

Enhancing Business Motivation: Exploring the Impact of Spiritual and Emotional Intelligence in Organizational Contexts

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Abstract

In this increasingly rapid business competition, business motivation is important to improve the quality of business performance. This is also one way to increase the company's internal strength. This research aims to determine the influence of spiritual and emotional intelligence on business motivation. The method used in this research is a quantitative method with descriptive associative analysis. The respondents of this research are the people of Bojonegoro Regency. The sampling technique is based on a representative sample size, which in this case is 50 samples. Data analysis was carried out in several stages: testing the validity and reliability of research instruments, classical assumptions, and hypothesis tests. The results of this study show that spiritual intelligence and emotional intelligence have a significant and positive effect on business motivation and simultaneously have a positive effect on business motivation. Thus, it can be explained that improving spiritual and emotional intelligence is a critical method for fostering business motivation in more competitive situations and strengthening internal organizational resilience. The findings contribute to providing useful insights for companies seeking to nurture a motivated workforce by stressing the development of spiritual and emotional intelligence in employees. This technique improves individual performance and strengthens the organization's overall ability to prosper in adverse market conditions.

Keywords: Business Motivation; Emotional intelligence; Spiritual Intelligence.

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I. Introduction

This document is a manuscript writing template for submission to the Target Journal to the This rapidly changing business situation forces organizations to improve their motivation to survive. In business, one of the interesting points for leaders and academics is spiritual and emotional intelligence, which can strengthen the companys internal conditions and improve the quality of their business fields (Susilo, 2023). Several studies have been conducted to see the influence of both spiritual and emotional intelligence in improving business motivation.

Research conducted by Ludin et al. (2018)) shows that spiritual intelligence significantly influences the performance of Muslimpreneurs. This means that spiritual intelligence is important in driving business motivation (Siswadi and Lestari, 2021). Spiritual intelligence development can significantly benefit individuals, teams, and organizations in achieving effective and sustainable business goals (Vasconcelos, 2020). This is because spiritual intelligence helps individuals find meaning and purpose in their work (Cisheng et al., 2017). Individuals with good spiritual intelligence also tend to have greater sensitivity, which can increase their motivation to work better. Further research stated that spiritual intelligence would positively impact a person's entrepreneurial activities (Muhani et al., 2019; Rodrigues et al., 2019). In the context of leadership, spiritual intelligence also plays an important role (Rodrigues et al., 2019). Leaders with high spiritual intelligence can inspire and motivate teams with a strong vision and values reflected in business performance (Panyiwi Kessi et al., 2022).

Furthermore, emotional intelligence influences how individuals manage their own emotions and understand the emotions of others in the work environment (Pastor, 2014). Individuals with this ability tend to be more adaptive in dealing with pressure and challenges in business, which allows them to remain motivated even when faced with difficult situations (Cullen et al., 2014). Then, research from Nuryanto (2020) stated that emotional intelligence influences entrepreneurial interest. Further research from Siagian (2023) stated that emotional intelligence plays a role as a mediating variable in the relationship between management knowledge and interest in entrepreneurship.

Moreover, emotional intelligence in business motivation influences the way individuals manage their own emotions and understand the emotions of others in the work environment. Individuals with this ability tend to be more adaptive when facing pressure and challenges in business. In addition, the ability to understand and respond to other people's emotions also allows individuals to build strong and supportive relationships with colleagues and understand the desires of consumers or customers (Wilder et al., 2014).

Increasing spiritual and emotional intelligence is an important factor driving business motivation (Siswadi and Lestari, 2021). The development of spiritual and emotional intelligence can bring significant benefits to individuals, teams, and organizations in achieving effective and sustainable business goals (Vasconcelos, 2020). So, spiritual and emotional intelligence play an important role in influencing business motivation (Rodrigues et al., 2019). Business motivation driven by spiritual and emotional intelligence often persists on an ongoing basis because, in increasingly rapid business competition, it is a challenge for business actors to improve the quality of their business fields, especially by strengthening the company's internal conditions and business (Susilo, 2023).

