



The Effect of Motivation on Employee Satisfaction at Cv Indorent Utama

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Abstract:

The purpose of this study was to determine the effect of motivation on employee job satisfaction at CV. Main Indorent. The sample in this study were employees of CV. Indorent Utama a total of 20 people using interviews, observation, and questionnaires. The results showed that the influence of external motivation on job satisfaction was very high compared to internal motivation. The relationship of external motivation to job satisfaction greatly affects the increase in employee performance as much as 54.3%. In this study, the external motivation that most influences the improvement of employee performance is good communication between employees and superiors, a good work environment, and superiors always give praise. The three main factors that can improve employee performance in completing tasks. Meanwhile, from the respondents' responses, the relationship between internal motivation and employee performance was an average of 58%. In this study, the three main factors of internal motivation that influence job satisfaction are job performance, satisfaction in completing tasks, and interesting work.

Keywords: *work motivation, job satisfaction, employees*

INTRODUCTION

All business entities, both private and government, in their activities will always try to achieve goals, both commercial and non-commercial. In the process of achieving these goals, companies generally manage various resources effectively and efficiently. From these various resources, it is humans who carry it out, so employees in the company must be managed as well as possible. One of these management tools is to motivate employees so that employees are willing to work and are willing to be happy to give their energy, thoughts and time in carrying out each task and responsibility given.

Motivation is an activity that causes, distributes, and maintains human behavior. The ability of company leaders to motivate, influence, direct and communicate with employees will be able to provide encouragement or motivation

employees in order to increase their productivity. But the tough challenge faced by every company leader, especially in the modern world which is marked by various symptoms such as: increasingly complex human interactions, and the demands of human resource development is how each element of management can move other people, both subordinates and superiors, so that they consciously behave together to achieve the goals or objectives set by the company.

This requires knowledge of the meaning and nature of motivation as well as the technical ability to create situations or incentives for them to act or behave in accordance with what the company wants. That is why leadership has a close relationship with motivation, because the success of a leader in mobilizing others and in achieving goals is very dependent on the authority and also the leader himself in creating motivation in each employee.

The problem of motivation is a very important problem because it involves human behavior where humans as individuals have different characteristics, characteristics, and behavior. In addition, as humans who work for companies or organizations, of course, they have different goals and needs. Therefore, efforts should be made to motivate employees to be able to meet the needs of employees so that motivation can encourage employees to work effectively and productively.

Thus the success or failure of achieving company goals depends on the level of employee productivity, only the problem is how much motivation that has been given can affect the level of employee productivity.

RESEARCH METHODS

This research uses descriptive research method (quantitative approach). In a study that aims to test hypotheses, a priori researchers hope to observe a correlation between two variables. The number of samples in this study were 20 employees. In this study, we will look for the presence or absence of a positive relationship between the independent variable and the dependent variable, namely by using linear regression analysis techniques, correlation calculation analysis, Determination Coefficient Analysis, and Hypothesis Testing.

RESULTS AND DISCUSSION

Based on the results of the study, where the author has produced quantitative figures based on questionnaire analysis, statistical analysis and hypothesis analysis, it is described as follows:

Motivation analysis given by CV . Main Indorent

CV. Indorent Utama has provided motivation to its employees, to find out whether the motivational policy given is appropriate, the company needs to make efforts to evaluate it. Evaluation of the implementation of motivation to employees at CV. Indorent Utama will be assessed according to several forms of motivation for the company. So that the results of supervision can be accounted for, in supporting this research using data that has been collected through questionnaires and will be presented using tables. The presentation of this data is intended so that the reader can easily find out the data that is in accordance with the object of research.

Analysis of the Effect of Motivation on Employee Job Satisfaction At CV. Main Indorent.

After analyzing the motivation of job satisfaction using descriptive qualitative methods, the next step is to analyze the effect of motivation on employee job satisfaction in CV.

Linear Regression Calculation Analysis

Analysis of the regression calculation between variables X and Y from the table above is known: Calculation of the regression equation between Variable X and Variable Y:

$$Y = a + bx \rightarrow \hat{Y}$$

$$= 500.45 + 0.56 X \text{ If } X_1$$

$$:Y = 500.45 + 0.56$$

$$x_1 = 501.01 \text{ If } X_2$$

$$:Y = 500.45 + 0.56x_2$$

$$= 501.57$$

If X_3

$$:Y = 500.45 + 0.56x_3$$

$$= 502.13$$

The b value of 0.56 means that every change in the independent variable X = motivation of 1 point will be offset by a change in the variable Y = job satisfaction of 0.56 points. Because the value of b = 0.56 is positive, then each increase or decrease in motivation given by the company is 1 point

$$n = 20$$

$$X = 359$$

$$Y = 700 \quad Y^2 = 24716 \text{ then:}$$

$$XY = 12620 \quad X^2 = 6543$$

Alone will be offset by an increase/decrease in work of 0.56 points.

