to doing it online which is not yet certain to be answered even though we have spread it. Physically conducted questionnaires can make it easier for respondents to understand the purpose of the study we are doing and ask questions if they do not understand the questionnaire that we are doing.

CONCLUSION

In conclusion, this study has achieved the objectives of the study in examining the factors that influence extrinsic motivation among employees towards Private Tour Langkawi. The dependent variable which is extrinsic motivation has been taken into account and selected that influenced by the independent variables which are factors of political instability, safety aspect, competition. The findings of the study can aid future studies in identifying and comprehending aspects connected to extrinsic motivation. Simultaneously, the relevant parties must collaborate to promote extrinsic motivation among employees, particularly Private Tour personnel, in order to improve the quality of national income and ensure people's living standards.

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