Based on the limitations of previous research regarding business motivation (Van Der Kolk et al., 2019), it emphasizes the need for further research with a more representative approach using panel data regression with multiple linear regression methods to model business motivation econometrically. The gap from previous studies can be explained by panel data modeling, which is only carried out to model business motivation in a small scope, such as the internal (company) scope. In contrast, in this study, a wider scale is used, namely the area coverage of the research. Therefore, this research aims to analyze and determine the influence of spiritual intelligence and emotional influence on business motivation so that it can provide empirical information to research subjects and interested agencies regarding the influence of spiritual and emotional intelligence on business motivation and can also be used as a source reference for further research. As a result, the novelty of this research is to represent spiritual and emotional intelligence in business motivation in a broader scope, so it can be useful as literacy in increasing business motivation.

II. Literature Review

Increasing business motivation is a must for individuals who want to achieve success in the world of work and business (Yuliandari, 2020). Business motivation is the key to achieving the goals that have been set in the context of a career or business. Without sufficient motivation, individuals tend to lose focus and enthusiasm to pursue these targets, which can hinder progress in achieving success in the business field (Murnieks et al., 2020). Apart from that, business motivation is also an important factor that influences the level of individual performance at work. When someone has high motivation, they tend to be more enthusiastic and dedicated to doing a good job (Angelina and Supriadi, 2023). This has a positive impact on productivity and efficiency in carrying out business tasks, which, in the end, can produce better and more satisfying results (Raziq and Maulabakhsh, 2015).

Furthermore, business motivation also plays a role in maintaining individual mental and emotional resilience amidst the challenges and obstacles that may be faced in the competitive business world (Hsu et al., 2014). When someone has strong motivation, they are better able to persevere and bounce back after experiencing setbacks. High motivation provides the encouragement needed to keep moving forward and try new things, even in difficult situations. Not only that, increasing business motivation can also help individuals maintain focus and commitment to long-term vision and goals in a career or business (Yuliandari, 2020). Having clear and strong motivation makes a person more likely to stick to plans, overcome distractions, and make decisions that favor achieving goals. Overall, business motivation is the key to success in the world of work and business. Increasing business motivation helps individuals to stay focused, perform high, overcome obstacles, and achieve set goals (Setiawan, 2016). Therefore, a person needs to continuously strive to increase business motivation to achieve the desired success in career and business.

Spiritual intelligence involves a deep understanding of values, life goals, and the greater meaning behind actions (Nurhasanah et al., 2024). In a professional context, this understanding helps individuals establish a more meaningful relationship with work, making work a daily routine and part of a larger journey toward harmony and self-fulfillment. In addition, spiritual intelligence allows individuals to find harmony between material needs and spiritual needs at work. This makes it possible to find the right balance between achieving career goals and a sustainable personal life (Aprilita, 2024). By having a deeper understanding of values and life goals, individuals can make choices that align with these principles, increasing job satisfaction and overall well-being.

Spiritual intelligence also plays an important role in forming effective leadership in the workplace. Leaders who have good spiritual intelligence tend to be more connected to the vision and values of the organization and are able to inspire and motivate teams to achieve common goals (Berlian and Tasrim, 2023), also tend to be better able to guide and support subordinates in navigating complex challenges in the work environment. Lastly, spiritual intelligence influences work culture and overall organizational climate. Organizations that encourage the development of spiritual intelligence among their members tend to create work environments that are more inclusive, empathetic, and oriented towards shared goals. This creates an atmosphere where individuals feel valued and supported in personal growth and development, which can ultimately improve the overall performance and success of the organization. Thus, the influence of spiritual intelligence in work is crucial because it brings benefits in terms of finding meaning and purpose in work, achieving a balance between material and spiritual needs, forming effective leadership, and creating a positive and competitive work culture (Arfandi, 2019).

