

THE EFFECT OF MOTIVATION AND WORK DISCIPLINE THROUGH JOB SATISFACTION ON EMPLOYEE PERFORMANCE AT PT INFOMEDIA NUSANTARA MAKASSAR

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Abstract:

Effect of Motivation and Work Discipline through Job Satisfaction on Performance Employees at PT Infomedia Nusantara Makassar. This study aims to examine and analyze the effect of motivation and work discipline on performance at PT Infomedia Nusantara Makassar. Collecting data using primary data obtained from questionnaires using nonprobability technique. The population is all OBC agents (employees) at PT Infomedia Nusantara Makassar totaling 80 people, while samples taken are 80 respondents. The results of the questionnaire have been tested for validity and reliability, have also been tested for normality. Methods of data analysis using sobel test and path analysis. The results showed that all hypotheses had a positive and significant effect, motivation had a positive and significant effect.

Keywords: motivation, work discipline, job satisfaction, employee performance

INTRODUCTION

In facing competition in the global era, companies are required to work more efficiently and effectively. The increasingly fierce competition causes companies to be required to be able to increase competitiveness in order to maintain the survival of the company. This condition makes the company to continue to do the best in terms of the implementation of its management and human resources to be more professional. Every company that is founded must have a goal, one of which is to grow rapidly and earn high profits. In achieving this goal, the company requires potential human resources in carrying out the duties and supervision of the company. According to Wicaksono (2016) in the era of globalization, business competition will be sharper, companies must be able to change the attitude of every challenge into an opportunity, In achieving this, the company must manage human resources in order to produce good performance. Human resources are a central factor in the organization. The embodiment of an employee's work that is displayed as an achievement in accordance with his role in an organization within a certain period of time is known as performance. Rivai (2010) defines performance as the achievement produced by a person or an employee in doing work or achieving the success of a person in carrying out targets in his work. Purba et al (2019) stated that factors such as job satisfaction, work motivation and work discipline partially have a positive effect on employee performance. If work discipline increases, employee performance also increases, and vice versa. Good work discipline will affect a person in achieving his work targets. Employees who in their work do not feel comfortable, are not appreciated and cannot develop all their potential and concentrate fully on their work can cause various negative impacts for the company. According to Wahab (2012), the discussion of employee job satisfaction cannot be separated from the fact that employee job satisfaction can be achieved if all expectations can be met in carrying out their work. Another factor

that affects performance is motivation. Motivation in a general sense is an encouragement to a series of processes of human behavior in achieving goals. under-appreciation and not being able to develop all their potential and concentrate fully on their work can cause various negative impacts for the company. According to Wahab (2012), the discussion of employee job satisfaction cannot be separated from the fact that employee job satisfaction can be achieved if all expectations can be met in carrying out their work. Another factor that affects performance is motivation. Motivation in a general sense is an encouragement to a series of processes of human behavior in achieving goals. under-appreciation and not being able to develop all their potential and concentrate fully on their work can cause various negative impacts for the company. According to Wahab (2012), the discussion of employee job satisfaction cannot be separated from the fact that employee job satisfaction can be achieved if all expectations can be met in carrying out their work. Another factor that affects performance is motivation. Motivation in a general sense is an encouragement to a series of processes of human behavior in achieving goals. The discussion about employee job satisfaction cannot be separated from the fact that employee job satisfaction can be achieved if all expectations can be met in carrying out their work. Another factor that affects performance is motivation. Motivation in a general sense is an encouragement to a series of processes of human behavior in achieving goals. The discussion about employee job satisfaction cannot be separated from the fact that employee job satisfaction can be achieved if all expectations can be met in carrying out their work. Another factor that affects performance is motivation. Motivation in a general sense is an encouragement to a series of processes of human behavior in achieving goals.

At PT Infomedia Nusantara Makassar, it was found that there was a turnover of several employees. Most of the reasons for leaving employees are moving/career changes. The phenomenon of turnover, in addition to having an impact on the company, also has an impact on employees who are still surviving. This indicates a problem with employee performance. One of the job satisfactions of employees at PT Infomedia Nusantara Makassar is related to dedication and responsibility shown by discipline, hard work and thoroughness. The attitude of discipline in the company is still lacking, because there are still employees who often come late and do not comply with regulations. Another factor that affects employee performance is motivation. At the company PT Infomedia Nusantara Makassar, it was found that employees felt pressured because of the many pressures on achieving targets. This shows the low work motivation of existing employees. Employees show an unenthusiastic attitude towards their work for which they are responsible, because there are not many awards or rewards given in accordance with the employee's performance and the data (call) does not support it.

