

THE EFFECT OF WORK MOTIVATION IN IMPROVING EMPLOYEE PERFORMANCE PT. ARTABOGA CCEMERLANG JAMBI DURING THE COVID-19 PANDEMIC

Hario Tamtomo¹, Ade Irma Suryani², Mustika³, Ika Dwimaya Roza⁴

Universitas Muhammadiyah Jambi

Email: h4rio.35@gmail.com, adeirma.utama@gmail.com

Abstract

Providing motivation plays an important role in improving the performance of employees at PT. Artaboga Cemerlang Jambi during the Covid-19 Pandemic. This study is to test whether there is a role of internal motivation and external motivation on the performance of employees of PT. Artaboga Cemerlang Jambi during the covid-19 pandemic. Research conducted with data collection techniques used in the form of questionnaires to 19 respondents (employees), based on testing using the SPSS program using multiple linear regression models showed that internal motivation and external motivation jointly have a significant effect on employee performance, with the coefficient determination (R^2) of 74.2%. Partially, it was found that the external motivation variable had a significant influence on performance during this covid-19 pandemic where workers were greatly affected, especially in the workload provided by the company's work system. While the internal motivation variable partially has no effect on employee performance where the work system is very dependent on the ability to create an atmosphere with workmates in the form of a culture of mutual support. External motivation is a variable that has a dominant influence on performance, such as the absence of career support which makes employees not enthusiastic at work plus working conditions in the midst of this pandemic. This can be seen from the results of the partial determination coefficient (r^2) the external motivation variable has the largest value (48.5%).

Keywords: *Covid-19 Pandemic, Internal and External Motivation, Employee Performance*

INTRODUCTION

PT. Artaboga Cemerlang Jambi, which is engaged in the sole distributor of OT (Orang Tua), and succeeded in delivering OT products to consumers spread throughout Indonesia, since being affected by the Covid-19 virus pandemic, there have been many changes starting from the company's work pattern to achieving revenue targets. Dismotivation in employees as one example, an employee becomes unmotivated to do his job, because he has to deal with the risk of declining health due to being affected by the Covid-19 virus. If you explore the work patterns that have changed during this pandemic period, of course the normal work patterns before the emergence of the pandemic will most likely not be the same anymore. Post-pandemic work patterns will be more varied, during a pandemic like now there is even an opinion stating that extrinsic motivation should be more focused, because the motivation that affects employee performance is extrinsic motivation, not intrinsic (Nilasari, Nisfiannoor, Rosary, 2021).

According to Herzberg theory (in the book Bangun, 2012) there are 2 motivations that will affect the performance of an employee, namely the first is internal motivation is a person's desire to want to do something, which is caused by a factor of encouragement that comes from within oneself without being influenced by other people. others because of the desire to be able to achieve certain goals. And the second is external motivation, namely a person's desire to want to do something caused by a factor of encouragement from outside oneself to be able to achieve a goal that benefits him. From these various descriptions, a research was conducted to analyze and identify the problem of the influence of work motivation in improving employee performance at PT Artaboga Cemerlang Jambi region during the Covid-19 Pandemic with the formulation of the problem is how the role of external and internal motivation in influencing employee performance and which motivation is dominant in influencing performance motivation, with the object of research 19 employees.

RESEARCH METHODS

This study uses quantitative methods. Where quantitative research can be interpreted as research based on the philosophy of postivism, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses. Because this research was conducted in only one organization and the problem under study was specific, the research method that the author used in this study was a case study method. (Sugiyono, 2016). The population in this study are all employees who work at PT. Artaboga Cemerlang Jambi totaling 19 people, with the determination of the sample using a simple random sampling technique. Furthermore, if the subject is large, it can be taken between 10-15%, or 20-25% or more, so that the number of samples is determined as much as 100% of the total population, namely 19 people. In this study, the internal validity test technique is used, namely the validity that is achieved if there is a match between the parts of the instrument as a whole (Suharsimi, 2010). To measure its validity, the formula :

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

And the instrument reliability technique is the alpha formula from Cronbach (Suharsimi, 2010) :

$$r_{11} = \left[\frac{K}{K-1} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

Information :

- r_{11} = Instrument reliability
 k = the number of questions or the number of questions
 $\sum \sigma_b^2$ = Total variance
 σ_t^2 = Total variance

The analytical tool used is multiple linear regression with two response variables (Y) Employee Performance and the independent variable (X) or also known as predictor variable or explanatory variable is Work Motivation at PT. Brilliant Arta Boga Jambi. With the multiple linear regression formula is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

- Y = Employee performance
 X1 = Intrinsic Motivation Variable
 X2 = Extrinsic Motivation Variable
 a = Constant
 b = Regression coefficient
 e = Residual value

The rules of decision making in testing the hypothesis using SPSS23.

