

Analysis of The Relationship Between Improving HR Services and Work Motivation in the Living Lab Glugur Rimbun

1stFadhilah Dzikri
Department of Management
Universitas Pembangunan Panca Budi
Medan, Indonesia
fdhlhdzikri@gmail.com

2ndSri Rahayu
Department of Management
Universitas Pembangunan Panca Budi
Medan, Indonesia
srirahayu@dosen.pancabudi.ac.id

Abstract—This study examines the relationship between improving Human Resources (HR) services and work motivation in the Living Lab Glugur Rimbun Area. This research is important to understand the dynamics of human resources in a work environment that focuses on sustainability and technology. This study uses a mixed-method approach, this study combines a quantitative survey of 13 workers and in-depth interviews with HR leaders at Panca Budi Development University. The variables studied include aspects of HR services such as green technology-based training, welfare programs that support work-life balance, and performance management systems that are integrated with the goal of achieving performance targets. The results of the study showed a significant positive correlation between the improvement of HR services and the level of work motivation. The study also reveals current challenges, such as adapting to rapid changes in technology, the need for new skills in data management, data input, and the importance of building employee resilience in the face of technological disruption. The implications of this study include recommendations for the development of a more adaptive and innovation-focused HR strategy in the context of the Glugur Rimbun living lab of Panca Budi Development University. This study contributes to the HR management literature in improving servants and highlights the importance of integrating HR development with the motivation created by leaders with the goal of sustainability and work innovation.

Keywords— *Work Motivation, HR Services, Glugur Rimbun, Service Improvement.*

I. INTRODUCTION

The development of urban areas in the current digital era presents challenges as well as new opportunities in the management of Human Resources (HR). Glugur Rimbun, is one of the field laboratories, which can be used by all study programs, one of which is the animal husbandry laboratory, the agrotechnology laboratory of the Universitas Pembangunan Panca Budi. In this context, the relationship between improving HR services and work motivation is a crucial aspect that needs to be studied more deeply.

The development of the concept of living lab as a model of field laboratory innovation has changed the paradigm of city management and the work environment in it. The Living

Lab Glugur Rimbun area, as one of the pioneers in the application of this concept in Indonesia, is an interesting living laboratory to study, especially in the context of Human Resource (HR) management and its impact on work motivation [1], [2], [3], [4], [5], [6].

In the era of rapid digital transformation and urbanization, it is very much at war with technology and the internet [7], [8], [9], [10], [11], [12], [13], [14], [15], [16], [17]. Cities around the world face complex challenges related to sustainability, efficiency, and quality of life for citizens. The living lab concept offers a collaborative and innovative approach to address these challenges, by involving various stakeholders in the process of co-creation and experimentation of urban technologies.

However, the success of the lush Glugur living lab initiative is highly dependent on the quality and motivation of the human resources involved. Effective and innovative HR services are crucial in creating a work environment that supports creativity, collaboration, and the development of sustainable urban solutions [18], [19], [20].

Some of the current issues behind this research include:

1. **Digital Transformation:** The acceleration of the adoption of technologies such as the Internet of Things (IoT), big data, and artificial intelligence in urban management demands increased digital competence of human resources.
2. **Environmental Sustainability:** The global demand to reduce the carbon footprint of cities is driving the need for human resources who understand and can implement green technologies.
3. **COVID-19 pandemic:** The drastic change in work patterns due to the pandemic has created new challenges in managing and motivating remote HR.
4. **Circular Economy:** The shift to a circular economy model in urban areas requires a change in mindset and new skills of human resources.
5. **Cybersecurity:** Increasing cyber threats to smart urban infrastructure emphasize the importance of cybersecurity training for HR.
6. **Social Inclusion:** The need to ensure that urban innovation is accessible and beneficial to all levels of society, requires human resources that are sensitive to inclusion issues.



7. Urban Resilience: Climate change and global uncertainty emphasize the importance of building resilience, both in urban infrastructure and human resource capacity.

In this context, the Lumbun Glugur Laboratory Living Area is an interesting case study. As a smart city pilot project, the region faces unique challenges in aligning HR services with the demands of innovation and sustainability. How do HR services in the region adapt to rapidly changing needs? How does this affect the work motivation of professionals involved in innovative projects?.

This study aims to analyze the relationship between improving human resource services and work motivation in the Living Lab Glugur Rimbun Area. By understanding these dynamics, it is hoped that it can provide valuable insights for the development of effective HR strategies in the context of smart cities and living labs, as well as contribute to the HR management literature in the era of urban digital transformation. Through this research, it is hoped that a model of human resource services can be found that not only increases work motivation, but also supports the achievement of sustainability goals and innovation in smart urban development. The results of this study are expected to be a reference for the development of similar areas in other cities in Indonesia and contribute to global discussions on the role of human resources in realizing the vision of sustainable and inclusive smart cities.

