

THE IMPACT OF EMPLOYEE MOTIVATION APPROACHES ON ACHIEVING COMPETITIVE ADVANTAGE: CASE OF BANKING SECTORS IN PEKANBARU, INDONESIA

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ABSTRACT

This study identifies the existing relationship between employee motivation approaches and competitive advantage. The role of employee motivation approaches have become important activities of Human Resource Management where employee motivation approaches can affect on employees' behavior and attitude to achieve organization's goals. This study was conducted in Pekanbaru, Indonesia as geographical location where this study was involving employees who in 4 selected banks. This relationship has been investigated by using SPSS. The results indicated a significant relationship between employee motivation approaches and competitive advantage.

Keywords: *Employee Motivation Approaches, Performance Appraisal, Adequate Training and Development, Fair Reward System, Competitive Advantage, Loyalty and Commitment*