

The Effect Of Motivation And Incentive Giving On Employee Performance Of PT. Acosta In Medan

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ABSTRACT

This study aims to determine the effect of motivation on employee performance, determine the effect of incentives on employee performance, and determine the effect of motivation and incentives together on employee performance. The research methodology used is quantitative, real research figures and how discussions with statistical tests. The population used in this study were employees working at PT. Acosta Group and the sample used in this study was 74 respondents with questionnaire data collection. Partial results on employee performance in done by motivation (X1) proven to have a positive and significant effect on performance (Y) with a large influence of t count (4.195) greater than the t table value (1.667) and sig, t for the motivation variable (0.000) smaller with alpha (0.05), the effect of partial motivation to improve employee performance at PT. Acosta Group. The value is the perception carried out by the incentive variable (X2) is stated positively and has an influence on performance (Y) by the influence of t count (2.944) greater than the t table value (1.667) and sig, t for the incentive variable (0.004) smaller with alpha (0.05), the effect of partial incentives on improving employee performance at PT. Acosta. Motivation and Incentive variables simultaneously have a significant influence on employee performance of F count (18,086) which is greater than the F table value (3.13) with a determination coefficient of 0.338, meaning that 33.8% of the performance variable can be explained by motivation and incentive variables, while the remaining 66.2% can be explained by other variables, with the same value as the study variables.

Keywords: *Motivation, Incentives and Performance*

INTRODUCTION

Employees as the main resource of the company are required to always provide the best service to consumers and provide optimal performance so that the company and consumers feel well served and satisfied. Because if consumers feel dissatisfied, they can complain to the company and it will damage the company's image. In this case, it shows that human resources greatly influence the success of the company in achieving its goals. Therefore, the company tries as much as possible to make competitive employees in their fields of work in a calm and comfortable state, without any tension and anxiety felt. This condition not only concerns physical conditions but also social relationships with others and the psychological atmosphere in the workplace. A comfortable work atmosphere and work environment allow employees to work optimally.

Compensation is everything that employees receive as a reward for their work. Compensation is also one of the most effective ways for the personnel department to improve employee performance, motivation and job satisfaction. A good

compensation system will be able to provide satisfaction for employees and also enable companies to acquire, retain and employ employees. Most people, especially employees, consider compensation very important, because the amount of compensation for them reflects the size of the value of their work among the employees themselves, their families and the community. The level of employee compensation determines the scale of life while relative compensation shows their status, dignity and self-esteem.

In terms of providing compensation, the company first calculates performance by creating a fair performance appraisal system. The system generally contains assessment criteria for each employee, for example starting from the amount of work that can be completed, work speed, communication with other workers, behavior, knowledge of other jobs and so on. Employees may calculate their performance results with the compensation that the company has given, if employees are not satisfied with the compensation given, then the employee will look for another job that can provide compensation according to what the employee expects.

Motivation is the result of a number of processes that are internal or external to an individual, which causes an enthusiastic and consistent attitude in carrying out certain activities. Meanwhile, work motivation is a potential force that exists within humans, which can be developed independently or developed by a number of external forces that can influence performance results positively or negatively, it depends on the situation and conditions faced by the person concerned. In doing something or working, everyone needs a driver or motivation. With motivation, everyone will be more enthusiastic and more active in achieving the desired goals. Work motivation concerns organizational behavior that is useful for providing encouragement and work enthusiasm to employees to achieve the goals of an organization or company that has been set.

Basically, the provision of incentives is always connected with extra rewards or achievements that exceed a standard that has been set and agreed upon together. Incentives provide awards in the form of additional income for the efforts and extras made. The arrangement of incentives must be determined carefully and precisely and must be closely linked to the objectives of the company concerned. The amount of incentives given to a person must be linked to the amount or what has been achieved during a certain period, in accordance with the distribution formula that has been clearly known by the company.

The main function of incentives is to provide responsibility and encouragement to employees. Incentives ensure that employees will direct their efforts to achieve organizational goals. While the main purpose of providing incentives is to increase individual and group work productivity. With the provision of appropriate incentives and good working methods, in the future, the organization's work process can run according to organizational goals. The explanation above further explains that incentives are the provision of money outside of salary made by organizational leaders as recognition of employee performance to the company. If the incentives

provided by the company are appropriate, then the incentives given will improve the performance of the employees.