Emotions can be the main trigger of an individual's intrinsic motivation. When someone feels inspired, enthusiastic, or happy about work, they tend to have high motivation to carry out these tasks well (Dewi et al., 2023). Conversely, when someone feels stressed, frustrated, or uninspired, motivation to work may decrease (Putra et al., 2023). Therefore, understanding and managing emotions effectively can help increase individual motivation in achieving business goals (Lumpkin and Achen, 2018). Furthermore, emotions also influence how individuals respond to challenges and obstacles in business. Individuals who have good emotional intelligence tend to be more adaptive in dealing with pressure and change, which in turn can increase motivation to find solutions and overcome obstacles (Bande and FernándezFerrín, 2015). Conversely, individuals who are unable to manage emotions well may be prone to feelings of hopelessness or demoralization when faced with adversity, which can hinder performance and achievement of business goals.

Furthermore, emotions also play a role in forming relationships between individuals in the work environment. Positive interpersonal relationships and social support can provide an additional boost to

individual motivation. When individuals feel supported and appreciated by colleagues and superiors, they tend to feel more motivated to contribute positively to the team and achieve common goals (Muktamar et al., 2023). Conversely, interpersonal conflict or disharmony in the workplace can disrupt an individual's emotional well-being and reduce motivation to work well. Thus, the emotional influence on business motivation shows that emotions play an important role in motivating individuals to achieve success in the world of work. Understanding and managing emotions well can help increase individual motivation, facilitate adaptation to change, strengthen interpersonal relationships in the workplace, and ultimately improve overall business performance and success.

III. Method

This research approach was carried out using quantitative descriptive analysis. Quantitative research is a research methodology approach that collects and analyzes data quantitatively to understand phenomena or answer research questions. This approach emphasizes using numbers, statistics, and measurements to describe, analyze, and interpret relationships between variables. The location of this research is Bojonegoro Regency, which was carried out in the Bojonegoro community because spiritual and emotional intelligence can be a very influential aspect in motivating individuals to achieve success in business. The primary data in this research is in the form of a questionnaire, which is measured using a Likert scale. The population in this research is the Bojonegoro Regency people with a business or job. Sampling is based on a representative sample size, namely between 50-100 samples. Data analysis in this research was carried out using several stages: testing data instruments, classical assumptions, and multiple linear regression analysis.

IV. Results and Discussion

1. Validity and Reliability Tests

The following are the results of data instrument tests carried out through validity and reliability tests, which can be seen in Table 1. Based on Table 1, the validity test results are the results. In this study, 50 respondents were used with an alpha of 0.05, and an r table of 0.2787 was obtained. The results of the validity test show in the table that the calculated r value for each variable indicator is greater than the r table, namely 0.2787. Because the value of each variable indicator shows r count > r table, the results state that all the indicators are valid.

Table 1. Validity Test Results

Variable	Statement	r count	r table	Sig	Note.
Spiritual Intelligence	Statement 1	0.522	0.2787	0.000	Valid
	Statement 2	0.519	0.2787	0.000	Valid
	Statement 3	0.695	0.2787	0.000	Valid
	Statement 4	0.566	0.2787	0.000	Valid
	Statement 5	0.541	0.2787	0.000	Valid
	Statement 6	0.532	0.2787	0.000	Valid
	Statement 7	0.510	0.2787	0.000	Valid
	Statement 8	0.638	0.2787	0.000	Valid
	Statement 9	0.621	0.2787	0.000	Valid
	Statement 10	0.534	0.2787	0.000	Valid
Emotional	Statement 1	0.685	0.2787	0.000	Valid
	Statement 2	0.625	0.2787	0.000	Valid
	Statement 3	0.605	0.2787	0.000	Valid
	Statement 4	0.530	0.2787	0.000	Valid
	Statement 5	0.640	0.2787	0.000	Valid
	Statement 6	0.517	0.2787	0.000	Valid
	Statement 7	0.683	0.2787	0.000	Valid
	Statement 8	0.650	0.2787	0.000	Valid
	Statement 9	0.645	0.2787	0.000	Valid

