

PROSIDING

8th MANAGEMENT DYNAMIC CONFERENCE

2023

16-17 MARET

| Makassar
| Indonesia



TAS EKONOMI DAN



Prosiding
MADIC 8, 2023

Makassar, 16 -17 Maret 2023

Dipublikasikan Oleh:

Departemen Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Hasanuddin

Alamat:

Gedung Fakultas Ekonomi dan Bisnis
Kampus Unhas Tamalanrea
Universitas Hasanuddin
Jl. P. Kemerdekaan No. 10, Makassar 90245

Email: madic.8.febuh@gmail.com

About Madic 8 2023

Management Dynamics Conference (MADIC) ke-8 adalah seminar nasional yang diselenggarakan oleh Fakultas Ekonomi dan Bisnis Universitas Hasanuddin bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Tema seminar “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Konferensi ini bertujuan untuk menghimpun berbagai pandangan dan pengalaman empiris dari para praktisi dan akademisi ekonomi mengenai penguatan UMKM sebagai pilar ekonomi utama serta memberikan solusi untuk tujuan ketahanan keberlanjutan (SDGs) Indonesia. Para akademisi, praktisi, peneliti telah berkontribusi dalam pengembangan penelitian manajemen dengan berpartisipasi dalam MADIC 8.

Panitia Penyelenggara

Penanggung Jawab

Prof. Dr. Abd. Rahman Kadir. SE.,M.Si.

Dewan Pengarah

Dr. Mursalim, SE., M.Si.

Prof.Dr.Arifuddin,SE., Ak., M.Si.

Dr. Anas Iswanto Anwar, SE., MA.

Dr. Andi Aswan, SE.,MBA.,M.Phil

Dr. Wahda, SE.,M.Pd.,M.Si.

Reviewer

Prof. Dr. H. Muhammad Ali, SE.,MS.

Prof. Dr. Sumardi, SE.,M.Si

Prof. Dr. Hj. Nuraeni Kadir, SE.,M.Si

Prof. Dr. Musran Munizu, SE.,M.Si.

Prof. Dr. Maat Pono, SE.,M.Si.

Dr. Fauziah Umar, SE., MS.

Dr. Hj. Wardhani Hakim, SE., M.Si

Dr. Hj. Nurjannah Hamid, SE.,M.Agr

Shinta Dewi Tikson, SE.,M.MGT

Hendragunawan S. Thayf., SE.,M.Si.,M.Phil

Dewan Eksekutif

Ketua : Insany Fitri Nurqamar, SE, MM

Sekretaris : Fahrina Mustafa, Se.,M.Si

Bendahara : Daniella C. S., Se.,M.Sc

Submission

Farhana Ramdhani Sumardi, SE.,MM

Publikasi

Rianda Ridho H Thaha,SE.,MBA.

Romi Setiawan SE., MM.

Acara dan dokumentasi

Isnawati Osman, SE.,M.BUS.

Dr. Haeriah Hakim, SE.,M.MKTG.

Asty Almaida, SE.,M.SI.

Sponsorship

Dr. A. M. Nur Bau Massepe, SE.,M.SI.

Tim Pendukung

Tamsir, SE.