Performance is a result or level of success of a person as a whole during a certain period in carrying out tasks compared to various possibilities, such as work result standards, targets or goals and criteria that have been determined in advance and have been agreed upon together. Performance means a work result achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities in order to achieve organizational goals properly, without violating the law and in accordance with morals and ethics. Performance which is optimal performance, namely performance that is in accordance with organizational or company standards and supports the achievement of the goals of the organization or company.

Due to this, one of the most important factors to improve employee performance is to provide incentives to employees to motivate them to further improve their performance, so that performance increases and the company is able to produce products at more competitive prices.

Table 1
Employee Performance Decline Data

NO	YEAR	EMPLOYEE	ROLL	ACHIEVEMENT	BONUS	MONTH
1.	2020	106	278 day	91%	100%	4
2.	2021	101	287 day	89%	100%	4
3.	2022	110	303 day	88%	100%	4
4.	2023	90	305 day	78%	90%	6
5.	2024	83	311 day	71%	70%	11

Source: PT. Acosta Group

PT. ACOSTA GROUP in Medan, is a Private Business Entity engaged in the production and marketing of wax crust. In addition to building competence in the field of distribution and marketing, companies are also required to provide satisfactory service to all stakeholders. This demand can be realized if the company has employees with good motivation and performance. Because employee motivation and performance are closely related to company performance. If employee motivation and performance are good, the company's performance will also increase, conversely if employee motivation and performance are not good, the company's performance will decline.

The combination of excellence in production, distribution and marketing, human resources and technology makes PT. Acosta Group a leading player in the children's toy industry, especially in the field of wax printing to hone children's creativity and skills in the future. This is what makes one of the attractions that can be seen from each field as a whole in certain fields such as production, distribution and marketing.

RESEARCH METHOD

Research Location

This research was conducted at one of PT. Acosta's offices on Jl. Sei Kera Hulu Medan, one of the reasons the researcher conducted the research at PT. Acosta was because it was the place where the researcher worked.

Population and Sample

The population in this study were employees in the Sales, Tax, Accounting, and Purchasing Departments at PT. Acosta in Medan.

The number of samples in this study was 74 employees in the sales, purchasing, tax, accounting departments at PT. Acosta Medan.

Variables and Operational Definitions

Research Variables

The variables to be analyzed in this study consist of:

- a) The independent variable (X1) is motivation
- b) Independent variable (X2) is incentive
- c) Dependent variable (Y) is performance

Operational Definition

The variables in this study are motivation (X1) Motivation is an encouragement or drive. Motivation questions how to direct the power and potential of employees to work well so that the company's goals can be achieved according to the company's expectations. Incentive (X2) is an encouragement for someone to work well and to be able to achieve a higher level of performance so that it can increase the willingness to work and the motivation of an employee to create quality performance in accordance with the company's goals.

Motivation indicators are as follows:

1. Driving force
- 2 Will
3. Obligations
4. Responsibility
5. Purpose

The Incentive Indicators are as follows:

1. Profit sharing
2. Bonus
3. Commission
4. Executive incentives
5. Length of work

The dependent variable in this study is performance (Y), namely work results in terms of quality, quantity, use of time, work creativity and work relationships achieved by an employee in carrying out his duties in accordance with his responsibilities.

Performance indicators are as follows:

1. Quality of work
2. Quantity of work
3. Utilization of time
4. Work creativity
5. Working relationship

Data Analysis Techniques

Multiple Linear Regression Analysis

The data analysis model used in this study is the Multiple Regression analysis model. Researchers use Multiple Linear Regression because this model is useful for finding the influence between two or more independent variables on the existing dependent variables. The multiple regression equation model is:

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

Information :

Y = performance

a = Constant

b₁-b₂ = Regression coefficient of independent variables

X₁ = Motivational variables

X₂ = Incentive variable

e = Error

Coefficient of Determination (R²)

Research Results The Determination Coefficient (R²) is used to measure the proportion or presentation of the contribution of the independent variables studied, namely motivation (X₁) and incentives (X₂) to performance (Y). The determination coefficient ranges from 0 to 1. This is if R² = 0 indicates the inability of the independent variable to influence the dependent variable. If R² approaches 1, it indicates the ability of the independent variable to influence the dependent variable.

