

The Effect Of Work Motivation and Compensation on Employee Performance At “CV. Cuan Maju Mapan (Fresher58) Bandung City”

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Abstract

Along with the times, the majority of people have high mobility in their daily activities. This is followed by the existence of various service providers who help make work easier. An opportunity for Business people to create new ideas in the form of specific products or services in order to provide the best quality needed by consumers. Therefore, the quality of service is important for Shoes and Care because it cannot be separated from the results that play a role in consumer satisfaction in the end. CV. Cuan Maju Mapan (Fresher58) is a Brand & Vendor that produces shoe care products that have been running for 4 years. The products that are sold are air fresheners. Can be used in all types of shoes. Quality

and economical products so that they can compete in the market. In decide the amount of samples in this case using the Accidental Quota Sampling method obtained from 50 employees, then an analysis of the data obtained with qualitative data was carried out. Quantitative analysis includes multiple regression analysis, hypothesis testing through t test, and simultaneous hypothesis testing. Based on the results of the study, it can be concluded that the variables of work motivation and compensation have a significant influence on employee performance.

Keywords : *Work Motivation, Compensation, Employee Performance*

Introduction

Along with the times, the majority of people have high mobility in their daily activities. This is followed by the existence of various service providers who help make work easier. An opportunity for Businesspeople to create new ideas in the form of specific products or services in order to provide the best quality needed by consumers. The changes in human behavior, and human activities that are getting denser every day have become an idea for Shoes and Care to provide services in the field of shoes clean and shoes treatment. Each type of shoe requires different treatment according to the material used in making shoes, therefore, proper shoe care is important to maintain the quality and lifespan of the shoes. Therefore, it is necessary to have special and specific treatment that is tailored to the type and material of the shoe. This is a business opportunity from shoe care services that provide convenience for shoe collectors or users in caring for their shoes.

Shoes and Care uses special techniques and products to be able to produce maximum production so that it has a relatively high price. Therefore, the quality of service is important for Shoes and Care because it cannot be separated from the results that play a role in consumer satisfaction in the end. Satisfied consumers can provide many benefits for the company, among others, these consumers will be loyal to the company and are willing to provide recommendations to others.

CV. Cuan Maju Mapan (Fresher58) is a Brand & Vendor that produces shoe care products that have been running for 4 years. With new product innovations, good packaging, their products have received a lot of attention and positive responses in the community. The products that are sold are air fresheners. Shoe care products are made with quality materials to keep shoes clean and safe. Can be used in all types of shoes. Quality and economical products so that they can compete in the market.

The products produced by this company are Antibacterial Sneaker Perfume, Cleaning kits, U-Pads, Sneakers Wipes, Foam Cleaners, Leather care balms. In running the company's business can not be separated from various problems that must be faced. Companies must be able to compete with the development of this modern era. Fresher 58 must also have adequate machines to produce good products and complete existing product targets. The developments made by the company are always doing research on innovations for the products they make. From the start, this company was only able to make 18 pcs of products with limited capital, then pioneered to 100 products, then 1,000 products, 7,000 products and currently the production capacity of this company can reach 21,000 products/batch.

Fresher 58's sales target is very broad; the target market is very broad and from various circles and occupations that use shoes. Everyone's activities can not be separated from the use of shoes. The growth of shoe users continues to increase, while people prefer foreign products to local products, therefore there is a lack of education in the community about the importance of caring for shoes. Therefore, this company makes products that have designs and durability that can compete or excel with any product.