Variable	Statement	r count	r table	Sig	Note.
Business Motivation	Statement 10	0.608	0.2787	0.000	Valid
	Statement 1	0.685	0.2787	0.000	Valid
	Statement 2	0.524	0.2787	0.000	Valid
	Statement 3	0.657	0.2787	0.000	Valid
	Statement 4	0.685	0.2787	0.000	Valid
	Statement 5	0.662	0.2787	0.000	Valid
	Statement 6	0.529	0.2787	0.000	Valid
	Statement 7	0.626	0.2787	0.000	Valid
	Statement 8	0.635	0.2787	0.000	Valid
	Statement 9	0.680	0.2787	0.000	Valid
	Statement 10	0.546	0.2787	0.000	Valid

Meanwhile, the results of the reliability test can be seen in Table 2. Based on the results, it can be explained that all the variables used in this research show a Cronbach Alpha value > 0.60 (Hair et al., 2020). This confirms that the instruments or tools used in data collection have adequate internal consistency. With a Cronbach Alpha value that meets or exceeds the established standards, it can be concluded that the reliability of the instrument is met so that the data obtained is reliable and trustworthy.

Table 2. Reliability Test Results

Variable	Reliability Coefficient	Cronbach Alpha	Alpha Coefficient	Description
Spiritual Intelligence	10 Statements	86%	60%	Reliable
Emotional	10 Statements	82%	60%	Reliable
Business Motivation	10 Statements	82%	60%	Reliable

2. Classical Assumption Test

The following are the results of the normality test in the research, which are displayed in Table 3. The data normality test aims to test whether, in the regression model used, the residual variables have a normal distribution with the Kolmogorov Smirnov Test (KS test) (Khatun, 2021) The normality testing method involves looking at the variable's significance value. If the significance is greater than 0.05, it shows that the data distribution used in the regression analysis model is normally distributed. The research results show that the significance level of the Kolmogorov-Smirnov test is 0.200 because the significance level is $0.200 > 0.05$. Therefore, the data used in the regression model is normally distributed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
<i>N</i>		50
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	0
	<i>Std. Deviation</i>	302775624
<i>Most Extreme Differences</i>	<i>Absolute</i>	0,092
	<i>Positive</i>	0,059
	<i>Negative</i>	-0,092
<i>Kolmogorov-Smirnov Z</i>		0,092
<i>Asymp. Sig. (2-tailed)</i>		0,2

The multicollinearity test aims to test whether, in the regression model, a correlation is found between the independent variables by analyzing the correlation matrix between the dependent variables by looking at the Tolerance and Variance Inflation Factor (VIF) values. If the tolerance value is greater than 0.10 or equal to a VIF value of less than 10, this means that multicollinearity does not occur (Lavery

et al., 2019). Based on the results of the multicollinearity test seen in Table 4, it can be explained that the Tolerance value is > 0.10 and the VIF value is < 10 , so it can be concluded that the model The regression used in the research does not contain multicollinearity.

Table 4. Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Spiritual Intelligence	0,42	2.383
Emotional	0,42	2.383

The results of the heteroscedasticity test can be seen in Table 5. The heteroscedasticity test aims to test whether there is an inequality in the variance of the residuals from one observation to another in a regression model. The method used includes using the Glejser test; if the test results show a calculated t value $< t$ table and a significant probability > 0.05 , then the regression model does not have heteroscedasticity. Data analysis shows that the significance value for all variables in this study is greater than 0.05. Thus, it can be concluded that the regression model or analysis carried out is not affected by heteroscedasticity, which is a condition where the variance of the dependent variable is not constant throughout the range of values of the independent variable.