Bustanil Arifin, SE

Ridwan

Raehanah Tul Jannah, SE

Dinda Syelfi Madiana

Fadli

Andi Hijeriani

Sarniati

M.Iqbal

Ihya' Ulumuddin

Syahriwildani Nur

St. Sharaeni Andin Islahuddin

Syafitriani

Anistasya Zhalsabila

Steffi Audelin Solllu

Muhammad Iqbal

Sambutan Dekan Fakultas Ekonomi dan Bisnis Universitas Hasanuddin

Selamat datang di Management Dynamics Conference (MADIC) ke-8 diadakan pada tanggal 16 – 17 maret 20223 di Makassar, Indonesia. Konferensi ini diselenggarakan untuk mempromosikan diskusi antara berbagai pemangku kepentingan tentang, manajemen dan bidang ekonomi. Kali ini, Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin menjadi tuan rumah bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Melanjutkan tradisi menyatukan penelitian, pembuat kebijakan, akademisi dan berbagai pemangku kepentingan untuk mempresentasikan dan mendiskusikan isu terkini terkait perkembangan ekonomi nasional. Untuk memperkuat pembahasan tentang manajemen, ekonomi dan bidang akuntansi, kami sepakat mengangkat topik konferensi tahun ini berjudul “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Untuk memberikan informasi terbaru mengenai topik kepada pembaca dan peserta, kami ingin menyampaikan apresiasi dan terima kasih kepada 3 narasumber dihadirkan dalam acara ini yaitu M. Fankar Umran CEO BRI Insurane, Causa Iman Karana Kepala Perwakilan Bank Indonesia Provinsi Sulawesi Selatan, dan Darwisman Kepala OJK Regional Sulampapua atas wawasan dan dukungan mereka selama konferensi. Kami berharap acara ini sangat mendorong diskusi tentang peningkatan kualitas UMKM di Indonesia. Selain itu kami ingin menyampaikan terima kasih dan dukungan kami kepada

Terakhir, kami ingin mengucapkan terima kasih sekali lagi atas kontribusi dan kerja sama yang sangat baik di antara kami para peserta konferensi. Selain itu, kami mengucapkan terima kasih atas kerjasama semua pihak panitia dalam menyelenggarakan konferensi. Kami berharap dapat bekerja sama dengan semua pemangku kepentingan yang terlibat dalam acara ini. Kami berharap proses ini akan menyediakan berbagai manuskrip unggulan yang dapat memberikan kontribusi besar dalam bidang ekonomi, manajemen dan akuntansi.

Prof.Dr.Abd. Rahman Kadir, M.Si., CIPM
Dekan Fakultas Ekonomi dan Bisnis
Universitas Hasanudin

Sambutan Ketua panitia Management Dynamic Conference ke - 8

Saya sangat senang bahwa acara Management Dynamic Conference ke-8 dengan tema "Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional" telah terlaksana dengan sukses. Semoga acara ini memberikan banyak manfaat dan inspirasi bagi semua peserta yang hadir.

Saya ingin mengucapkan selamat dan mengapresiasi seluruh panitia yang telah bekerja keras dan dedikasi tinggi dalam menyelenggarakan acara ini. Tanpa upaya mereka, acara ini tidak akan mungkin terwujud. Terima kasih atas kerja keras dan komitmen yang telah diberikan.

Selain itu, saya juga ingin mengucapkan terima kasih kepada narasumber yang telah berbagi pengetahuan dan pengalaman mereka dalam mendukung penguatan manajemen UMKM. Kontribusi mereka sangat berharga dan saya berharap peserta dapat mengambil manfaat yang besar dari presentasi dan diskusi yang telah dilakukan.

Saya berharap bahwa acara ini menjadi awal dari langkah-langkah konkret dalam memperkuat sektor UMKM sebagai motor penggerak pemulihan ekonomi nasional. Mari kita terus bekerja sama, berinovasi, dan berkolaborasi dalam mendukung pertumbuhan UMKM dan memajukan ekonomi kita.

Terima kasih kepada semua yang telah berpartisipasi dalam acara ini, termasuk peserta, narasumber, dan semua pihak yang telah memberikan dukungan. Semoga kita dapat melanjutkan semangat dan energi positif ini untuk memperkuat sektor UMKM dan membangun ekonomi yang lebih kuat.

Sekali lagi, selamat atas kesuksesan acara Management Dynamic Conference ke-8. Semoga langkah-langkah yang dihasilkan dari acara ini dapat memberikan dampak yang positif bagi penguatan manajemen UMKM dan pemulihan ekonomi nasional.

Insany Fitri Nurqamar, S.E.,M.M.

Ketua panitia Management Dynamic Conference ke - 8
Universitas Hasanudin

supervised aerobic exercise in Parkinson's disease: a double-blind, randomised controlled trial. *The Lancet Neurology*, 18(11), 998–1008.