Based on the description of the background above, the authors are interested in raising the topic of research with the title "The Effect of Motivation and Work Discipline through Job Satisfaction on Employee Performance at PT Infomedia Nusantara Makassar".

LITERATURE REVIEW

Human resource management is a management that specifically studies human relations and roles in corporate organizations. According to Mondy and Marwansyah (2012) human resources are the maximum abuse of human resources to achieve the goals that have been set by the organization. Elements of human resources are humans who are workers in the company. Human resources are also one of the most important factors in the organization, because the quality of the organization itself is very dependent on the quality of human resources as employees and service actors in an organization. Human resources play a very important role in a company, because human resources are the controlling factor for other resources.

Motivation is a person's personal state that encourages the individual's desire to carry out certain activities in order to achieve a goal. Hartataik (2014) explains that work motivation is a stimulant of desire and a driving force of will that creates a person's enthusiasm to achieve a desired goal. The classical motivation theory put forward by Federick Taylor which states that

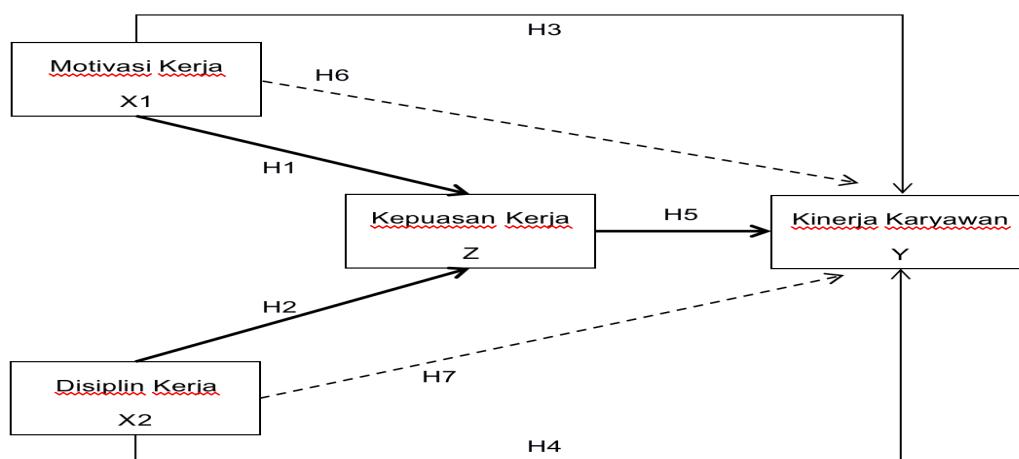
workers/employees are only motivated solely because of money. This concept states that a person will decrease his work enthusiasm if the wages are felt to be too little or not commensurate with the work to be done.

Discipline is the most important HR operative function because the better the employee discipline in the company, the higher the work performance that can be achieved (Rivai, 2009). Work discipline is also said to be a means to train and educate people to the rules so that there is compliance and so that they can run in an orderly and orderly manner in the organization. Work discipline is also said to be a communication tool with employees so that employees want to do what is recommended by their superiors and in accordance with established company regulations.

In their book, Robbins and Judge (2017) say that job satisfaction is a general attitude of an individual towards his work. Work demands interaction with co-workers, superiors, organizational rules and policies, performance standards, working conditions and so on. A person with a high level of job satisfaction will show a positive attitude towards his job, on the contrary if someone is not satisfied with his job will show a negative attitude towards his job.

Optimal and stable performance is not a coincidence. Of course, employees have gone through the stages of good performance management and made maximum efforts to achieve it. Because performance management is a process of planning, organizing, implementing and controlling the achievement of performance and is continuously communicated by the leadership to employees, between employees directly and their superiors. According to Hamali (2016), employee performance is the output produced by the functions or indicators of a job or profession within a certain time. Meanwhile, according to Mahsun (2014) employee performance is a description of the level of achievement of the implementation of an activity or program or policy in realizing the goals, objectives and mission of the organization contained in the planning or organizational strategy.

