



Work Motivation Strategies In An Effort To Increase Work Achievement (Study At PT. Kalimantan Mandiri Success)

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Abstract. *PT. Kalimantan Mandiri Sukses is a service company engaged in the distribution of mining products, especially coal and heavy mining equipment transportation services which has been operating for more than ten years in Banjarmasin. This research aims to analyze work motivation strategies in an effort to improve work performance. Apart from that, another aim is to provide insight into the factors that influence employee work motivation and provide recommendations for increasing employee work motivation and improving their work performance. The method used in this research is descriptive qualitative with data collection techniques through interviews and observation. The data were analyzed using content analysis techniques, with the respondents in this study being employees of PT. Kalimantan Mandiri Sukses was selected using purposive sampling. The research results show that there are several work motivation factors that influence employee work performance, such as incentives, recognition, social support, work environment, and career development. Incentives provided by companies in the form of salaries and bonuses are the main factors in motivating employees. Apart from that, recognition and appreciation from management, social support from colleagues and the work environment, as well as clear career development are also factors that are no less important in motivating employees to improve their work performance at PT. Kalimantan Independent Success.*

Keywords: *Motivation, Work Performance*

BACKGROUND

In this modern era, business competition is getting tougher and every company must try to advance itself. The increasingly rapid development of technology and information also influences company strategies in competing. Therefore, every company is competing to compete in advancing their respective companies. One of the organizational resources that has an important role in achieving its goals is human resources. Humans are a very complex production factor compared to other production factors, because humans are living creatures who have changing feelings and thoughts. Human nature usually does not remain in line with development and needs, so companies need to provide encouragement or stimulation to their employees so that they have the enthusiasm and enthusiasm to work to carry out the tasks

assigned to them. Humans are the objects or actors of everything in operational activities both in organizations and companies. For this reason, existing resources must be developed and utilized optimally. Equal employment opportunities and job advancement are also basic policies that are comprehensive. Therefore, the importance of the role of humans in competition, both short and long term, is in the business agenda, an organization must have more value compared to other organizations. Organizations are successful in influencing the market if they can attract attention to the advantages they have in various ways compared to other organizations.

Labor is something that a company must have, for this reason labor will have a direct impact on the course of the company's activities. Therefore, it is important for companies to know how to best manage what is needed while still paying attention to the needs and welfare of employees as human resources who are very valuable in carrying out the company's business operations. Human Resource Management (HRM) itself is the process of acquiring, training, assessing and compensating employees, as well as paying attention to work relations, health and safety, as well as concerns about the fairness of these human resources. (Desseler, 2014). As an aspect that regulates the most important part of an organization, human resource management certainly focuses on employee management. In this case, HRM involves several processes, including recruitment, employee training and development, performance appraisal, compensation, and labor relations management.

Overall, HRM is important to ensure organizations have qualified, trained, and motivated employees who can help organizations create a healthy and productive work environment for employees. In implementing human resource management, companies then need to pay special attention to aspects of employee welfare in the form of work motivation such as providing adequate salaries and facilities, fulfilling employee rights and providing motivation for employees and having a positive impact on company productivity and performance. According to Fatah (2019) motivation is an impulse that comes from within or outside an individual who moves with the aim of achieving their desires or needs. In an individual context, motivation itself can take the form of a sense of achievement or pride in one's work. This is what then makes a person feel more satisfied, which has an impact on increasing work performance and overall quality of life. Meanwhile, in the work context, motivation is very important to improve employee performance which also has a good impact on company productivity. Motivated employees tend to have better levels of work performance and achievement and contribute positively to the organization's business goals. In its application, motivation management can be carried out through providing incentives or

rewards, providing recognition for employee contributions, employee training and development (career path), as well as providing a conducive and enjoyable work environment.

THEORETICAL STUDY

Human resources are one of the assets that play an important role as the main driving factor in the implementation of all company activities, so they must be managed well through Human Resources Management (HRM). According to Hasibuan (2019:10) "Human Resource Management is the science and art of managing the relationships and roles of the workforce so that they are active and efficient in helping to realize the goals of the company, employees and society." Meanwhile, according to Handoko (2018: 4), "human resource management is the attraction, selection, development, maintenance and use of human resources to achieve both individual and organizational goals." According to Mangkunegara (2018:2) "Human Resource Management is the management and utilization of the resources available to individuals." This management and utilization is developed optimally in the world of work to achieve organizational goals and individual employee development. Based on several opinions according to the experts above, it can be concluded that human resource management is the management of human resources in a company e

According to Robbins (2016; 201) motivation is the willingness to exercise high levels of effort to achieve organizational goals which are conditioned by the ability of the effort to meet certain individual needs. According to Wibowo (2016:322) Motivation is the encouragement of a series of human behavioral processes in achieving goals. Meanwhile, motivation according to Sutrisno (2010:109) in Arief Yusuf Hamali, SS, MM (2018:133) is as follows: "Motivation is a factor that encourages someone to carry out a certain activity, therefore motivation is often interpreted as a driving factor someone's behavior. Every activity carried out by a person must have a factor that drives that activity. The driving factors for a person to carry out a particular activity are generally the person's needs and desires. One person's needs and desires are different from the needs and desires of other people. Differences in a person's needs and desires occur because of the mental processes that occur within that person. "This mental process is the formation of self-perception in the person concerned and the process of forming self-perception is essentially a person's learning process regarding everything they see and experience from the environment around them."