[https://doi.org/10.1016/S1474-4422\(19\)30285-6](https://doi.org/10.1016/S1474-4422(19)30285-6)

Wahyuni, L., & Karneli, O. (2019). Pengaruh Disiplin Kerja Terhadap Kinerja Karyawan Melalui Motivasi Kerja Sebagai Variabel Intervening (Studi Pada Hotel Di Pekanbaru). *Jurnal Aplikasi Bisnis*, 18(2), 65–80.

Yusnandar, W., Nefri, R., & Siregar, S. (2020). Pengaruh Disiplin Kerja Dan Pelatihan Terhadap Kinerja Karyawan Dengan Budaya Organisasi Sebagai Variabel Moderasi Pada Rumah Sakit Milik Pemerintah di Kota Medan. *Humaniora*, 4(1), 61–72.

ID25790

The Effect of Good Corporate Governance Implementation on Employee Performance With Work Motivation as an Intervening Variable

Andi Henni Handayani¹, Abdul Rahman Kadir², Musran Munizu³

^{1,2,3}Hasanuddin University
hennyhandayani240@gmail.com

Abstract

This study aims to analyze good corporate governance that has an indirect influence on employee performance through work motivation at Perumda Water Supply Makassar City. This study uses a quantitative approach. The data used is primary data. A sample of 99 respondents. The respondent is an employee of Perumda Water Drinking Makassar City. Data collection was carried out through a survey using a questionnaire distributed to respondents. Data were analyzed using multiple regression analysis and path analysis using the statistical package for the social sciences (SPSS) version 26. The results of the study show that good corporate governance has an indirect influence on employee performance through work motivation at the Makassar City Water Supply Perumda. This shows that when high good corporate governance is followed by high work motivation, employee performance will increase and vice versa.

Keywords: Good Corporate Governance, Work Motivation, Employee Performance.

1. Introduction

PDAM is a Regional Owned Enterprise that is included in the category of service providers that are profit oriented with the task of providing clean water services to citizens in an area. PDAM as a government agency in the form of BUMD has a type of service that is included in the group of goods services, namely services that produce various forms/types of goods, in this case, the provision of clean water. In line with the

era of globalization and the development of the business world, as a consequence there will be more and more problems that will be faced by Regional Water Supply Companies (PDAMs) in their increasingly competitive business activities, so that this situation requires PDAM leaders or management to be able to manage their business activities effectively and efficiently. efficiently to achieve the set goals.

Various parties said that the lengthy process of improving the condition of the economic crisis in Indonesia was caused by the weak implementation of good corporate governance in companies in Indonesia. Sutedi (2011) says that good corporate governance

(GCG) was first introduced by the Cadbury Committee in 1992 who used the term in their report (Cadbury Report) which is defined as matters that direct and control companies in order to achieve a balance between company power and authority.

According to the Forum for Corporate Governance in Indonesia (2001), GCG has many benefits for companies, including improving company performance through creating better decision making, increasing company operational efficiency, improving services to stakeholders, facilitating cheaper and less rigid financing funds. (because of the trust factor) which will ultimately increase corporate value, restore investor confidence to invest in Indonesia. The purpose of GCG is to create added value for all interested parties or stakeholders due to increased corporate value due to increased company performance.

G. Terry in Manullang and Marihot (2015) Motivation is a psychological process that reflects the interaction between attitudes of perceived needs and satisfaction that occurs in a person. Motivation is the desire that exists in an individual who encourages him to do actions (behavior).

The implementation of GCG was initiated because of the problems faced by the company which were complex and had negative implications for the achievement of the vision and mission. The main goal of the company is to increase the value of the company through increasing the economic prosperity of the shareholders. Firm value is strongly influenced by company performance, especially financial performance. For this reason, it is important for the harmony of stakeholders to jointly increase the value of the company by maintaining their respective roles and functions.

From a practical background, we can see how previous events were the main reason for the need for GCG. The main events can be seen from the changes in the board of directors from period to period within the scope of Regional Owned Enterprises (BUMD) in Makassar city. One of them is the Board of Directors of the Makassar City Drinking Water Company. Which is conditional on a conflict of interest and has an impact on the overlapping of the division of authority between one another. The focus on performance was broken due to the absence of a technical frame of reference capable of enhancing the integrity of the board of directors and employees in running the company's organization.

