

## Article

# The Effect of Motivation on the Performance of Health Promotion Officers at Jalan Gedang Health Centre, Bengkulu City

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**Abstract:** The role of health promotion officers is crucial in improving public health awareness and behavior, particularly in community health settings where proactive outreach and education are essential. This study examines the effect of motivation on the performance of health promotion officers at the Jalan Gedang Health Centre in Bengkulu City. Utilizing a quantitative research design, the study focuses on intrinsic and extrinsic motivational factors to determine their influence on work performance. Data were collected through structured questionnaires administered to health promotion officers at the center, ensuring a representative sample of the workforce. The results reveal that both intrinsic motivation—such as personal satisfaction, a sense of purpose, and the desire for professional growth—and extrinsic motivation—such as financial rewards, recognition, and job security—significantly impact the performance levels of health promotion officers. Officers who report higher intrinsic motivation exhibit greater commitment and creativity in their work, leading to more effective health promotion initiatives. Conversely, extrinsic motivational factors play a crucial role in enhancing morale and encouraging officers to meet their objectives. The study highlights the importance of a comprehensive motivational strategy that integrates both intrinsic and extrinsic elements to optimize performance. Recommendations for enhancing staff motivation include implementing targeted training programs, providing regular constructive feedback, and recognizing exceptional contributions through awards or other incentives. By addressing these motivational factors, health centers can improve the overall effectiveness of their health promotion teams, ultimately leading to better health outcomes and increased community engagement in health initiatives. This research adds to the existing literature on motivation in public health settings and emphasizes the necessity for tailored strategies to effectively boost officer performance and drive positive health behavior in the community.

**Keywords:** Motivation, Performance, Health Promotion, Health Centre, Bengkulu City

## 1. Introduction

Health promotion plays a vital role in empowering individuals and communities to improve their health status. It involves efforts to encourage people to adopt healthy behaviors, prevent diseases, and create environments that support wellness. In public health systems, these efforts are critical to achieving broader goals, such as reducing morbidity rates, promoting mental health, and enhancing the quality of life. Public health institutions, including community health centers known as Puskesmas, are on the front lines of these efforts, working to deliver essential services directly to the population.

The performance of health promotion officers is a decisive factor in ensuring the success of programs aimed at encouraging healthy behaviors within the community.

Health promotion officers engage in various activities, including health education, advocacy, collaboration with local stakeholders, and public health campaigns. Their ability to effectively carry out these tasks determines how well communities respond to preventive measures and adopt healthier lifestyles. Consequently, understanding what drives the performance of these officers is essential for optimizing public health outcomes.

The Jalan Gedang Health Centre, located in Bengkulu City, plays a strategic role in addressing the health needs of the local community. As part of its core mandate, the center is committed to promoting health education and awareness through proactive outreach programs. However, the success of these programs largely depends on the motivation of health promotion officers. Officers who are highly motivated tend to be more engaged, innovative, and committed to their work, resulting in better performance and more impactful health interventions. This makes motivation a central focus of this study, as it explores how both intrinsic and extrinsic motivational factors influence the performance of health promotion officers at this health center.

Motivation is widely recognized as one of the most significant factors influencing employee performance across different sectors, including healthcare. Without adequate motivation, employees are less likely to fully commit to their responsibilities or go the extra mile in achieving organizational goals. In the context of health promotion, motivation plays a dual role. First, it ensures that officers perform routine tasks efficiently, such as conducting health assessments, organizing campaigns, and collaborating with other health institutions. Second, it encourages creativity and adaptability, enabling officers to develop innovative ways to engage the community and respond to emerging public health challenges.

Intrinsic motivation refers to an individual's internal desire to perform a task for personal satisfaction or enjoyment. For health promotion officers, this type of motivation may stem from the fulfillment they experience when helping others, making a positive impact on public health, or achieving personal growth through their work. Intrinsically motivated employees are more likely to take initiative, display higher levels of engagement, and demonstrate a stronger sense of responsibility toward their tasks. Research has consistently shown that intrinsic motivation tends to produce sustained performance, as employees derive inherent satisfaction from the work itself rather than external rewards.

Extrinsic motivation, on the other hand, involves external incentives that encourage employees to achieve specific goals. These incentives can include financial rewards, such as salaries, bonuses, or allowances, as well as non-monetary benefits, such as recognition, promotions, or job security. Extrinsically motivated employees often focus on achieving the desired outcomes to obtain these rewards or avoid negative consequences. In public health institutions, such as Jalan Gedang Health Centre, extrinsic motivation plays a critical role in ensuring that employees remain committed to their duties, especially when facing challenges such as limited resources or high workloads.