CONCEPTUAL FRAMEWORK



METHODOLOGY

This study uses a quantitative approach. This study aims to test the hypothesis that explains the independent variable to the dependent so that it can be said that this type of research is hypothesis testing. Research hypotheses are then developed based on theories related to the research topic which are then tested based on appropriate analytical techniques. This research environment is a real environment with the unit of analysis is employees who work at PT Infomedia Nusantara Makassar. The population in this study amounted to 80 people. Sampling in this study used a non-probability sampling technique, where the sampling technique did not provide equal opportunities/opportunities for each element or population to be selected as a sample (Kuncoro, 2013) as many as 80 respondents.

In this study, researchers used data collection techniques using questionnaires distributed using google form to employees of PT Infomedia Nusantara Makassar. Measurement of research variables will be carried out using a Likert scale using a scoring method.

Data analysis

1. Test validity and reliability

a. Validity test

A valid instrument test means that the instrument can be used to measure what it is supposed to measure. If $r_{count} > r_{table}$ then the statement is declared valid. On the other hand, if $r_{count} < r_{table}$, the statement is declared invalid.

b. Reliability test

Reliability test is a tool to measure a questionnaire that has indicators of variables. If the internal reliability of all items (r_i) is greater than or equal to r_{table} (significant level 0.05), the instrument item is declared reliable. On the other hand, if the internal reliability of all items (r_i) is less than r_{table} (significant level 0.05), the instrument is declared unreliable.

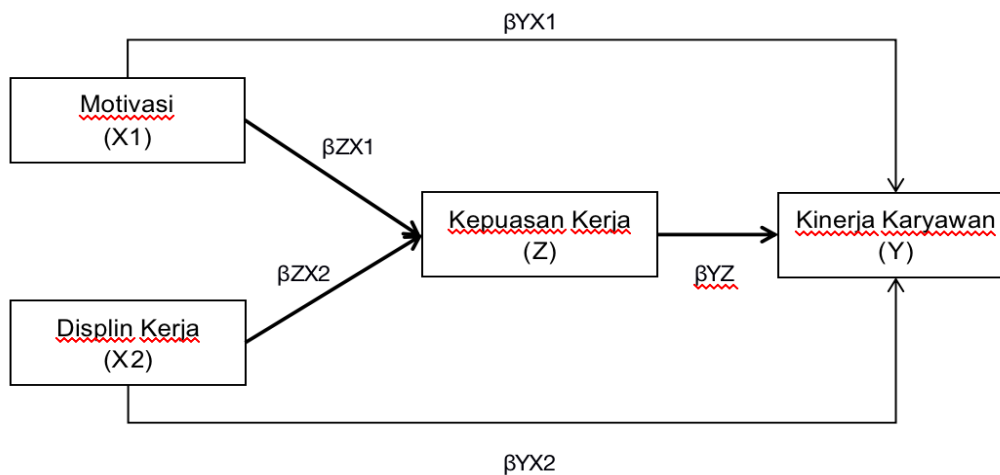
2. Normality test

Normality test is a test carried out to check whether the study comes from a normal population. If the data spreads around the diagonal line and follows the direction of the diagonal line, then the regression model fulfills the assumption of normality. On the other hand, if the data spreads away from the diagonal line and or does not follow the direction of the diagonal line, then the regression model does not meet the assumption of normality.

3. Sobel Test

In testing the hypothesis of the mediating variable, the researcher used variable regression analysis developed by Sobel in 1982, to see the significance of the indirect effect. Sobel test is done by testing the strength of the indirect effect of the independent variable (X) on the dependent variable (Y) through the intervening variable (Z). The indirect effect of X to Y through Z is calculated by multiplying the X to M (a) path by the M to Y (b) or ab path. So the coefficient $ab = (c - c_1)$, where c is the effect of X on Y after controlling for Z. The standard error of coefficients a and b is written as S_a and S_b , the magnitude of the indirect standard error (indirect effect) S_{ab} is calculated. The calculation of the Sobel test value can be tested through <http://www.quantpsy.org/sobel.htm>.