Meanwhile, from an academic background, the need for good corporate governance appears to be related to the existence of principal-agency theory, which is necessary to avoid conflicts between principals and agents. As for the conflict, it can arise due to differences in interests between the two, so it must be managed properly so as not

to cause harm to the parties. Besides that, the corporation that has been formed is a separate entity and is a separate legal subject, so that the existence of the corporation and interested parties (stakeholders) must be protected by implementing GCG. Apart from that, other approaches such as Stewardship Theory, Management Theory are also used by academics in implementing this GCG concept.

Based on the phenomenon above, I see that there are several reasons why performance has decreased, especially in an effort to boost the increase in service coverage so that it meets targets and increases company revenue which leads to regional original income (PAD) for the city of Makassar. And the company's management function which is controlled by the board of directors requires a pattern and flow of supervision and good corporate governance so that the performance of the directors is achieved more optimally.

The results of previous research provide evidence that the effect of implementing good corporate governance on employee performance with work motivation as an intervening variable, as shown in research conducted by Ruhada (2018) in his research. The results of previous research provide evidence that the effect of implementing good corporate governance on employee performance by work motivation as an intervening variable, as shown in research conducted by Ruhada (2018) in his research showing that motivation and compensation variables have a significant positive effect on good corporate governance.

Furthermore, good corporate governance variables show significant positive results on employee performance. And the results of research conducted by Wulansari. (2015) as an Intervening Variable.

According to Yanti et al (2021) the concept of GCG applied in a company can improve the performance of Human Resources (HR), which was previously not good enough to become better. This is done through the transformation of the values embodied in the principles of GCG into the daily activities of employees and the company's management. The behavior of each individual that leads to their performance is influenced by these GCG values.

Based on the background above and how important the implementation of Good Corporate Governance is on Employee Performance, the researcher is interested in conducting a study entitled: The effect of implementing Good Corporate Governance on employee performance with work motivation as an intervening variable at Perumda Water Supply Makassar City.

2. Literatur Review

Good Corporate Governance

(GCG) was first introduced by the Cadbury Committee in 1992 which used the term in their report (Cadbury Report). According to Cadbury, good corporate governance directs and controls companies in order to achieve a balance between company power and authority (Sutedi, 2011).

According to Fakhruddin (2014: 36), good corporate governance can be interpreted as "a system of management and supervision of a company (the way a company is directed and controlled)". This understanding implies the broad scope of

corporate governance and indirectly raises the issue of the importance of Board commitment and leadership in GCG implementation.

According to Ardeno Kurniawan (2012: 27): "Good Corporate Governance (GCG) or organizational governance is a set of relationships that occur between management, directors, shareholders, and other stakeholders such as employees, creditors, and society."

According to Ningtyas (2014), GCG can be measured by:

- a. institutional ownership
- b. Proportion of independent commissioners.

Motivation

G. Terry in Manullang and Marihot (2015) Motivation is a psychological process that reflects the interaction between attitudes of perceived needs and satisfaction that occurs in a person. Motivation is the desire that exists in an individual who encourages him to do actions (behavior).

According to Robbins in (Irviani & Fauzi, 2018) "stating motivation as a process that causes (intensity), direction (direction), and continuous effort (persistence) of individuals towards achieving goals".

According to Maslow in Husaini Usman (2012) the indicators of work motivation are as follows:

- a. Physiological needs
- b. Safety Needs (Safety Need, Security Needs)
- c. Group needs (Social Need, Love Need, Belonging Need, Affection Need).
- d. The need for encouragement (Esteem Needs, Egoistic Needs)
- e. Self-actualization needs (Self-Actualization Need, Self-Realization Need, Self Fulfillment Needs, Self-Expression Needs)

Performance

According to Bintoro and Daryanto (2017): "Performance is the result of work in quality and quantity achieved by an employee in carrying out his functions in accordance with the responsibilities given to him". And according to Luthans in Bintoro and Daryanto (2017): "Performance is the quantity or quality of something produced or services provided by someone who does the job.