RESULTS AND DISCUSSION

The results of tabulation of data through frequency distribution based on the gender of the respondents can be described as follows :

Table 1. Characteristics of Respondents by Gender

No.	Gender	Number of people	Presentase (%)
1	Male	11	57,9
2	Female	8	42,1
	Total	19	100

Source : PT. Artaboga Cemerlang Jambi

Most of the respondents were men, namely 11 people or 57.9% of the total respondents and 8 people or 42.1% were women. This shows that employees at PT. Artaboga Cemerlang Jambi is dominated by men so that it can be said that decision making and relationships between employees and other employees are more dominantly based on rationality relationships as generally characterized by male personalities.

A person's level of education generally determines a person's attitudes and actions in carrying out the activities undertaken. The higher a person's level of education, the faster a person understands or understands a condition and the work assigned to him.

Tabel 2. Characteristics of Respondents Based on Education

Last education	Number of people	Presentase (%)
High School Equivalent	14	73,7
Bachelor	5	26,3
Total	19	100

Source: PT. Artaboga Cemerlang Jambi

Of the total respondents, the majority have a high school education equivalent, namely 14 people or 73.7%, and 5 people or 26.3% have a bachelor's degree. This situation shows that the level of formal education completed by Bachelor employees is not yet fully highly educated, this is because some employees are continuing their education at the Bachelor level, so employees are expected to have the ability to adopt and follow developments in information in providing services to the community and institutions in general.

Based on the results of research conducted on 19 employees of PT. Arta Boga Cemerlang Jambi obtained the characteristics of respondents based on years of service.

Table 3. Characteristics of Respondents Based on Working Period

Years of service	Number of people	Presentase (%)
0 – 5 tahun	16	84,2%
6 – 10 tahun	3	15,8%
Total	19	100

Source: PT. Artaboga Cemerlang Jambi

It is known that the majority of employees who work at PT. Artaboga Cemerlang Jambi has a working period of between 0-5 years as many as 16 people or 84.2%, then a working period of 6-10 years as many as 3 people or 15.8%. Thus illustrates that employees at PT. Artaboga Cemerlang Jambi on average have had a fairly good work experience and are well acquainted with their respective jobs, which are expected to have an impact on the completion of the tasks they carry out.

Table 4. Characteristics of Respondents Based on Age

Age	Number of people	Presentase (%)
15-20 Tahun	2	10,5%
21-25 Tahun	5	26,3%
26-30 Tahun	11	57,9%
31-35 Tahun	1	5,3%
Total	19	100

Source : PT. Artaboga Cemerlang Jambi

Based on the table above, it can be seen that the employees who work at PT. Artaboga Cemerlang Jambi has another age between 15-20 years as many as 2 people or 10.5%, then 21-25 years as many as 5 people or 26.3%, then 26-30 years as many as 11 people or 57.9%, then 31-35 years as many as 1 person or 5.3%. This condition shows that the employees of PT. Artaboga Cemerlang Jambi are at a relatively young age, meaning they have the potential to develop

themselves, have the potential to think and act effectively to use all the resources they have in carrying out their duties as employees, so that the goals expected by the organization can be achieved.

The data of this study were obtained based on the results of distributing 19 copies of the questionnaire and using 3 variables in 12 question items. This study uses 3 variables consisting of two independent variables and one dependent variable. The independent variable consists of internal motivation (X1) and external motivation (X2) while the dependent variable consists of the employee performance variable (Y). The results of respondents' responses for each item on each variable areas follows :

Internal Motivation

The internal motivation variable (X1) was measured using 4 question items. Each question item will measure the level of employee interest in the internal motivation obtained. Each question item was measured using the frequencies of strongly agree (SS), agree (S), neutral (N), disagree (TS), and strongly disagree (STS). The following are the results of the description of the internal motivation variable.

Table 5. Internal Motivation

Question Items	Number of Respondents					Total
	STS	TS	N	S	SS	
MI1	0	0	3	10	6	19
MI2	0	4	1	9	5	19
MI3	0	4	0	10	5	19
MI4	0	1	2	11	5	19

Source: Primary Data Processed

External Motivation

External motivation variable (X2) was measured using 5 question items. Each question item will measure the level of employee interest in the external motivation obtained. Each question item was measured using the frequency of Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), Strongly Disagree (STS). The following are descriptive results of external motivation variables.

Table 6. Internal Motivation

Question Items	Number of Respondents					Total
	STS	TS	N	S	SS	
ME1	0	0	3	10	6	19
ME2	0	0	7	9	3	19
ME3	0	1	5	11	2	19
ME4	0	3	4	11	1	19
ME5	0	3	6	8	2	19

Source: Primary Data Processed

It can be concluded in general that the employees of PT. Artaboga Cemerlang Jambi are mostly attracted by the high external motivation in the work environment.

Employee performance

Employee performance variable (Y) was measured using 3 question items. Each question item will measure the level of employee interest in the performance obtained. Each question item was measured using the frequency of Strongly Agree (SS), Agree (S), Neutral (N), Disagree (ST), Strongly Disagree (STS). The following are descriptive results of employee performance variables.

