

ABSTRACT

FACTORS INFLUENCING THE MOTIVATION OF VOCATIONAL NURSES TO PURSUE PROFESSIONAL NURSE EDUCATION AT STIKES WIRA MEDIKA BALI

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The increasing demand for professional nurses in Indonesia contrasts with the low number of vocational nurses advancing to the Ners level, resulting in competency gaps that affect healthcare quality. Motivation to pursue further education is influenced by external factors such as family support, work environment, and rewards. This study aimed to examine the impact of these factors on the motivation of vocational nurses at STIKES Wira Medika Bali. A quantitative cross-sectional design was employed, involving 119 respondents selected through total sampling. Data were collected via an online questionnaire addressing family support, work environment, rewards, and educational motivation. The findings indicated that 86 respondents (72.3%) reported good family support, 74 (62.2%) a supportive work environment, 101 (84.9%) adequate rewards, and 58 (48.7%) high motivation. Multiple linear regression analysis showed a significant simultaneous effect of family support, work environment, and rewards on motivation ($p = 0.001$, $R = 0.604$), explaining 60.4% of the variance. These results suggest that vocational nurses' motivation is not solely driven by personal factors but is substantially influenced by social encouragement, workplace conditions, and career incentives. The findings align with external motivation theory, highlighting the importance of social and extrinsic factors in educational advancement decisions. Enhancing these factors may improve the number of vocational nurses progressing to professional levels, thereby supporting healthcare quality improvement in Indonesia

Keywords : family encouragement, environment, rewards, motivation, Ners program