Hypothesis Testing

To determine the significance of the hypothesis in this research, it is necessary to carry out several tests as follows:

1.F Test

The F statistical test shows whether all independent or free variables included in the model have a joint influence on the dependent or bound variable.

If the F-count value is greater than the F-table, then the hypothesis is accepted, meaning that all independent variables simultaneously and significantly

influenced dependent variable. Testing was carried out using a significance level of 0.05 ($\alpha = 5\%$).

The criteria for the simultaneous significance test (F test) are as follows:

- 1.If the significance value $F > 0.05$ or $F_{count} < F_{table}$, then the hypothesis is rejected. This means that together all independent variables do not have a significant effect on the dependent variable.
- 2.If the significance value of $F \leq 0.05$ or $F_{count} > F_{table}$, then the hypothesis is accepted. This means that together all independent variables have a significant influence on the dependent variable.

2. t-test

The t-statistic test shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable, if the calculated t-statistic value is higher than the t-table, then the hypothesis is accepted. This states that an independent variable individually affects the dependent variable.

The test was conducted using a significance level of 0.05 ($\alpha = 5\%$). The individual significance test criteria (t-test) are as follows:

- 1.If the significance value of $t > 0.05$ then the hypothesis is rejected. This means that partially the independent variable does not have a significant effect on the dependent variable.
- 2.If the significance value of $t \leq 0.05$ then the hypothesis is accepted. This means that partially all independent variables have a significant influence on the dependent variable.

RESULT AND DISCUSSION

Research result

Multiple Regression Equation Method

The general multiple regression equation is:

$$Y = 8.512 + 0.361X_1 + 0.247X_2$$

Tabel 2
Regresi Linear Berganda
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.512	1.914		4.448	.000
MOTIVASI	.361	.086	.423	4.195	.000
INSENTIF	.247	.084	.297	2.944	.004

a. Dependent Variable: KINERJA

Motivation variable (X_1) has a regression coefficient value of 0.361, a positive coefficient value indicates a positive relationship between motivation and employee performance levels. This means that if it occurs due to an increase in motivation, then the employee performance value will increase by the multiplier coefficient assuming that other independent variables are considered constant.

The Incentive variable (X2) has a regression coefficient value of 0.247. A positive coefficient value indicates a positive relationship between incentives and employee performance levels. This means that if it occurs due to an increase in incentives, the employee performance value will increase by the multiplier coefficient assuming that other independent variables are considered constant.

Coefficient of Determination (R2)

Tabel 3
Koefisien Determinasi
Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.338	.319	1.81245

a. Predictors: (Constant), INSENTIF, MOTIVASI

b. Dependent Variable: KINERJA

The coefficient of determination (R2) Adjusted R Square used to measure the extent to which the model is able to explain the variation of the dependent variable is 0.338. This shows that 33.8% of employee performance levels are influenced by the Motivation (X1) and Incentive (X2) variables, while the remaining 66.2% are influenced by other variables not examined in this study.

Hypothesis Testing

1. Simultaneous Hypothesis Testing Using the F Test

The results of the simultaneous significance test can be seen in the following table:

Tabel 4
Uji F
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	118.822	2	59.411	18.086	.000 ^a
	Residual	233.232	71	3.285		
	Total	352.054	73			

a. Predictors: (Constant), INSENTIF, MOTIVASI

b. Dependent Variable: KINERJA

The results of the statistical calculations above show the Fcount value of 18,086 using a significance level of 0.05, the significance result is 0.000 < 0.05. And Ftable is 3.13, then Fcount > Ftable, namely 18,086 > 3.13. This means that Motivation, Incentives simultaneously or together have a significant positive effect on employee performance at PT. Acosta Group in Medan.

2. Partial Hypothesis Testing Using t-Test

a. The effect of X1 on Y

The test results with SPSS for variable X1 (Motivation) obtained a t-value of 4.195 while the value in the 5% distribution t-table was 1.667. The conclusion is that t-value 4.195 > t-table 1.667 then Ho is rejected, meaning that Motivation has a partial positive effect on employee performance. A significance value of 0.001

<0.05 means that the Motivation variable significantly affects Employee Performance.