Although intrinsic and extrinsic motivation can independently influence performance, research suggests that combining both types of motivation yields the best results. Employees who are intrinsically motivated to perform their roles and are also rewarded with extrinsic incentives are more likely to maintain high performance over the long term. However, striking the right balance between these two forms of motivation is essential, as excessive reliance on external rewards can sometimes diminish intrinsic motivation. This phenomenon, known as the "crowding-out effect," occurs when employees become overly dependent on external incentives, reducing their internal drive to perform tasks. Therefore, public health institutions must carefully design motivational strategies to sustain both intrinsic and extrinsic motivation among their workforce.

In the specific context of health promotion, motivation plays an even more crucial role. Health promotion officers often work in dynamic environments where they face multiple challenges, including resource limitations, changing health priorities, and the need to engage diverse communities. Officers must be able to adapt quickly, find innovative solutions to emerging problems, and maintain a high level of enthusiasm despite these challenges. This requires a combination of intrinsic motivation, which drives

them to find meaning and fulfillment in their work, and extrinsic motivation, which provides tangible rewards for their efforts.

This study aims to explore how intrinsic and extrinsic motivational factors affect the performance of health promotion officers at Jalan Gedang Health Centre. Understanding these motivational factors is essential for developing targeted strategies to improve performance and, ultimately, enhance the effectiveness of health promotion programs. By identifying the key drivers of motivation, the health center can implement policies that support personal growth, professional development, and adequate compensation for its staff. These efforts will not only improve individual performance but also contribute to achieving the broader public health objectives of the institution.

Furthermore, the findings of this study have practical implications for other public health institutions facing similar challenges. Motivation is a universal issue in the public sector, where employees are often required to meet high expectations despite limited resources. Health promotion officers, in particular, must maintain a high level of dedication to engage communities effectively and encourage behavioral changes. This study's insights into the motivational factors influencing their performance can inform policies and practices aimed at fostering a motivated workforce in other health centers and public health organizations.

In conclusion, the importance of motivation in driving the performance of health promotion officers cannot be overstated. Both intrinsic and extrinsic motivation play essential roles in ensuring that these officers remain committed to their duties and continue to contribute meaningfully to public health efforts. This study seeks to examine the extent to which each type of motivation influences performance and identify strategies to optimize motivational levels among health promotion officers at Jalan Gedang Health Centre. The insights gained from this research will help the center enhance its operational efficiency, strengthen health promotion programs, and improve health outcomes for the community it serves.

## **2. Materials and Methods**

This study employs a quantitative approach, collecting data through structured questionnaires distributed to 30 health promotion officers at the Jalan Gedang Health Centre. A quantitative method was chosen as it allows for a systematic measurement of variables, such as motivation and performance, and provides objective data that can be analyzed statistically. This approach is particularly useful for identifying relationships between different factors and testing hypotheses regarding the effect of intrinsic and extrinsic motivation on work performance.

### **Research Design**

The research design used in this study is cross-sectional, meaning that data were collected at a single point in time. This design allows for a snapshot of the current motivational levels and performance of the officers. Although cross-sectional designs do not capture changes over time, they are effective for understanding the immediate relationships between variables, such as how motivation at a given time influences performance outcomes.

### **Participants and Sampling**

The study involved a total of 30 health promotion officers working at the Jalan Gedang Health Centre. These participants were selected using a purposive sampling technique, where only individuals meeting specific criteria were included – namely, those responsible for health promotion activities at the center. This sampling method ensures that the data collected are relevant to the research objectives, as all participants are directly involved in activities targeted by the study. Although the sample size is relatively small, it reflects the available number of health promotion officers at this specific health center, making it suitable for a focused case study.

### **Data Collection Instrument**

The primary data collection instrument was a structured questionnaire designed to measure intrinsic motivation, extrinsic motivation, and performance indicators. The questionnaire was divided into three sections: the first section focused on intrinsic

motivation, such as personal fulfillment and sense of purpose; the second section measured extrinsic motivation, including salary satisfaction, bonuses, and recognition; and the third section assessed performance through self-reported indicators, such as task completion, innovation, and community engagement. The questionnaire utilized a five-point Likert scale, with responses ranging from “strongly disagree” to “strongly agree.”