4. Path Analysis



$$Z = 0 + ZX1 + ZX2 + \epsilon_1 \dots\dots\dots \text{(equation 1)}$$

$$Y = 0 + YX1 + \beta_{YX2} + YZ + \epsilon_2 \dots\dots\dots \text{(equation 2)}$$

Hypothesis testing

a. Coefficient of Determination Test (R2)

The coefficient of determination (R-square) test shows that how much is the ability of the independent variable to explain the variation of the dependent variable. The R-square (R²) value of 0.75 indicates that the model is strong, the R-square (R²) 0.25 value indicates that the model is weak.

b. Partial Test (t Test)

The use of partial test (t test) aims to determine the effect of each independent variable on the dependent variable. If $t_{count} < t_{table}$, then H₀ is accepted and H_a is rejected, meaning that the independent variable partially has no significant effect on the dependent variable. On the other hand, if $t_{count} > t_{table}$, then H₀ is rejected and H_a is accepted, meaning that the independent variable partially has a significant effect on the dependent variable.

RESULTS AND DISCUSSION

This study uses a Likert scale with the highest weight of questions is 5 and the lowest weight is 1. With the number of respondents as many as 80 people, then:

Highest score: $80 \times 5 = 400$

Lowest score: $80 \times 1 = 80$

So the range for the results of this study is $400 - 80 / = 64$

Score range:

$80 - 144 = \text{VeryLow}$

$145 - 208 = \text{Low}$

$209 - 272 = \text{Enough}$

$273 - 336 = \text{Height}$

$337 - 400 = \text{Very High}$

Table 1. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters, b	mean	.0000000
	Std. Deviation	1.77605751
Most Extreme Differences	Absolute	.110
	Positive	.059
	negative	-.110
Test Statistics		.110
asymp. Sig. (2-tailed)		.018c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data processed in 2022

Based on the table above, the results of the normality test show that the significant value of the Kolmogorov-Smirnov Test is 0.18, which is greater than 0.05. That is, the tested data is normally distributed.

Table 2. Sobel Test Results Indirect Effect I

Input:		Test statistic:		Std. Error:	p-value:
a	0.466	Sobel test:	2.16916659	0.05370726	0.03007004
b	0.25	Aroian test:	2.14490975	0.05431464	0.03196006
s _a	0.075	Goodman test:	2.19426545	0.05309294	0.02821633
s _b	0.108	Reset all	Calculate		

Source: Data processed in 2022

Based on table 2 above, it shows that the significance value or p-value for the effect of job satisfaction as an intervening variable between motivation and employee performance is 0.03 which is smaller than 0.05. That is, the indirect effect of job satisfaction as an intervening variable is significant.

Table 3. Sobel Test Results Indirect Effect II

Input:		Test statistic:		Std. Error:	p-value:
a	0.417	Sobel test:	2.06153261	0.05056917	0.03925226
b	0.25	Aroian test:	2.02285549	0.05153606	0.04308805
s _a	0.092	Goodman test:	2.10251662	0.04958344	0.03550805
s _b	0.108	Reset all	Calculate		

Source: Data processed in 2022

Based on table 3 above, it shows that the significance value or p-value for the effect of Job Satisfaction as an intervening variable between Work Discipline and Employee Performance is 0.039 which is smaller than 0.05. That is, the indirect effect of job satisfaction as an intervening variable is significant.

Table 4. Results of Path I Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.426	.2014		-1.204	.232
	Motivation	.417	.075	.466	5.554	.000
	Work Discipline	.458	.092	.417	4.978	.000

a. Dependent Variable: Job Satisfaction

Source: Data diloah year 2022

Based on table 4 above from the results of data processing, the following regression equation is obtained:

$$Y = 0.417 X_1 + 0.458 X_2 + 0.092 e_1 \dots (1)$$

In table 4 above it is known that the value of the constant is -2.426 which indicates that if there is no influence of the Motivation and Work Discipline variable, the value of the organizational Job Satisfaction variable is -2.426. Furthermore, the coefficient value of the Motivation variable is 0.417 which shows the magnitude of the positive influence of the Motivation variable on the Job Satisfaction variable. The coefficient value of the Work Discipline variable of 0.458 indicates the magnitude of the positive influence of the Work Discipline variable on the Job Satisfaction variable on the employees of PT Infomedia Nusantara Makassar.