Table 5. Heteroscedasticity Test Results

Variable	Sig.
Spiritual Intelligence	0,122
Emotional	0,589

3. Multiple Regression Analysis

The results of multiple linear regression analysis are shown in Table 6. The results of the data analysis above show a constant value of 10.227, which indicates that if the independent variable has a constant (fixed) value, then the dependent variable, namely business motivation, is 10.227. The significance value of the spiritual intelligence variable is $0.005 < 0.05$, with a coefficient value of 0.487. So, it can be explained that the spiritual intelligence variable significantly positively affects Business Motivation. Thus, increasing each unit of the family environment variable will increase Business Motivation by 0.487. Then, the significance value of the emotional variable is $0.032 < 0.05$, with a coefficient value of 0.315. So, it can be explained that emotional variables significantly positively affect Business Motivation. Thus, increasing each unit of the emotional variable will increase Business Motivation by 0.315. In the simultaneous test, a significance value of $0.000 < 0.05$ was obtained, so it can be explained that spiritual intelligence and emotional intelligence simultaneously influence business motivation. The R^2 value of 0.879 indicates that spiritual intelligence and emotional intelligence contribute to influencing Business Motivation by 52.6%, while the remaining 47.4% is influenced by other variables not discussed in this research.

Table 6. Validity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10,227	4,704		2,174	0,035
Spiritual Intelligence	0,487	0,164	0,45	2,968	0,005
Emotional	0,315	0,42	0,336	2,215	0,032
Simultaneous Test Results Sig. 0.000 < 0.05					
R^2 Test Results 0.526					

4. The Relationship between Spiritual Intelligence and Business Motivation

Based on the results of data analysis, the spiritual intelligence variable significantly influences business motivation with a significance level of $0.005 < 0.05$. Thus, H_a accepts that partially the spiritual intelligence variable has a significant influence on business motivation, which is in line with research by [Muhani et al. \(2019\)](#), which states that spiritual intelligence has a significant positive influence on interest in entrepreneurship. The similarity between the two studies is the same influence of the independent variable on the dependent then the difference is the research object, where in the research conducted by the researcher, the target was the people of Bojonegoro district, while in the supporting research, the object was students.

Spiritual intelligence and business motivation have a strong and mutually supportive relationship. Spiritual intelligence is a person's ability to understand the purpose of life, deep meaning, and values and apply them in everyday life. In business, spiritual intelligence can help someone find a greater purpose behind work, not just pursuing financial gain. Spiritual intelligence can increase business motivation by providing a higher sense of meaning and purpose in work. Employees who feel their work aligns with their values and life goals tend to be more enthusiastic and committed to work and are more likely to seek innovative and ethical ways to achieve business success. In addition, spiritual intelligence can improve employee well-being and the overall work environment. Employees who feel their work is meaningful tend to be happier and more satisfied, which can ultimately increase productivity and work quality. Work environments that support spiritual intelligence also tend to be more inclusive and collaborative because they value diversity of views and ideas. In the long term, companies that integrate spiritual intelligence into their work culture can build a positive reputation and create higher employee loyalty. This can contribute to continued business success and build strong customer and stakeholder relationships.

Spiritual intelligence significantly positively affects business motivation by providing deeper meaning to one's work. Individuals with high spiritual intelligence tend to understand broader goals and visions in life and work. This provides a clearer view of why work is important and how contributions can positively impact others and the world. When someone feels greater meaning and purpose in work, work motivation increases significantly, and tends to work with dedication and enthusiasm because the work is in line with their values and beliefs. This creates a strong intrinsic drive to achieve good results, encouraging you to give your best at work. Spiritual intelligence can also change the way a person faces challenges and pressure at work. With a broader perspective and awareness of the purpose of life, individuals with high spiritual intelligence can remain calm and resilient in difficult situations, overcome obstacles more effectively, and seek creative and innovative solutions, ultimately contributing to business success. Additionally, spiritual intelligence can help individuals relate to coworkers, customers, and other stakeholders in a more empathetic and empathetic manner. Stronger, more meaningful relationships with others can improve collaboration, communication, and teamwork, all of which contribute to higher business motivation and better results. Overall, spiritual intelligence positively impacts business motivation by providing meaning, purpose, and a broader perspective in one's work, thereby increasing dedication and performance at work.