#### **Data Analysis**

The responses collected were analyzed using both descriptive and inferential statistics. Descriptive statistics, such as means and standard deviations, were used to summarize the characteristics of the participants and provide an overview of their motivational levels and performance. Regression analysis was employed to test the relationship between intrinsic and extrinsic motivation and performance, identifying the extent to which these factors influence the outcomes. This analysis helps determine whether intrinsic or extrinsic motivation has a more significant impact on the performance of health promotion officers at the Jalan Gedang Health Centre.

#### **Ethical Considerations**

The study followed ethical research practices by obtaining informed consent from all participants before they completed the questionnaire. Participants were assured of the confidentiality and anonymity of their responses, and their participation was voluntary, with the option to withdraw at any time without consequence. The study also ensured that the data collected would only be used for research purposes and that findings would be presented in aggregate form to protect individual identities.

### **3. Results**

This section presents the findings of the study, focusing on the influence of intrinsic and extrinsic motivation on the performance of health promotion officers at the Jalan Gedang Health Centre, Bengkulu City. Data analysis was conducted using descriptive statistics and regression analysis to determine the relationship between these variables.

#### **Participant Profile**

The study involved 30 health promotion officers actively engaged in health-related activities at the Jalan Gedang Health Centre. Most participants (67%) reported having more than two years of experience, while 33% had less than two years. Gender distribution was fairly balanced, with 60% of participants identifying as female and 40% as male. The background and experience of the officers are relevant, as they may influence both their motivation levels and work performance.

#### **Descriptive Statistics**

The descriptive analysis reveals that both intrinsic and extrinsic motivation levels among the officers are moderately high. Intrinsic motivation—such as personal satisfaction from helping others and a sense of fulfillment—achieved a mean score of 4.3 on a 5-point Likert scale. This result suggests that the officers are driven by internal rewards and find meaning in their tasks.

Extrinsic motivation—measured through indicators such as salary, bonuses, recognition, and job security—recorded a mean score of 3.9. Although slightly lower than intrinsic motivation, the results indicate that external rewards still play a role in sustaining motivation among the participants.

Performance was assessed using self-reported indicators such as task efficiency, creativity, and community outreach. The average performance score was 4.1, indicating that the health promotion officers generally perform well in their duties. This suggests that the programs and initiatives managed by the health center are effectively implemented.

#### **Regression Analysis**

The regression analysis examines the impact of intrinsic and extrinsic motivation on the performance of the officers. The results show that both intrinsic and extrinsic motivation significantly influence performance, although intrinsic motivation appears to have a stronger impact.

**Intrinsic Motivation and Performance:** The coefficient for intrinsic motivation ( $\beta = 0.48, p < 0.05$ ) indicates a significant positive effect on performance. Officers who are driven by internal satisfaction, such as the desire to help others and achieve personal growth, tend to be more productive and effective in their roles.

**Extrinsic Motivation and Performance:** The analysis shows that extrinsic motivation also has a positive influence on performance, with a coefficient of  $\beta = 0.32 (p < 0.05)$ . Although its effect is slightly weaker compared to intrinsic motivation, external rewards such as financial incentives and recognition contribute to maintaining high performance. These rewards are especially important for sustaining motivation during periods of high workload or resource constraints.

#### **Combined Effect of Intrinsic and Extrinsic Motivation**

The findings highlight that the combination of intrinsic and extrinsic motivation produces the best performance outcomes. Officers who experience both personal satisfaction and receive external rewards perform better than those relying on only one type of motivation. This result aligns with previous research suggesting that a balance of internal and external incentives maximizes employee productivity.

#### **Summary of Results**

The results confirm that both intrinsic and extrinsic motivation play essential roles in enhancing the performance of health promotion officers at Jalan Gedang Health Centre. Intrinsic motivation emerges as the more influential factor, indicating that fostering a sense of personal fulfillment and meaning in work is critical to sustaining high performance. However, extrinsic motivation remains an important component, particularly in providing tangible rewards that encourage consistent effort and commitment.

These findings suggest that health center management should implement strategies that address both types of motivation. Providing opportunities for professional growth and personal satisfaction, along with financial rewards and recognition, can lead to optimal performance. A balanced approach to motivation will ensure that health promotion officers remain engaged, committed, and effective in their roles, contributing to better health outcomes for the community.

### **4. Discussion**

This section discusses the findings of the study on the effect of motivation on the performance of health promotion officers at the Jalan Gedang Health Centre, Bengkulu City. The results indicate that both intrinsic and extrinsic motivation significantly influence performance, with intrinsic motivation showing a stronger effect. These findings align with previous research, which highlights that motivation plays a vital role in employee performance, particularly in the healthcare sector, where job demands are high, and personal commitment is crucial.