Table 5. Pathway II Analysis Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.143	1,925		-.594	.554
Motivation	.232	.084	.271	2,754	.007
Work Discipline	.396	.100	.378	3.956	.000
Job satisfaction	.239	.108	.250	2.215	.030

a. Dependent Variable: Employee Performance

Source: Data processed in 2022

Based on table 5 above from the results of data processing, the following regression equation is obtained:

$$Y = 0.232 X_1 + 0.396 X_2 + 0.239 Z + 0.108 e_2 \dots (2)$$

In table 6 above, it is known that the value of the constant is -1.143 which indicates that there is no influence of the Motivation and Work Discipline and Job Satisfaction variables, the value of the Employee Performance variable is -1.143. Furthermore, the coefficient value of the Motivation variable is 0.232 which indicates the magnitude of the positive influence of the Motivation variable on Employee Performance. The coefficient value of the Work Discipline variable of 0.396 indicates that the magnitude of the positive influence of the Work Discipline variable on the Employee Performance variable. The coefficient value of the Job Satisfaction variable is 0.239 which shows the positive influence of the Job Satisfaction variable on the Employee Performance variable at PT Infomedia Nusantara Makassar.

Table 6. Hypothesis Test Results

Hypothesis	Statement	tcount	table	Information
H1	It is suspected that motivation has a positive and significant effect on job satisfaction.	5.554	1.99	H1 Accepted
H2	It is suspected that work discipline has a positive and significant effect on job satisfaction	4.978	1.99	H2 Accepted
H3	It is suspected that motivation has a positive and significant effect on employee performance	2,754	1.99	H3 Accepted
H4	It is suspected that work discipline has a significant positive effect on employee performance	3,956	1.99	H4 Accepted
H5	It is suspected that job satisfaction has a positive and significant effect on employee performance	2,215	1.99	H5 Accepted
H6	It is suspected that motivation through job satisfaction has a significant effect on employee performance	2,169	1.99	H6 Accepted
H7	It is suspected that work discipline through job satisfaction has a significant effect on employee	2,061	1.99	H7 Accepted

	performance			
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Source: Data processed in 2022

Based on table 6 where the value of t_{table} is obtained with $\alpha = 0.05$ and degrees of freedom = $80-1-1 = 78$, then the value of t_{table} is 1.99. If the value of t_{count} is greater than the value of t_{table} , then at an error rate of 5%, H_0 is rejected and H_a is accepted.

CONCLUSION

From the results of research that has been done regarding the Effect of Motivation and Work Discipline through Job Satisfaction on Employee Performance at PT Infomedia Nusantara Makassar, it can be concluded as follows:

1. Motivation has a positive and significant effect on employee job satisfaction at PT Infomedia Nusantara Makassar. This shows that motivation is an important factor in maintaining employee job satisfaction at PT Infomedia Nusantara.
2. Work discipline has a positive and significant effect on employee job satisfaction at PT Infomedia Nusantara. This shows that the better the level of work discipline of employees of PT Infomedia Nusantara Makassar, it will increase employee job satisfaction.
3. Motivation has a positive and significant effect on the performance of PT Infomedia Nusantara Makassar employees. This shows that with high work motivation, an employee will be serious and work hard at work so that it affects the performance of company employees.
4. Work discipline has a positive and significant effect on the performance of PT Infomedia Nusantara Makassar employees. This shows that a high level of employee discipline will help and encourage these employees to work more productively and in accordance with the targets set by the company.
5. Job satisfaction has a positive and significant effect on the performance of PT Infomedia Nusantara Makassar employees. This shows that employees who have a good level of satisfaction will increase their productivity or performance at work, and this is because they are satisfied in their work.
6. Motivation through job satisfaction has a significant effect on employee performance at PT Infomedia Nusantara Makassar. That is, job satisfaction can be an intermediary in linking motivation to employee performance.
7. Work discipline through job satisfaction has a significant effect on the performance of PT Infomedia Nusantara Makassar employees. That is, job satisfaction can be a link between work discipline and employee performance.

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