Additionally, emotional intelligence also has a significant effect on business motivation, with a significance level of $0.032 < 0.05$. This finding is in line with research by [Halimah et al. \(2018\)](#) which states that emotional intelligence influences entrepreneurial interest. The similarity between the two studies is the same influence of the independent variable on the dependent, then the difference is the research object, where in the research conducted by the researcher, the target was the people of Bojonegoro district, while in the supporting research, the object was students. Emotional intelligence plays an important role in business motivation. Emotions are one of the main factors that influence how individuals engage in business activities and strive to achieve goals. When someone has a strong emotional connection to their job, business, or customers, they tend to have higher levels of motivation to work diligently and efficiently.

First, positive emotions such as enthusiasm and enthusiasm for work can help someone carry out their duties better. For example, entrepreneurs or employees who are passionate about the products or services they offer will be more motivated to promote them and provide good customer service. This can result in increased sales and a positive business reputation. Second, good emotional relationships with customers or business partners can also encourage business motivation. When business owners or employees feel appreciated by customers or business partners, they will feel encouraged to work harder and provide better service. This can create long-term relationships that are profitable for the business.

Apart from that, positive emotions can also help someone overcome challenges and obstacles in business better. When someone has a strong emotional connection to a business, they tend to be more willing to take risks and try new things to achieve their goals. Overall, positive emotional relationships with businesses, customers, and business partners can provide a powerful boost to business motivation and success. Strong emotions can be a valuable resource for facing challenges and achieving success in business.

V. Conclusion

Based on the research findings, it is concluded that a robust and mutually reinforcing relationship exists between spiritual intelligence and business motivation. In business, spiritual intelligence enables individuals to discover a deeper purpose in their work beyond mere financial aspirations. It involves understanding how personal values and beliefs intersect with professional goals, thereby aligning one's career path with a sense of meaning and fulfillment. This understanding suggests that cultivating spiritual intelligence can significantly enhance motivation within organizational settings, leading to increased job satisfaction, higher productivity, and better overall performance.

Additionally, emotional connections play a crucial role in fostering business motivation. Emotions are pivotal in shaping how individuals approach business activities and strive toward achieving their objectives. Employees or entrepreneurs who develop strong emotional bonds with their work, business ventures, or clientele are generally more driven to perform with dedication and efficiency. This emotional investment can manifest in various ways, such as a heightened sense of responsibility toward delivering quality outcomes, a willingness to go above and beyond regular duties to ensure customer satisfaction, and a resilient attitude toward overcoming challenges.

Furthermore, suggestions for future research in this area include expanding the scope of variables that could potentially influence business motivation. While the current study focuses on spiritual intelligence and emotional connections as primary factors, exploring additional variables such as organizational culture, leadership styles, and external economic factors could provide a more comprehensive understanding of motivational dynamics in business contexts. Moreover, researching a smaller, more localized scale contrasting with the district-level approach used in this study could yield more nuanced insights. By examining specific industries, companies of varying sizes, or specific demographic groups, researchers can uncover contextual factors that may influence how spiritual intelligence and emotional connections interact with motivation in specific business environments.

Finally, the study emphasizes the significance of taking spiritual intelligence and emotional relationships into account when determining corporate motivation. Businesses that acknowledge and nurture these qualities within organizational frameworks have the ability to create cultures in which employees prosper professionally and find deeper personal fulfillment in their work. This comprehensive strategy benefits both individual employees and entrepreneurs, and it may help firms succeed and thrive in increasingly competitive and dynamic marketplaces. Furthermore, incorporating practices that promote spiritual and emotional well-being into corporate strategies boosts employee morale and retention while also cultivating an innovative and adaptable culture, which is critical for navigating challenges and seizing opportunities in today's global economy.

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