According to Mulyadi (2016): "Performance is the result of work achieved by workers or employees in quality and quantity in accordance with their duties and responsibilities." Armstrong in Edison (2016) stated "Performance is the result of a process that refers to and is measured over a certain period of time based on predetermined conditions or agreements".

According to Hersey and Johnson in Grace (2016) there are seven performance indicators, namely:

- a. Goals
- b. Standard (standards) c. feedback
- c. Tools or means (means)
- d. Competence
- e. Motivation g. Opportunity

Relationship between Good Corporate Governance and Performance Through Work Motivation

According to A. Chunaini Saleh, Ahmad Baedow (2008: 2) states that the term good governance is basically the performance of institutions, such as the performance of state government, company or social organizations in society that have fulfilled certain prerequisites such as the participation of members or the community in making every policy (participation), responsiveness to aspirations from below (responsiveness), relying on rule of law principles, open to the diversity of members (inclusiveness), accountable (accountability), effective, efficient, stable, clean (check and balance), as well as a transparent process.

According to Mangkunegara (2017) there is a positive relationship between achievement motivation and performance achievement. This means that leaders, managers and employees who have high achievement motivation will achieve high work, and conversely those with low performance are due to low work motivation. According to Kreitnet and Kinicki in Wibowo (2017). There is a positive relationship between motivation and performance achievement. Employees will be able to achieve maximum performance if they have high motivation.

Model conceptual

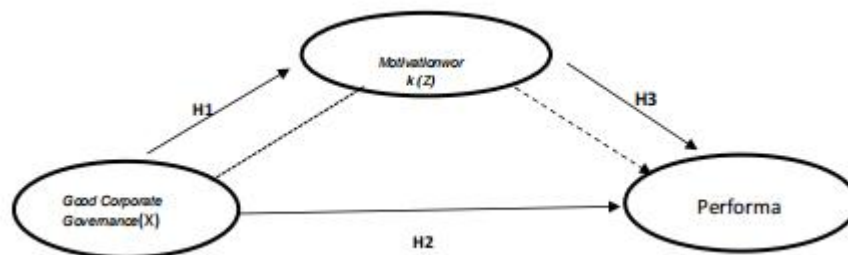


Figure 2: Frame of mind

The hypothesis tested in this study is as follows

H1 = Good Corporate Governance has a direct effect on work motivation.

H2 = Good Corporate Governance has a direct effect on performance.

H3 = Motivation has a direct effect on performance.

H4 = Influence No direct Good Corporate Governance on employee performance through motivation.

3. Research Methods

Location and Research Design

Research location in Perumda Water Supply Makassar City which is located at Jalan Ratulangi No 02 Makassar City which aims to describe and analyze the mediating effect of work motivation between Good Corporate Governance on performance Employees at Perumda Water Drinking Makassar City. The design of this study uses a qualitative approach which is quantified and is an explanatory research.

Population or Sample

The population in this study is all performance Employees at Perumda Water Supply Makassar City consist of 1239 employees. The method used to determine the sample in this study is slovin. Slovin according to Sugiyono (2017) is a formula used to obtain a sample size that is considered capable of describing the entire existing

population. After using the slovin formula the number of employees in this research is 99 employees.

Method of collecting data

Data collection was carried out through a survey using a questionnaire distributed to respondents. Data were analyzed using multiple regression analysis and path analysis using the statistical package for the social sciences (SPSS) version 26.

Data analysis method

The data analysis method used in this research is path analysis or path analysis used to analyze the pattern of relationships between variables (Supriyanto & Maharani, 2013: 74). This model aims to determine the direct and indirect effect of a set of independent (exogenous) variables on the dependent (endogenous) variable.

$$Z = \rho Yx + \epsilon 1$$

$$Y = \rho Zx_1 \rho ZY + \epsilon 2$$

4. Research Results

Evaluation Descriptive statistics

Table 5.1 below presents the identity characteristics of the 72 research respondents which include gender, age, education, and length of work