B. The effect of X2 on Y

The test results with SPSS for variable X2 (Incentive) obtained a t-value of 2.944 while the value in the 5% distribution t-table was 1.667. The conclusion is that t-value $2.944 > t\text{-table } 1.667$ then H_0 is rejected, meaning that Incentives have a partial positive effect on Employee Performance. A significance value of $0.000 > 0.05$ means that the Incentive variable significantly affects Employee Performance.

DISCUSSION OF RESEARCH RESULTS

Based on hypothesis test 1, it is stated that motivation has a significant effect on employee performance, indicated by the significance value of t count of 4,195 while the value in the 5% distribution table is 1,667. Motivation can basically encourage employees to do their best in carrying out their duties because they believe that with the success of the organization in achieving its goals and various targets, the personal interests of the members of the organization will be maintained. The need for a state of motivation that causes certain results to appear attractive. Motivation is the emergence of behavior that leads to certain goals with full commitment until the intended goal is achieved. The results of this study are consistent with the journal research on the effect of work motivation on employee performance in the Telkom Jabar region. Larasati Gilang (2014), which states that motivation has a significant effect on employee performance.

Based on hypothesis test 2, it is stated that motivation has a significant effect on employee performance, indicated by the significance value of t count of 2,944 while the value in the t table distribution of 0.5% is 1,667. Thus, if the organization can provide appropriate incentives, it will increase motivation, participation and build mutual understanding and trust between workers and superiors. Incentives have a positive and significant effect on employee performance according to the results of the Aba Yazid journal (2012) on the effect of incentives on employee performance at PT. Cv Indo Perkasa. The term incentive system is generally used to describe wage payment plans that are linked directly or indirectly to various employee productivity/performance standards or organizational profitability or both criteria. Therefore, employees who work under a financial incentive system mean that their work performance determines, in whole or in part, their income.

In the process of achieving organizational or company goals, employees or workers have a very important role as implementers of operational activities. For that, the company must pay attention to the needs of the employee's life. As in terms of work motivation because basically my human resources have a mind that can be influenced by various things such as motivation to work hard so that the goal of living standards can increase, Providing incentives is a means for employees to meet their life needs. With the existence of appropriate and proper incentives, the performance they produce will also increase. Because it is undeniable that every worker (employee)

has certain motives such as fulfilling physical and security needs, social needs, and egoistic needs when they work for the company.

The work spirit of an employee is very important to do a job because of the responsibility that must be done for the company. A person's work spirit in his work needs to emphasize several factors related to work, working conditions, company policies, quality of supervision, quality of relationships between individuals and superiors, subordinates and fellow workers. Based on the questionnaire distributed to employees at PT. Acosta Group Medan is known for the independent variable (X1) Motivation, with items of driving force, willingness, obligation, responsibility and goals and the independent variable (X2) with items of bonuses, commissions, and profit sharing, incentives and working hours have a significant and positive effect partially and simultaneously on employee performance in the sales department of PT. Acosta Group Medan. With an R square of 33.8. There are also previous studies that conclude the results of their research that motivation and incentives have a significant and positive effect on employee work productivity. However, from the results of the study that I took with an R square of 0.338 (33.8%) while the rest is 66.2% influenced by other variables that are not examined in this variable.

Why is R square smaller than the rest because this company uses a motivation system that is not comprehensive for employees, meaning it is very limited, such as only being given to employees who excel, there is no distribution of incentives in a comprehensive manner according to the positions they hold, even though on the other hand the type of work they do is the same so that there is injustice in the company in terms of workload factors.

CONCLUSION

Based on the results of the research and studies that have been described previously, several conclusions can be drawn as follows.

1. Based on partial testing, the research results prove that the motivation variable (X1) has a positive and significant influence on employee performance variables with a calculated t value $>$ t table ($4.195 > 1.667$), the incentive variable (X2) also has a positive and significant influence on employee performance with a calculated t value $>$ t table ($2.944 > 1.667$) and a significance value below 0.05.
2. Based on simultaneous testing, the research results prove that the independent variables (motivation and incentives) simultaneously have a significant influence on employee performance variables, F count $>$ F table ($18,086 > 3.13$) and the significance value is below 0.05.
3. The determination coefficient value of 0.338 means that 33.8% of the performance variables can be explained by motivation and incentive variables, while the remaining 66.2% is influenced by other variables that were not examined in this study.

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