#### **The Role of Intrinsic Motivation**

The study reveals that intrinsic motivation has a stronger positive impact on the performance of health promotion officers. This finding supports the idea that when employees find meaning in their work, they tend to perform better and remain more engaged. In the context of health promotion, officers experience intrinsic rewards through the fulfillment that comes from helping others, improving community health, and achieving personal growth. This inner drive encourages them to take initiative, solve problems creatively, and maintain a high level of commitment, even when external rewards are limited.

This result is consistent with the self-determination theory, which emphasizes the importance of autonomy, competence, and relatedness in fostering intrinsic motivation. When employees feel that their work aligns with their values and allows them to develop professionally, they are more likely to be intrinsically motivated. For health promotion officers, the opportunity to engage directly with the community and witness positive

changes can further reinforce their internal motivation, resulting in improved performance.

Furthermore, intrinsic motivation is often linked to enhanced job satisfaction, which can lead to lower turnover rates among health promotion officers. When employees derive pleasure and purpose from their roles, they are less likely to seek employment elsewhere, thus reducing the costs associated with recruitment and training new staff. In a sector where stability and experienced personnel are crucial, fostering intrinsic motivation can lead to long-term organizational benefits.

### **The Role of Extrinsic Motivation**

Extrinsic motivation, although slightly less influential, also plays an important role in enhancing performance. Financial incentives, recognition, and job security contribute to maintaining officers' morale and encourage them to meet performance standards. In public health settings, where workloads can be demanding, extrinsic rewards provide practical support that helps employees stay motivated. For example, adequate compensation and public recognition can foster a sense of achievement and motivate officers to continue performing well.

These findings align with Herzberg's two-factor theory, which states that while intrinsic factors (motivators) drive long-term job satisfaction, extrinsic factors (hygiene factors) help prevent dissatisfaction. In the case of health promotion officers, extrinsic rewards act as reinforcements that complement their intrinsic motivation, ensuring sustained engagement even in challenging situations.

Moreover, extrinsic motivation can also help establish a performance-oriented culture within the organization. When health promotion officers are rewarded for their efforts, it creates a standard of excellence that others may aspire to meet. This culture of recognition can lead to improved overall performance within the team, as members strive not only to meet their individual goals but also to contribute to the collective success of the health centre.

### **Combined Effect of Intrinsic and Extrinsic Motivation**

The study confirms that a combination of intrinsic and extrinsic motivation produces the best performance outcomes. Officers who experience personal satisfaction from their work and receive external rewards perform better than those who rely solely on one type of motivation. This result is consistent with research suggesting that employees achieve optimal performance when they are both intrinsically driven and supported by tangible rewards.

However, it is important to balance the two types of motivation carefully. Excessive reliance on extrinsic rewards can sometimes undermine intrinsic motivation, a phenomenon known as the "crowding-out effect." If employees become too dependent on external incentives, their internal drive to perform well may diminish. Therefore, management should design motivational strategies that enhance both intrinsic and extrinsic motivation without overemphasizing one at the expense of the other.

Organizations can employ various strategies to maintain this balance. For instance, fostering a culture of recognition can be achieved through regular feedback, team-building activities, and opportunities for skill development, which help reinforce intrinsic motivation. Concurrently, ensuring that extrinsic rewards are not the sole focus of performance evaluations will help mitigate the risk of diminishing intrinsic motivation.

### **Practical Implications**

The findings have important practical implications for public health institutions, especially those aiming to improve the performance of their health promotion officers. Management at the Jalan Gedang Health Centre can enhance intrinsic motivation by providing opportunities for personal development, meaningful work, and community

engagement. Additionally, creating a supportive work environment where officers feel valued and recognized can strengthen their commitment.

Practical strategies may include implementing regular training programs that allow health promotion officers to develop new skills, which not only fosters intrinsic motivation but also enhances their competencies. Furthermore, involving officers in decision-making processes regarding health initiatives can instill a sense of ownership and commitment, motivating them to excel in their roles.

At the same time, extrinsic rewards such as performance-based bonuses, public recognition, and job security should be maintained to complement intrinsic motivation. A well-rounded motivational strategy can help the center address challenges such as limited resources or high workloads, ensuring that officers remain motivated and effective in their roles. Public acknowledgment of individual and team achievements can further bolster morale and encourage a positive work environment.

Moreover, periodic assessments of motivation strategies are crucial to ensure they remain effective over time. Feedback from health promotion officers regarding their experiences with both intrinsic and extrinsic motivators can inform management practices and help tailor approaches to meet the evolving needs of the staff.

