

THE INFLUENCE OF WORK MOTIVATION AND INCENTIVES ON INCREASING PRODUCTION

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Abstract. *This research was conducted at PT. Hersed Indonesia which aims to analyze and explain the influence of work motivation and incentives on increasing production which is experiencing unfavorable conditions including slow service to guests at The salaries or wages at PT Hersed Indonesia are not paid properly. Most of the security guards on duty are not very polite, sometimes they shout or scold, and the working hours system has delayed hours, that is, they work overtime without pay.*

Research data obtained through questionnaires and interviews. The sample used in this study was 93 respondents. The results of the research are expected to provide useful information for the management and guest satisfaction. The data obtained were processed using descriptive analysis and quantitative statistical analysis. Quantitative analysis uses multiple regression analysis to determine the effect of independent variables on the dependent variable, model testing, hypothesis testing, and before carrying out these tests, validity and reliability tests are carried out first.

The results of the regression analysis show that there is an increase in work motivation and incentives for increased production. This shows that to increase the production produced by employees, it is necessary to increase high work motivation and incentives that are in accordance with employee expectations.

Keywords: *Work Motivation; Incentives; and Increased Production*

Abstrak. Penelitian ini dilakukan pada PT. Hersed Indonesia yang bertujuan untuk menganalisis dan menjelaskan pengaruh motivasi kerja dan insentif terhadap peningkatan produksi yang mana mengalami kondisi kurang baik meliputi Lambatnya pelayanan terhadap tamu pada Gaji atau upah bayaran di PT Hersed Indonesia gaji tidak sesuai, Kebanyakan satpam yang bertugas tidak begitu sopan terkadang membentak atau memarahi, dan Sistem jam kerja ada jam molor yaitu kerja lembur tanpa dibayar.

Data penelitian diperoleh melalui kuesioner dan wawancara. Sampel yang digunakan dalam penelitian sebanyak 93 responden. Hasil penelitian diharapkan dapat memberikan informasi yang berguna bagi pihak pengelola maupun kepuasan tamu. Data yang diperoleh diolah dengan menggunakan analisis deskriptif dan analisis statistik kuantitatif. Analisis kuantitatif menggunakan analisis regresi berganda untuk mengetahui pengaruh

variabel independent terhadap variabel dependent, uji model, uji hipotesis, dan namun sebelum dilakukan uji tersebut dilakukan dahulu uji validitas dan uji reliabilitas. Hasil analisis regresi menunjukkan bahwa adanya peningkatan motivasi kerja dan insentif terhadap peningkatan produksi. Hal ini menunjukkan bahwa untuk meningkatkan produksi yang dihasilkan karyawan perlu adanya peningkatan motivasi kerja yang tinggi dan insentif yang sesuai dengan harapan karyawan

Kata kunci: Motivasi Kerja; Insentif; Peningkatan Produksi

INTRODUCTION

Managing a company/organization includes determining policies and implementing operations that involve the human element. Human Resources (HR) are a very important production factor for a company compared to other production factors which include Natural Resources (SDA), capital and skills. Because basically humans are the main driver of these three factors of production. Besides that, humans are also a key factor in the success/failure of an organization/company in achieving its stated goals.

PT Hesed Indonesia is a company operating in the garment industry. This company is located on Jalan Muria number 29 RT 07 RW 04, Gembongan Karangjati village, Semarang Regency, Central Java. PT Hesed is an export-scale garment factory. There are quite a number of employees who work at this factory, numbering in the thousands, the majority of whom are female workers.

The work system implemented in this company is for working hours every Monday to Friday with working hours starting at 07.00 WIB until 16.00 WIB (normal hours). However, it is rare for workers to go home at 16.00 WIB because there are late hours, namely unpaid overtime work which can last until 20.00 WIB before returning home.