No.	Characteristics	Criteria	Frequency (person)	Percentage (%)
1	Gender	Man	57	57,57
		Women	42	42,43
		Amount	99	100
2	Age	28-35 years	25	25,25
		36-39 years	40	40,40
		>40 years	34	34,35
		Amount	99	100
3	Education	SMA/SMK	18	18,18
		Bachelor Degree	55	55,56
		Magister (S2)	21	21,21
		Doctor (S3)	5	5,05
		Amount	99	100

Source: primary data processed, 2022

Prerequisite Evaluation Validity test

The validity test is used to measure whether the questionnaire or items in this study are valid or not. The validity test was carried out with a significance level of 0.05 and the calculated results were compared with the rtable values. In this validity test, it uses a significant level of 5% and produces an r-table value of 0.1954 where if rcount > rtable, the research instrument used is said to be valid. The results of the validity test in this study as a whole from the 30 items of respondents' statements that returned the questionnaire or questionnaire, all items were declared valid to be used in carrying out measurements in this study.

Reliability Test

The results of the reliability test showed that the value of Cronbach's alpha (rcount) good corporate governance was 0.756, the work motivation variable was 0.821

and the employee performance variable was 0.861, compared to the Cronbach Alpha's coefficient value above 0.6. Based on the results of the analysis, it can be concluded that all the instruments in this study, even though they were tested repeatedly, could produce the same results so that the questionnaire could be used to carry out further tests.

Path Analysis Test I

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	4,416	4,809		.960	.341
	good corporate governance	.532	.106	.457	4,261	.000

a. Dependent Variable: work motivation

The results of the path analysis test I (Path Analysis) obtained the regression equation: $Y = 4.416 + 0.457X$. The constant value is 4,416 and the standard coefficient value of the good corporate governance variable is 0.457

Path Analysis Test II

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	std. Error	Betas		
1	(Constant)	4,377	3,050		1,501	.138
	good corporate governance	.166	.081	.138	2,054	.044
	Work motivation	.644	.076	.580	8,495	.000

a. Dependent Variable: Employee performance

Path analysis test results II (Analysis Jalur) the regression equation is obtained: $Y = 4.377 + 0.138X_1 + 0.580X_2$. The constant value is 4,377 and the standard coefficient value of the good corporate governance variable is 0.138, and the work motivation variable is 0.580.

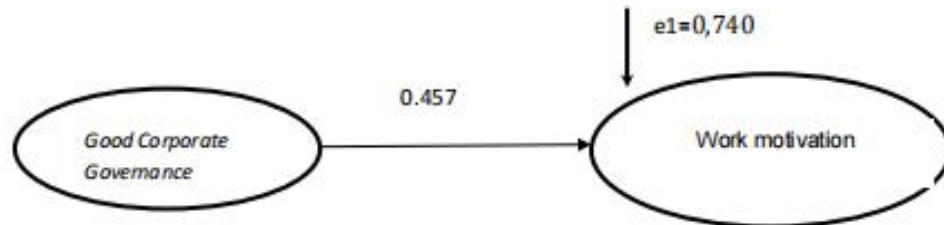
Coefficient of Determination of Path I Model Summary

Model	R	RSquare	Adjusted RSquare	std. Error of the Estimate
1	.602 ^a	.452	.456	1.14792

a. Predictors: (Constant), good corporate governance

The magnitude of the R square value contained in the "Model Summary" table is 0.452, this indicates that the contribution of good corporate governance to employee performance is 45.2% while the remaining 54.8% is a contribution from other variables not included in this research. Meanwhile, the value of e1 can be found using the formula

$e_1 = \sqrt{1 - 0,452} = 0,740$ Figure 2. Path Analysis I



Analysis of the Effect of Good Corporate Governance (X) on Work Motivation (Z): it is known that the direct influence exerted by X (Good Corporate Governance) on work motivation is 0.457.