According to Swaminathan (Dewi, 2015) says that a person's work motivation is influenced by 2 factors, namely:

1. **Internal Factors:** A person's motivation is influenced by someone within themselves, for example if an employee wants to get a satisfactory score in a performance appraisal, he will direct his beliefs and behavior in such a way as to meet the requirements of a predetermined performance appraisal. This will be related to the aspects or strengths that exist within a person to achieve a goal, for example the aspect of self-efficacy. Self-efficacy is a person's belief in their self-confidence and ability to do a job, so as to achieve success.
2. **External factors** are factors that come from outside the individual, such as promotions, awards, salaries, working conditions, company policies, and jobs that contain responsibilities. Employees will be motivated if there is support from management and a conducive work environment which in turn has an impact on job satisfaction.

Work Motivation Indicators according to Anwar Prabu Mangkunegara (2009:93) in Bayu Fadillah, et all (2013:5) are as follows:

1. **Responsibility** Has high personal responsibility for his work.
2. **Work performance** Doing something/work as well as possible.
3. **Opportunities for advancement** The desire to receive fair wages commensurate with the work.
4. **Recognition of performance** The desire to get higher wages than usual.
5. **Challenging work** Desire to learn to master work in the field.

Adhari (2020:77) says that employee performance is the result produced by certain job functions or activities at a certain job over a certain period of time, which shows the quality and quantity of that work. Rerung (2019:54) says that employee performance is behavior produced in tasks that can be observed and evaluated, where employee performance is the contribution made by an individual in achieving organizational goals. Sinaga (2020:14) states that performance is the result of a person's work function or activities in an organization which is influenced by various factors to achieve organizational goals within a certain time period. Hamdiyah (2016:5) says that employee performance is work achievement that reflects the comparison between work results and predetermined standards. To achieve optimal employee performance, it is necessary to manage human resources related to compensation, work environment and leadership. Fadil Sandewa (2018:97) says that performance is the result of work that can be achieved by a person or group of people in an organization, in accordance with authority. and their respective responsibilities in order to achieve the goals of the

organization concerned legally and without violating the law and in accordance with morals and ethics. From the opinion above, it can be concluded that employee performance is the ability to achieve job requirements, namely when work targets can be completed at the right time or do not exceed the time limit provided so that the goals will be in accordance with the company's morals and ethics. In this way, employee performance can contribute to the company.

Organizational leaders are very aware of the differences in performance between one employee and another. Even though employees work in the same place, they still have different performance if they are in different places. According to Rismawati, (2018:3) factors that influence performance include:

1. The psychological ability factor of employee ability consists of potential ability (IQ) and actual ability (education). Therefore, they need to be placed in jobs that suit their skills.
2. Motivational factors, motivation is formed from an employee's attitude in facing work situations. Motivation is a condition that moves employees to achieve work goals. Mental attitude is a mental condition that encourages a person to strive to achieve maximum work potential.

RESEARCH METHODS

This research uses a qualitative descriptive research type. Qualitative research is a series of observation activities or further observation of objects based on analysis in the form of previous experiences (Sholihah, 2020). In this research, the analysis that the researcher will carry out concerns work motivation in its role in the causes that encourage employee work achievements through interview techniques, especially for PT employees. Kalimantan Mandiri Success, both in words (interview results) and actions (subject observations). This research procedure will produce data in the form of descriptive data, which means the results are in the form of utterances, behavior, as well as written words from the subjects being observed. Therefore, researchers analyzed work motivation in aspects that could be a driving force for employees to improve their work performance at PT. Kalimantan Independent Success. In this process, the data that has been collected and reduced will be presented according to research needs, whether in the form of descriptions, descriptions, images, graphs, and so on. The aim of presenting this data is to find out whether the data and information that has been obtained and reduced is sufficient for research or not.

RESULTS AND DISCUSSION

In accordance with what Maslow expressed, in the theory of work motivation, humans will be motivated to work to fulfill their needs. According to Maslow, these needs are:

1. Physiological needs
2. The need for security
3. The need for a sense of belonging
4. The need for self-actualization

These four things are the main motivation for humans in doing their work. Based on the opinion expressed by sister Melisa, where she works to fulfill her needs for food (physiological needs) and clothing in the form of a house (safety needs), it can be concluded that the research conducted by researchers on employee work motivation at PT Kalimantan Mandiri Sukses is relevant with Maslow's theory above, namely motivation that departs from human needs in fulfilling their daily lives.