Correlation calculation analysis

The hypothesis that will be tested for this product moment correlation is:

H_0 = There is no positive relationship between motivation and job satisfaction

H_a = there is a positive relationship between motivation and job satisfaction

From the table it is known:

$$n = 20 \quad XY = 12620 \quad \sum X = 359$$

Dependent variable statement. Then it can be calculated by the coefficient of determination with the following formula:

$$KD = r^2 \times 100\%$$

$$= 0.382 \times 100\%$$

$$= 0.1444 \times 100\%$$

$$Y = 700$$

$$X^2 = 6543$$

$$Y^2 = 24716$$

Coefficient of determination obtained results that will indicate whether or not there is a role of motivation about job satisfaction statement on the CV. Main Indorent. From the calculation of determination, the result is 14.44, which means that motivation has a role of 14.44% regarding the job satisfaction statement on the CV. Indorent Utama, taking into account other factors 85.56% which in this study were not investigated.

From the calculation of the correlation (r) above, the result is $r = 0.38$, which means that the relationship between motivation (X) regarding job satisfaction statements (Y) on CV. Indorent Utama has a positive and very strong relationship. The value of r is positive, then the correlation between the 2 variables is unidirectional, in other words, the increase/decrease in X values occurs together with an increase/decrease in Y values.

Coefficient of Determination Analysis

That is the analysis used to determine the role of the independent variable about considered constant.

Hypothesis Test Results

To determine the correlation used t test with the following formula:

$$H_0 = r_{xy}$$

$H_1 = r_{xy} > 0$

Test criteria: reject hypothesis 0 if absolute price t-count > t-table

If consulted with DK = 18, the significance level $\alpha = 0.05$ from the t distribution list is obtained for the two-party test t table = 2.10, because t count is greater than t table ($4.61 < 2.10$), thus the null hypothesis conclusion is rejected and H_a received. And the hypothesis which states "there is a relationship between motivation and employee job satisfaction" is acceptable.

DISCUSSION

From the results of the research above, it can be seen that the influence of external motivation on job satisfaction is very high compared to internal motivation. The relationship of external motivation to job satisfaction greatly affects the increase in employee performance as much as 54.3%. In this study, the external motivation that most influences the improvement of employee performance is good communication between employees and superiors, a good work environment, and superiors always give praise. The three main factors that can improve employee performance in completing Duty. Meanwhile, from the respondents' responses, the relationship between internal motivation and employee performance was an average of 58%. In this study, the three main factors of internal motivation that influence job satisfaction are job performance, satisfaction in completing tasks, and interesting work.

In this study, it can be seen from the respondents' responses regarding salary, 74% of employees on average agree with the salary given. It can be seen that the employees of CV . Indorent Utama is no longer motivated by the salary given, because the needs and improvements in the work they do are in line with the salary they expect. This result is supported by the Expenditure Theory, which was expressed by Vroom. Vroom argues that people will be motivated to do certain things to achieve goals if they believe that their actions will lead to the achievement of these goals. In this theory, it can be seen that an employee works not only for the salary factor but there are other goals that are more supportive than the salary factor.

CONCLUSION

Based on the descriptions in the previous chapters, then in the last chapter and is the closing of this thesis, the authors provide the following conclusions:

1. The form of giving Satisfaction CV. Indorent Utama to its employees can be grouped into two factors, namely maintenance factors and satisfaction factors.
2. Based on statistical analysis, the results of the influence of motivation on job satisfaction are as follows:
 - a. Calculation of the regression equation between Variable X and Variable Y:
 $Y = a + bx$ $Y = 500.45 + 0.56 X$
Because the value of $b = 0.56$ is positive, then each increase or decrease in motivation given by the company is 1 points alone will be offset by an increase/decrease in job satisfaction of 0.56 points.
 - b. From the calculation of the correlation (r) the resulting $r = 0.38$, which means that the relationship between motivation (X) to job satisfaction (Y) on CV. Indorent Utama has a positive and very strong relationship
 - c. From the calculation of determination, the result is 14.44 which means that motivation has a role of 14.44% on job satisfaction in CV. Indorent Utama, taking into account other factors 85.56% which in this study were not investigated and considered constant.

Based on the results of the statistical analysis in the previous chapter, the following hypotheses were calculated: Because t_{count} is greater than t_{table} ($4.61 < 2.10$), thus the null hypothesis conclusion is rejected and H_a is accepted. And the hypothesis which states "there is a relationship between motivation and job satisfaction" employee" is acceptable

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