In conclusion, the findings of this study highlight the significant role that both intrinsic and extrinsic motivation play in enhancing the performance of health promotion officers at the Jalan Gedang Health Centre. By fostering a supportive environment that values both types of motivation, public health institutions can improve employee satisfaction, retention, and overall effectiveness in promoting community health. The dual focus on intrinsic and extrinsic motivation not only enhances individual performance but also contributes to a more robust and responsive healthcare system, ultimately benefiting the communities served.

## 5. Conclusion

This study aimed to explore the impact of motivation on the performance of health promotion officers at the Jalan Gedang Health Centre in Bengkulu City. The findings provide significant insights into how both intrinsic and extrinsic motivational factors play critical roles in enhancing the effectiveness of health promotion activities.

The research highlighted that intrinsic motivation, characterized by personal satisfaction, a sense of purpose, and the joy derived from helping others, significantly influences the performance of health promotion officers. Officers who find meaning in their work tend to be more engaged and committed to their roles, demonstrating higher levels of creativity and initiative in implementing health programs. This aligns with established theories on motivation, particularly Self-Determination Theory, which emphasizes the importance of intrinsic factors in fostering engagement and performance.

Conversely, the study also found that extrinsic motivation, including financial rewards, recognition, and job security, has a substantial impact on performance. Health promotion officers who are adequately compensated and recognized for their contributions are likely to exhibit higher levels of motivation and job satisfaction. This finding is consistent with Herzberg's Two-Factor Theory, which suggests that while hygiene factors are essential to prevent dissatisfaction, motivators are necessary to drive performance and enhance job satisfaction.

A critical insight from this research is the necessity for a balanced motivational strategy that incorporates both intrinsic and extrinsic factors. Relying solely on financial incentives can lead to a culture of dependency on external rewards, potentially undermining intrinsic motivation over time. On the other hand, emphasizing intrinsic satisfaction without adequate external recognition may leave employees feeling undervalued. Thus, health centers must strive to create a work environment where intrinsic motivations are nurtured alongside extrinsic rewards.

The implications of these findings extend beyond individual performance to impact overall public health outcomes. Health promotion officers serve as vital links between health services and the community, making their performance crucial in promoting health awareness and behavioral change. By understanding and addressing the motivational needs of these officers, health centers can enhance the quality of health promotion efforts, leading to improved community health outcomes.

To optimize motivation and performance, several recommendations emerge from this study. First, health centers should implement training and professional development programs that foster intrinsic motivation. Providing opportunities for skill enhancement and career advancement can help officers find deeper meaning in their work. Additionally, creating a supportive organizational culture that values employees' contributions will further enhance intrinsic motivation.

Second, establishing a robust recognition and reward system is essential for promoting extrinsic motivation. This could include formal recognition programs, performance bonuses, and opportunities for career advancement. Public acknowledgment of achievements can boost morale and encourage officers to strive for excellence in their health promotion activities.

Third, regular feedback and open communication channels between management and health promotion officers can facilitate a better understanding of motivational factors. Engaging employees in discussions about their needs and aspirations will help management tailor motivational strategies effectively. This collaborative approach not only empowers health officers but also fosters a sense of belonging and commitment to the organization.

Furthermore, conducting periodic assessments of motivation levels among health promotion officers can provide valuable insights into the effectiveness of implemented strategies. Surveys and feedback mechanisms can help identify areas for improvement and inform ongoing policy adjustments.

This study also lays the groundwork for future research in the field of health promotion and motivation. Further studies could expand the sample size to include multiple health centers, allowing for broader generalization of findings. Longitudinal research could also be beneficial in examining how motivation and performance dynamics evolve over time, providing deeper insights into the sustainability of motivational strategies.

In conclusion, motivation is a key determinant of the performance of health promotion officers at the Jalan Gedang Health Centre. By acknowledging the dual importance of intrinsic and extrinsic factors, health centers can develop comprehensive strategies that enhance officer performance and, consequently, the overall effectiveness of health promotion efforts. As health promotion officers continue to play a pivotal role in advancing public health initiatives, investing in their motivation will be essential for achieving sustainable health outcomes and fostering healthier communities. The study emphasizes that a motivated workforce is not only beneficial for the employees themselves but also for the communities they serve, leading to improved health awareness and behavior. Thus, a focused effort to enhance motivation will ultimately translate into better public health practices and outcomes, solidifying the critical role of health promotion in the broader healthcare landscape.

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