The workers wear pink uniforms from Monday to Thursday and special Batik on Friday. New employees wear white uniforms and black trousers. Female workers may wear the hijab. The work system uses a daily target system for the November 2019 period, the target is 1700. Employees are allowed to go home if they have reached the target and if they have not reached the target, employees will continue to work even though overtime is not counted or they are not paid.

For the problem of supply of drinking water for employees. You are only allowed to take drinking water once per day. Every morning there is a cleaning service that goes around fetching water for drinking only once a day. For toilet problems, each toilet has a security guard on duty. Every employee who wants to go to the toilet is searched and checked first. Most of the security guards on duty are not very polite, sometimes they yell or scold. Every employee at work is required to wear a mask then work cap and ID Card and use sandals as footwear.

Overtime is usually only for one hour, namely until 5 pm as written in the SPL (Overtime Notification Letter), but sometimes overtime is 2 hours, but this is rare. Overtime paid is based only on overtime hours in SPL. For example, if you go home overtime at 8 pm, you are only paid until 5 pm and then from 5 pm to 8 pm you are not paid. Approximately 3 hours of time can be categorized as community service or just forced work.

There is no money for meals in overtime, besides that there is also no rest time. From normal working hours until after overtime there is no rest time. Usually in a company, even though overtime hours are entering, there is still rest time, such as 30 minutes, for employees to eat or drink or pray and so on. In Hased there is no time to rest. This is a complaint for employees that is related to salary or wages. Whereas in the work contract agreement it is written that each employee is paid a minimum wage of 2,055,000 rupiah, but in reality they are only paid 1,900,000 rupiah (not according to the rules). There is something called overtime, which means employees work overtime but are not paid. Late hours can reach 2 hours to 3 hours of unpaid overtime. Apart from that, if you leave on Saturday, employees are also not paid, aka forced labor.

The formulation of the problems in this study are as follows how does the influence of work motivation and incentives on increasing production at PT. Indonesian hased? Which variable has the most dominant influence on increasing PT production. Indonesian hased. The objectives of this research are as follows to find out and explain the influence of work motivation, incentives for increasing production at PT. Indonesian hased. To find out and explain the variables that have the most dominant influence on increasing production at PT. Hased Indonesia

LITERATURE REVIEW

Overview of Work Motivation Theory

Every organization certainly wants to achieve its goals. To achieve this goal, the role of humans involved in it is very important. To move people to conform to what the organization desires, it is necessary to understand the motivation of the people who work within the organization, because this motivation is what determines people's behavior in working, or in other words, behavior is the simplest reflection of motivation. Motivation can be developed when new needs and goals arise. What if the fulfillment of needs is in the interests of humans, then goals can be in the interests of humans and organizations.

There is a common interest between humans as workers and organizations. On the one hand, workers expect compensation to fulfill their needs and on the other hand to achieve their personal goals to realize their work performance. Meanwhile, organizational performance is manifested by a collection of performance from all workers to achieve organizational goals.

Review of Incentive Theory

Incentives are additional services that are reciprocated for employees who have higher achievements (Ayu & Sinaulan, 2018). According to Meiditami & Sunuharyo (2018), Chan (2018) Incentives are the provision of money or bonuses received in addition to salary, which means appreciation to employees for their achievements in work and contributions to employees.

According to Ayu & Sinaulan (2018) There are several incentive indicators, namely as follows:

- 1. Performance*
- 2. Length of work*
- 3. Seniority*
- 4. Need*
- 5. Justice and Equity*

6. Position

Production Theory Review

Production is something produced by a company in the form of goods (goods) and services (service) in a period of time which is then calculated as added value for the company (Fahmi, 2014); (Telecom & Dewi, 2017).