Coefficient of Determination of Path II

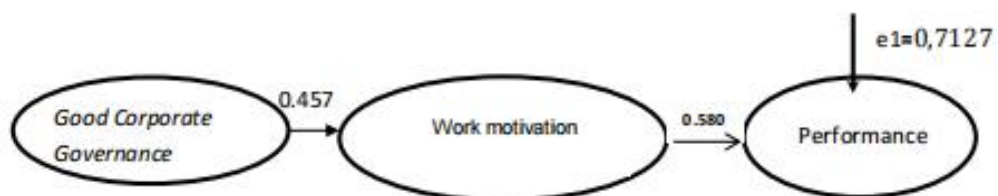
Model Summary

Model	R	RSquare	Adjusted RSquare	std. Error of theEstimate
1	.879a	.662	.672	.72761

a. Predictors: (Constant), Work Motivation, Good Corporate Governance

The magnitude of the R square value contained in the "Model Summary" table is 0.662, this indicates that the contribution of the influence of Good Corporate Governance on work motivation is 66.2% while the remaining 33.8% is a contribution from other variables not included in this research. Meanwhile for the value of e_1 can be found with the formula $e_1 = \sqrt{1 - 0,662} = 0,5813$

Figure 2. Path Analysis I



- Analysis of the Effect of Good Corporate Governance (X) on employee performance (Y): it is known that the direct influence exerted by X1 (Good Corporate Governance) on employee performance (Y): is 0.457.
- Analysis of the influence of work motivation (Z) on employee performance (Y): it is known that the direct influence exerted by Z (work motivation) on Y (performance) is 0.580.
- Analysis of the indirect effect of Good Corporate Governance on performance through work motivation

5. Discussion

Analysis of the Effect of Good Corporate Governance on Work Motivation at Perumda Water Supply Makassar City.

From the analysis it can be obtained that the significance value of Good Corporate Governance is smaller than the alpha value, so it can be concluded that there is a direct significant influence of Good Corporate Governance on work motivation, if good corporate governance is increased it will cause an increase in employee motivation in carrying out duties and responsibilities at Makassar City Water Supply Perumda, good corporate governance cannot encourage employees to have work motivation in co-workers when carrying out daily tasks. This is in line with the theory according to Mangkunegara (2017) There is a positive relationship between achievement motivation and performance achievement. This means that leaders, managers and employees who have high achievement motivation will achieve high performance, and conversely, those with low performance are due to low work motivation. According to Kreitnet and Kinicki in Wibowo (2017). There is a positive relationship between motivation and performance achievement. Employees will be able to achieve maximum performance if they have high motivation. This research is in line with research conducted by The results are supported by the research of Kesuma & Syamsuddin (2019) and Gultom (2014) who found that good corporate governance has a positive effect on employee motivation.

Based on the observations of researchers and the results of interviews when conducting the research, it was found that emotional intelligence influences motivation at Perumda Water Drinking Makassar City. It can be seen from the lecturers who are able to control and can create motivational attitudes.

Analysis of the Influence of Good Corporate Governance on Employee Performance at Perumda Water Supply Makassar City

From the analysis above, the value of good corporate governance is lower than the alpha value, so it can be concluded that there is a direct significant effect of good corporate governance on performance. If good corporate governance is increased, it will lead to an increase in performance in carrying out duties and responsibilities. This is in line with the theory put forward by A. Chunaini Saleh, Ahmad Baedow (2008: 2) which states that the term good governance is basically the performance of institutions, such as the performance of state governments, companies or social organizations in society that have met the preconditions certain conditions such as the participation of members or the public in making every policy (participation), responsiveness to aspirations from below (responsiveness), relying on the principle of rule of law,

Analysis of the Influence of Work Motivation on Employee Performance at Perumda Water Supply Makassar City

From the analysis it can be obtained that the significance value of work motivation (X1) is smaller than the alpha value so that it can be concluded that there is a direct significant influence of motivation on employee performance, if work motivation is increased it will cause an increase in employee performance in carrying out duties and responsibilities. This is in line with the theory according to Juniantara & Riana (2015) stating that motivation has a positive and significant effect on employee performance, meaning that the better and increased motivation given to employees, employee job satisfaction will increase. These results are supported by research by Kesuma & Syamsuddin (2019) and Gultom (2014) who found that motivation has a positive effect

on employee performance. This is in line with the research by Karma et al. (2017), Tulusnah et al. (2018), and Nurcahyani & Adnyani (2016) which produce motivation has a positive effect on performance. Companies can motivate employees to complete work on time and in accordance with organizational standards and encourage them to develop their potential and improve their careers in the company.