Sister Melisa's opinion is also relevant to Mr. Andrio's statement that his employees' biggest motivation is to have a decent life with their living needs always met with the work results they get from working at PT Kalimantan Mandiri Sukses. So that from both sides, both are equally relevant to the theory that researchers use as a basis for this research, namely the attitude of fulfilling needs is the most optimal motivation so that someone wants to work well and generate income that is in line with their expectations while working so they can live properly. Meanwhile, other factors such as the work environment, organizational culture, praise and recognition for employee work results do not really influence work motivation, but are supporting tools so that employee work motivation is always maintained and does not decrease every day. High motivation to meet these needs will of course also have a good impact on company operations. Apart from that, when employees try their best in their work based on their great work motivation to fulfill their needs, the employee's work performance will increase in accordance with the increase in employee work motivation.

On the work performance side, based on the theory expressed by Sutrisno (2016), there are six aspects that generally influence employee work performance, namely:

1. Work result
2. Job knowledge
3. Initiative
4. Mental skills
5. Attitude

6. Discipline and absenteeism.

In terms of work performance, PT. Kalimantan Mandiri Sukses assesses the work performance of its employees based on their work results, namely through assessing the quality and quantity of employee work. In terms of quality, employee ability and thoroughness in work are the main indicators. Based on the ability assessment, employees of PT. Kalimantan Mandiri Sukses already has excellent abilities in its work. Apart from that, the communication skills of PT. Kalimantan Mandiri Sukses is also very good. This can be seen from the work environment and organizational culture created by PT Kalimantan Mandiri Sukses for its employees, where all things or difficulties that occur, either by one person or another, will be discussed so as to find a solution to solve the problem. Meanwhile, in terms of quantity of work, the amount of work assigned to employees is not necessarily due to the employees, but tends to be due to customers who require services from PT. Kalimantan Independent Success. Therefore, in terms of quantity, this is based on the marketing carried out by PT. Kalimantan Mandiri Sukses so that it can continue to attract customers to always use its services.

Based on the results of research using the theory used by the researcher, it can be concluded that the assessment of work performance of PT Kalimantan Mandiri Sukses employees is relevant to several theoretical points, namely work results, job knowledge (work ability), and attitude (communication). So, according to the overall results of the research, it can be concluded that the work motivation possessed by employees of PT. Kalimantan Mandiri Sukses is almost entirely driven by the needs of employees as human beings to fulfill their needs in life, both physiological and livability (home). Meanwhile, the results of motivation analysis on increasing employee work performance have more influence on the quality of employee work personally and not on quantity, because in terms of quantity it is not only caused by employee performance but also several other external factors, namely customer needs for the services offered by PT Kalimantan Mandiri Sukses. . The fewer service users there are, the smaller the quantity that employees will produce in their work. Vice versa, if the user is on PT. As Kalimantan Mandiri Sukses increases, the quantity of work produced by employees will increase.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research conducted by researchers, several conclusions can be drawn, namely, the work motivation of PT employees. Kalimantan Mandiri Success is almost entirely driven by the needs of employees as human beings to fulfill their needs in life, both physiological and appropriateness of life (home). Next, other motivational factors such as work

environment, organizational culture, praise and recognition for employee work results do not really influence employee work motivation. However, it is a supporting tool so that employee work motivation is always maintained and does not decrease every day. Employee work performance in terms of quality, ability and thoroughness of employees in work is the main indicator. Based on the ability assessment, employees of PT. Kalimantan Mandiri Sukses already has excellent abilities in its work. Apart from that, the communication skills of PT. Kalimantan Mandiri Sukses is also very good. This can be seen from the work environment and organizational culture created by PT. Kalimantan Mandiri Success for its employees where all things or difficulties that occur either by one person or another will be discussed so as to find a solution to solve the problem. In terms of quantity of work, the amount of work assigned to employees is not necessarily due to the employees, but tends to be due to customers who require services from PT. Kalimantan Independent Success. Therefore, in terms of quantity, this is based on the marketing carried out by PT. Kalimantan Mandiri Sukses so that it can continue to attract customers to always use its services.

Regarding suggestions that need to be considered by PT. Kalimantan Mandiri Sukses is about bonuses or other forms of appreciation that can further increase employee motivation and achievement at work. If it is based on awards given other than salary, namely annual bonuses and gifts. As stated by one of the employees in the research interview process, this was enough for them, but it would also be better if there were further awards for their work achievements. Because other factors are only supporting, while meeting employee needs is their biggest motivation in working, especially at PT. Kalimantan Independent Success.

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