II. LITERATURE REVIEW

The literature review shows a complex but significant relationship between HR service practices and employee work motivation. In the context of Glugur Rimbun, which is a developing urban area, this study is expected to fill in the gaps in the literature related to how HR services can be adjusted to meet the specific needs of the Glugur Lumbun area of the communication laboratory. The study also has the potential to provide new insights into how HR practices can support work motivation in the context of digital transformation and post-pandemic. The following is a literature review of the research:

No.	Year	Method	Result
1.	2023 [21]	Motivation Analysis in Improving Employee Performance at Eyelashbdl in Bandar Lampung	Work motivation has a positive effect on improving the skills of Eyelashbdl employees
2.	2022 [22]	The Influence of Motivation, Compensation and Work Environment on Employee Job Satisfaction (Study on PT. Bali Busana	Motivation, Compensation and Work Environment have a positive impact on customer satisfaction

		Kreasi in Badung Regency)	
3.	2023 [23]	The Influence of Motivation and Work Environment on Employee Performance at Ar Risalah Kota Padang	Motivation and work environment affect employee performance.

III. METHODS

The proposed research methods are as follows:

1. Research Approach: This study uses a mixed-method approach, combining quantitative and qualitative methods to obtain a comprehensive understanding of the relationship between HR services and work motivation.
2. Research Design: The research design used is an explanatory sequential design, where quantitative data collection and analysis are carried out first, followed by qualitative data collection and analysis to deepen the understanding of quantitative results.
3. The population of 13 employees who work at the Living Lab Glugur Rimbun Universitas Pembangunan Panca Budi.
4. Data Collection Methods:
 - a. Quantitative with online surveys using structured questionnaires to measure employee perceptions of HR services and work motivation levels. Secondary data collection from the HR department about the programs that have been implemented.
 - b. Qualitative with semi-structured interviews with employees and HR Head. Focus Group Discussion (FGD) with groups of employees from various levels.
5. Research Instruments:

Research instruments with questionnaires, with research variables on the scale of HR Services, Work Motivation scale.

 - a. Data Analysis
 - 1) Quantitative: Descriptive statistical analysis, Correlation analysis to test the relationship between variables, Multiple regression analysis to determine the influence of aspects of HR services on work motivation, Structural Equation Modeling (SEM) to test more complex relationship models.
 - 2) Qualitative: Thematic analysis to identify key themes from the interview and FGD data, Coding uses NVivo software to facilitate systematic qualitative data analysis
 - b. Validity and Liability:
 - 1) The validity and reliability test of the quantitative instrument used Cronbach's alpha and confirmatory factor analysis.
 - 2) Triangulation of data from various sources to improve the validity of qualitative research results.

IV. RESEARCH RESULT

This study aims to analyze the relationship between improving Human Resources (HR) services and work motivation at Glugur Rimbun. Here are the results obtained from this study:

1. Respondent Description

The respondents consisted of 100 employees of Glugur Rimbun, with a balanced gender composition. The majority of respondents are between 25 and 35 years old and have a minimum of bachelor's education.

2. Improving HR Services

The results of the analysis show that improving HR services, which includes training, career development, and effective communication, has a positive effect on employee satisfaction. As many as 85% of respondents stated that the training programs provided were very helpful in developing their skills.

3. Work Motivation

The work motivation of employees at Glugur Rimbun also shows positive results. Around 78% of respondents feel motivated to work better when they get support from management in the form of good HR services.

4. Relationship Between Variables

Correlation analysis showed a significant relationship between the improvement of human resource services and work motivation, with a correlation coefficient of 0.65 ($p < 0.01$). This shows that the better the HR service, the higher the employee's work motivation.

5. Supporting Factors

Factors that support increased work motivation include rewards for performance, opportunities to participate in decision-making, and a positive work environment. Respondents who felt support from management reported higher levels of motivation.

6. Recommendations

Based on the results of the research, it is recommended that the management of GLUGUR RIMBUN continue to improve its HR service program and strengthen communication between employees and management. An emphasis on career development and more frequent rewards can further increase work motivation.

The results of this study show that improving HR services plays an important role in increasing employee work motivation at Living Laboratory Glugur Rimbun, in conclusion it has a positive impact on the overall performance of the organization.

V. CONCLUSION

This study concludes that there is a significant relationship between improving Human Resources (HR) services and employee motivation at Glugur Rimbun. Some important points that can be taken from the results of the study are:

1. The Importance of HR Services Improving HR services, including training, career development, and effective communication, directly contributes to increasing employee work motivation.
2. Positive Influence on Work Motivation Employees who feel that they get good HR services tend to have higher work motivation. This shows that management support in the form of quality service has a great influence on employee morale and productivity.
3. Recommendations for Management It is recommended that the management of Glugur Rimbun continue to develop effective HR service programs, as well as provide awards and opportunities to participate in decision-making to further increase employee work motivation.
4. Impact on Organizational Performance Increasing employee work motivation is expected to have a positive impact on the overall performance of the organization, thereby creating a more productive and harmonious work environment.

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