Analysis of the indirect effect of Good Corporate Governance on performance through work motivation at Perumda Water Supply Makassar City

The results of this study indicate that the indirect effect of good corporate governance on performance through work motivation is the multiplication of the beta value of X1 to Z and the value of Z to Y, which means that the value of the indirect effect is greater than the value of the direct effect. These results indicate that indirectly good corporate governance on employee performance through work motivation at Perumda Water Supply Makassar City has a significant influence. This research is in line with the theory put forward by According to Anoraga in Octavianasari, Putri (2017). Employees who have high work motivation make themselves feel happy and get satisfaction in their work, and always try to develop their tasks and themselves.

6. Conclusion

Simpulan

This study tries to investigate the influence of the implementation of Good Corporate Governance on employee performance with work motivation as an intervening variable at Perumda Water Supply Makassar City. The results of the study show that Good Corporate Governance has an indirect influence on employee performance through work motivation at the Makassar City Water Supply Perumda, and there is an indirect influence on employee performance through work motivation at the Makassar City Water Supply Perumda. This shows that when high good corporate governance is followed by high work motivation, employee performance will increase and vice versa.

Daftar Pustaka

- Ardeno Kurniawan (2012). Internal audit adds value to the organization. First edition
Bintoro and Daryanto, 2017. Employee Performance Assessment Management, Gava Media, Yogyakarta.
- Fakhrudin (2014). Analysis of the Principles of Good Corporate Governance.
- G. Terry in Manullang and Marihot (2015). Personnel management. Personnel management. Yogyakarta: Gadjah Mada University.
- Husain, Usman. The Influence of Teacher Teaching Experience and Principal Leadership on the Performance of Elementary School Teachers in Kasihan District, Bantul Regency. 2012.
- Irviani & Fauzi, 2018. Introduction to Management. Yogyakarta. CV Andi Offset.
- Muliyadi. 2016. Human Resource Management (MSDM), In Media, Bogor
- Mangkunegara, AA Anwar Prabu. 2017. HR Performance Evaluation. PT. Refika Aditama, Bandung.
- Ningtyas(2014),developmentofperformanceappraisalstruments.
- Ruhada (2018) implementing good corporate governance on employee performance with work motivation as an intervening variable

- Grace. 2016. Empowerment of Human Resources. Umitoha Ukhuwah
- Wulansari. (2015) Journal of human resource management says that the Mediation Effect of Work Motivation among the Implementation of Good Corporate Governance on Employee Performance in PDAM Surakarta City There is a partial mediation effect of Work Motivation between the Implementation of Good Corporate Governance on Employee Performance in PDAM Surakarta City.
- Wibowo. Performance Management. Fifth Edition. Depok: PT. Raja Grafindo Persada. 2017. Yanti et al (2021). GGC concept. Journal of student.stiesia.ac.id

ID25791

**Pengaruh Kualitas Produk Dan Brand Image Terhadap
Keputusan Pembelian Kopi Cappuccino Di Duajiwa Coffee
Makassar**

Alifqa Rizka¹, Sumardi², Musran Munizu³

Universitas Hsanuddin

mmfebunhas@yahoo.com

Abstract

This research aims to determine the influence of Product Quality and Brand Image on the Purchasing Decision of Cappuccino Coffee at Duajiwa Coffee Makassar. The method used in this research is data analysis which includes validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing using a questionnaire. The population in this research is all consumers of Duajiwa Coffee who made purchases during the research period. The sample data consists of consumers who purchased Cappuccino Coffee selected through an incidental method. The results of this research partially indicate that Product Quality and Brand Image each have a positive but not significant influence on the Purchasing Decision of Cappuccino Coffee at Duajiwa Coffee Makassar. The simultaneous results of the research show that Product Quality and Brand Image together have an insignificant influence on the Purchasing Decision of Cappuccino Coffee at Duajiwa Coffee Makassar.

Keywords: Product Quality, Brand Image, Purchasing Decision, Coffee consumption

Abstrak