Table 7. Employee Performance

Question Items	Number of Respondents					Total
	STS	TS	N	S	SS	
KK1	0	0	4	9	6	19
KK2	0	0	3	6	10	19
KK3	0	0	3	10	6	19

Sumber : PT. Artaboga Cemerlang Jambi

That the employee performance instrument item at PT. Artaboga Cemerlang Jambi has a high performance. This can be seen from the absence of answers to disagree or strongly disagree.

Validity and Reliability Test

Testing the validity in this study using the Pearson product moment with the help of the SPSS Version 23 program, where the questionnaire statement is declared valid if $r_{count} > r_{table}$. The value of r_{table} is obtained by looking at the r product moment with a significance level of 0.05 and df ($n-2$) that is, 19 ($19-2$), the value of r for $df = 17$ and obtained $r_{table} = 0.4555$. The results of validity testing can be seen as follows :

Table 8. Validity Test

Question Items	Output SPSS (table r value)	Table r value	Description
Internal Motivation (X1)			
Butir 1	0,772	0,4555	Valid
Butir 2	0,875	0,4555	Valid
Butir 3	0,940	0,4555	Valid
Butir 4	0,898	0,4555	Valid
External Motivation (X2)			
Butir 1	0,583	0,4555	Valid
Butir 2	0,839	0,4555	Valid
Butir 3	0,808	0,4555	Valid
Butir 4	0,764	0,4555	Valid
Butir 5	0,886	0,4555	Valid
Employee Performance (Y)			
Butir 1	0,852	0,4555	Valid
Butir 2	0,896	0,4555	Valid
Butir 3	0,887	0,4555	Valid

Source: Primary Data Processed

This reliability test is done by looking at Cronbach's Alpha. A variable is declared reliable if it has a Cronbach's Alpha value > 0.70 . The results of reliability testing can be seen as follows :

Table 9. Reliability Test

Variable	Nilai Cronbach's Alpha Hitung	Nilai Cronbach's Alpha Standard	Description
Internal Motivation (X1)	0,887	0,70	Reliabel
External Motivation (X2)	0,837	0,70	Reliabel
Employee Performance (Y)	0,851	0,70	Reliabel

Source: Primary Data Processed

Based on each item of the question of the variables Internal Motivation, External Motivation and Employee Performance declared reliable. This is because the value of Cronbach's Alpha count > 0.70 .

Hypothesis test

Multiple linear regression test aims to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The results of data processing can be seen as follows :

Table 10. Hypothesis Test

Model	Unstandardized Coefficients	T	Sig.
	B		
(Constant)	2,056	1,296	0,213
Internal Motivation (X1)	0,119	1,292	0,215
External Motivation (X2)	0,465	4,802	0,000

Source: Primary Data Processed

From the results above, the regression equation model is obtained:

$$Y = 2,056 + 0,119X_1 + 0,465X_2$$

The regression equation above can be explained as follows: 1). The constant number is 2.056, which means that if the internal and external motivation variables are 0, then the employee performance (y) is 2.056. 2). The regression coefficient of the internal motivation variable (X1) is 0.119, which means that if the internal motivation variable (X1) has an increase of 1%, then the employee's performance (y) will increase by 0.119. 3). The regression coefficient of the internal motivation variable (X2) is 0.465, which means that if the external motivation variable (X2) has an increase of 1%, then the employee's performance (y) will increase by 0.465.

Coefficient of Determination Test (R²)

The coefficient of determination is used to measure the level of the model's ability to explain the variation of the independent variables. The results of the coefficient of determination test can be seen as follows:

Table 11. Coefficient of Determination Test

Adjusted R Square
0,742

Source: Primary Data Processed

The results of the determination coefficient test show a value of 0.742 or 74.2% of the independent variables consisting of internal motivation and external motivation can explain the variation of the dependent variable, namely, employee performance at PT. Artaboga Cemerlang Jambi. While 25.8% is explained by other factors not examined in this study. This can indicate that there are still other variables that can affect the performance of employees at PT. Artaboga Cemerlang Jambi.

Testing the F test hypothesis is used to see whether the independent variables have a significant effect on the dependent variable and to test whether the model used in this study is a fit model. The results of the F test can be seen in the table as follows :

Table 12. Uji F (Goodness of Fit)

	F	Sig.
Regression	22,952	0,000

Source: Primary Data Processed

The test results show the F value of 22,952 with a significance level of 0.000. With a significance value of <0.005, this regression model can be used in research.

The t-test shows how far one independent variable individually explains the dependent variables. The results of the t test can be seen in the following table :

Table 13. T test

Model	t	Sig.
(Constant)	1,296	0,213
Internal Motivation (X1)	1,292	0,215
External Motivation (X2)	4,802	0,000

Source: Primary Data Processed

CONCLUSION

Based on the analysis of the research on the role of work motivation in improving employee performance at PT Artaboga Cemerlang Jambi during the Covid-19 pandemic, the following conclusions can be drawn:

1. Internal motivation and external motivation together have a significant effect on improving employee performance at PT. Artaboga Cemerlang Jambi.
2. External motivation is very influential in improving employee performance. The higher the external motivation, the higher the performance level of PT. Artaboga Cemerlang Jambi during the covid-19 pandemic.

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