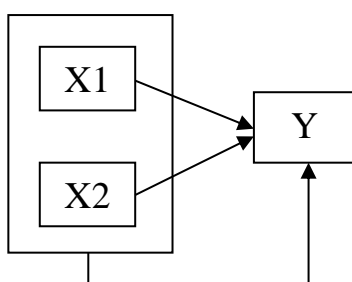
If we examine further the notion of production is reviewed from (two) angles, namely:

- 1. The definition of production in a narrow sense, namely changing the form of goods into new goods, giving rise to form utility.*
- 2. The definition of production in a broad sense is business that generates utility due to place, time and possession.*

RESEARCH METHODS

Research design

According to Sugiyono (2019) associative research is a research problem formulation that asks about the relationship between two or more variables.



Information:

X1 : Work Motivation

X2 : Incentives

Y: Production

This research is a type of quantitative research that can be used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, statistical data analysis with the aim of testing predetermined hypotheses. The research method used is in accordance with the objectives and problems in this research, the method used is a descriptive verification research method.

According to Sugiyono (2019) ; (Aset et al., 2020)Quantitative research is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

Descriptive verification research aims to create a systematic, factual and accurate description, picture or painting of the facts, properties and relationships between the phenomena being investigated, in detail to produce recommendations for future needs.

The descriptive method in this research was used to obtain an overview of The Influence of Work Motivation and Incentives on Increasing Production at PT Hesed Indonesia.

Population and Sample

According to Sugiyono (2019); Aset et al., (2020) defines population as a generalized area consisting of: objects/subjects that have certain quantities and characteristics determined by the researcher to be studied and then conclusions drawn. Meanwhile, according to Sarwono (2012) ; (Iii & Research, 2014)"The population is a unit that has the same characteristics where we will draw the sample.

From the definition above, it can be concluded that population is not just the number of objects being studied, but includes all the characteristics of the properties possessed by the subject or object. So population is not only people but also objects and various other natural things. Population is also not just the number of objects/subjects being studied, but includes all the characteristics/traits possessed by the subject or object. The population in this research is employees of PT. Hesed Indonesia, totaling 1,250 employees.

Questions often arise in discussions of research plans, namely the question of why to carry out sampling research or other questions, which is more accurate between census research and sampling research. Certainly not easy and also not difficult to answer that question. The sample is part of the number and characteristics of the population, Sugiyono (2019); (Aset et al., 2020). Determination of the sample used in this study using the type of random sampling method. This sampling technique is so named because in taking the sample, the researcher "mixes" the subjects in the population so that all subjects in the population are considered the same. The method is to give a questionnaire to employees of PT. Hesed Indonesia, there are 93 people who will be sampled in conducting research at PT. Hesed Indonesia

RESULTS AND DISCUSSION

Discussion

The research results show that there is a significant influence between work motivation variables (X1), incentives (X2), on production (Y) at PT. Hesed Indonesia, so that the proposed hypothesis can be accepted.

The Effect of Work Motivation on Production at PT. Hesed Indonesia

Test hypothesis 1. The calculation results show that there is a positive and significant influence of work motivation on production. This is supported by the service quality regression coefficient of 0.434 with a significance level of $0.000 < 0.05$, this means that there is a positive and significant effect of work motivation on production. This means that the first hypothesis is accepted. Thus, the better the work motivation given to employees, the greater the production in the following period.

According to Widodo (2015) "Motivation is the power that exists within a person, which drives his behavior to take action. The magnitude of the power incentive in a person to perform a task or achieve a goal shows the extent to which the level of motivation is.

Based on the findings on work motivation variables, between 4 indicators studied, indicators of the need for achievement is the indicator that has the most influence on production with an average of 4.40. This shows that an employee's work motivation is

influenced by every employee's need for achievement from his work. Besides that, there is an increase in production through the production schedule indicator with an average dimension of 4.29. This shows that in fact the production schedule at PT. Hesed Indonesia is well organized for employees.

The next influential indicator is the need for experience which has an average contribution of 4.23, while the indicator of the need for promotion has an average contribution of 4.22, which influences production. This shows the response of several indicators of the work motivation variable which are considered good in increasing production through The duties and responsibilities of an employee are in accordance with their experience and field of work, and every employee who excels will be promoted. Apart from that, there is one indicator that has the lowest score, namely the need for competency indicator with an average dimension of 4.13. This shows that in reality there are still criticisms and suggestions regarding every employee needing competence in the field they work in. This should always be improved in order to increase production carried out by employees in the following period.

The Effect of Incentives on Production at PT. Hesed Indonesia

Hypothesis 2 test. The calculation results show that there is a positive and significant influence on production incentives. This is supported by the incentive regression coefficient of 0.472 with a significance level of $0.000 < 0.05$, this means that there is a positive and significant influence on production incentives. This means the second hypothesis is accepted. Thus the higher the incentives given to employees, the higher the production of a company in the following period.

Incentives are additional services that are reciprocated for employees who have higher achievements. (Ayu & Sinaulan, 2018). According to Meiditami & Sunuharyo (2018) in (Chan, 2018) Incentives are the provision of money or bonuses received in addition to salary, which means appreciation to employees for their achievements in work and contributions to employees.

Based on the findings in the incentive variable, between 6 indicators researched, performance indicators is the indicator that has the most influence on the production process with an average dimension of 4.41. This shows that in fact the incentives for each employee depend on the performance results given to the company. Besides that, there is an increase in production through the production schedule indicator with an average dimension of 4.29. This shows that in fact the production schedule at PT. Hesed Indonesia is well organized for employees.

The next influential indicators are needs which have an average contribution of 4.37, as well as fairness and feasibility indicators which have an average contribution of 4.32, seniority indicators which have an average contribution of 4.28, and old indicators which has an average contribution of 4.26 which affects production. This shows the responses from several indicators of the incentive variable which are classified as good through Every employee needs incentives as a form of work performance, and fairness and worthiness of an employee is in line with expectations. Every employee has seniority as a form of guidance in the work environment, and an employee's incentives are influenced by the length of time they have worked at the company. Besides that, there is one indicator that has the lowest score, namely the position indicator with an average

dimension of 4.25. This shows that each position of an employee is in accordance with the field he is engaged in. Even though it is quite good in terms of increasing production, it is hoped that it will always be improved in order to increase production levels in the next period.

The Effect of Work Motivation and Incentives Together on Production at PT. Hesed Indonesia

Test hypothesis 3. The results of the research show that there is a positive and significant influence of work motivation and incentives together on production at PT. Hesed Indonesia. This is reinforced by the calculated F value $> F$ table, namely $61.529 > 3.10$, so the conclusion is that H_a is accepted and H_o is rejected, meaning that there is a positive and significant influence of the work motivation and incentive variables together on production. Thus, the better the work motivation given to employees, as well as incentives that are in accordance with employee performance, the greater the employee's work productivity in the following period.

Based on the calculation results of work motivation and incentive variables, between the 2 variables studied. The work motivation variable from the need for achievement indicator is the component that has the most influence on production, with an average of 4.40. Meanwhile, the incentive variable with performance indicators has an influence with an average of 4.41, which is a determining factor in the success of effective and efficient production in the following period. Production is something produced by a company in the form of goods (goods) or services (service) in a period of time which is then calculated as added value for the company and production functions to create form utility.

The Most Influential Variable To Production At PT. Indonesian hesed

The variable that has the most influence on production is the incentive variable. This means the hypothesis which states that the incentive variable has the greatest effect on production at PT. Hesed Indonesia accepted. This is indicated by the value of the regression coefficient of the incentive variable of $0.472 >$ compared to work motivation of 0.434 . Production Schedule at PT. Hesed Indonesia is well organized for employees, and the production sequence carried out by an employee is in accordance with the SOP set by the company, and the production time carried out by an employee is effective and efficient for the company.

CONCLUSION

Based on the results of research, the following conclusions is influence of work motivation on increasing production, there is an incentive effect on increasing production, there is an influence of work motivation and incentives together on increasing production, the incentive variable has the greatest influence on increasing production compared to the work motivation variable.

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