As for competitors of similar products on the market, therefore the strategy is to collaborate with artists, artists and other brands in Indonesia, then educate consumers to understand the importance of caring for shoes, improve product quality through better product design and durability. both from competitors, and then at an economical price but still elegant and maintain the company's image so that consumers continue to buy products at the store. There is table 1.1 CV product data. Cuan Maju Mapan (Fresher58) which were sold during semester 1 of 2020 are as follows:

Table 1.1

Sales Data of 2020 for CV. Maju Mapan Products

Product	Month	Turnover
Fresher 58	January	Rp.13.004.108
	Febuary	Rp. 21.008.116
	March	Rp. 14.400.859
	April	Rp. 20.663.704
	May	Rp. 37.210.546
	June	Rp. 12.595.862
	Jully	Rp.15.743.465
	August	Rp. 16.254.062
	September	Rp.38.374.532
	October	Rp. 22.677.941
	November	Rp. 19.329.237
	December	Rp.20.298.432
Jumlah	Rp. 261.560.864	

The work motivation of employees in a company will determine the good or bad performance of employees in the company itself. Similarly, the compensation received by employees in the company. At the company CV. Cuan Maju Mapan, as we can see in the sales table above, that the company experienced a decline near the end of 2020 which should have been at the end, every company was reaping profits due to the holiday season associated with high consumer demand. In this company, what happens is that employee motivation is high and the compensation is quite high when compared to competing companies, this is stated by the Sales Manager at this company. However, the two independent variables are not accompanied by the dependent variable which should be high as well, but on the contrary. Employee performance in the company CV. Cuan Maju Mapan experienced a decline, resulting in unstable sales and tended to decline at the end of 2020.

The world of work is now required to create high employee performance for company development. Companies must be able to build and improve performance in their environment. The success of the company is influenced by several factors, one of the important factors is human resources, because human resources are the main actors from all levels of planning to evaluation that are able to utilize other resources owned by the organization or company. The existence of human resources in a company plays a very important role. The workforce has great potential to carry out activities in organizations or companies. The potential of every human resource in the company must be utilized as much as possible so that it can provide optimal output. The achievement of company goals does not only depend on the people who carry out the work. The success of a company is strongly influenced by the performance of each individual employee. Every organization

or company will always try to improve employee performance, with the hope that the company's goals can be achieved.

According to [1] "Performance measurement is the process of recording and measuring the achievement of the implementation of activities in the direction of achieving the mission through the results displayed in the form of products, services, or processes". This means that every company activity must be measurable and related to the achievement of the company's direction in the future, which has been stated and listed in the company's vision and mission. Employee performance is shown through the quality of services provided to customers, so that companies based on their customers can evaluate the quality of employee services. It is hoped that with the increase in employee performance, customer satisfaction will also increase. Performance appraisal can be through HR practices such as assessments from colleagues, and superiors. By determining the appropriate performance appraisal factor, it can provide optimal results for a company.

Literature Review ***Work Motivation***

[2] work motivation is very important in encouraging employee performance, because with the high motivation of employees, it is expected that employees can complete their work in accordance with predetermined targets.

Another statement was made [3] that work motivation can not only affect performance, but that performance can also affect motivation, if followed by giving gifts or incentives.

From the various definitions above, researchers synthesize work motivation is a condition that comes from within that affects a person in carrying out an activity related to the performance of an employee in achieving the goals set by the company.

Compensation

Compensation is everything that is received either in the form of physical or non-physical. Compensation also means all the rewards received by a worker/employee for services or the results of his work in a company in the form of money or goods, either directly or indirectly.

Sastrohariwiroyo states [4] stating that "Compensation is a service fee or remuneration provided by the organization to workers because these workers have contributed energy and thoughts for the progress of the organization in order to achieve the goals that have been set".

Jlong in sinambela [5] states that "Compensation is part of the reward system which is only related to the economic part, but since there is a belief that individual behavior is influenced by the system in a wider spectrum, the compensation system cannot be separated from the whole system. rewards provided by the organization".

Employee Performance

Basically, performance is what an employee does and does not do, performance is the result of work in quality and quantity that has been achieved by an employee in carrying out his duties in accordance with the responsibilities that have been given to him. However, it is not easy to improve employee performance without serious efforts from the management. Strategic steps are needed to make it happen, one of which is the synergy and commitment of the company itself.[6]

For companies, employee performance is something that is so important in an effort to achieve company goals. Excellent performance means an increase in effectiveness, efficiency, and very high quality from the completion of a series of tasks assigned to someone in a company or organization[7].

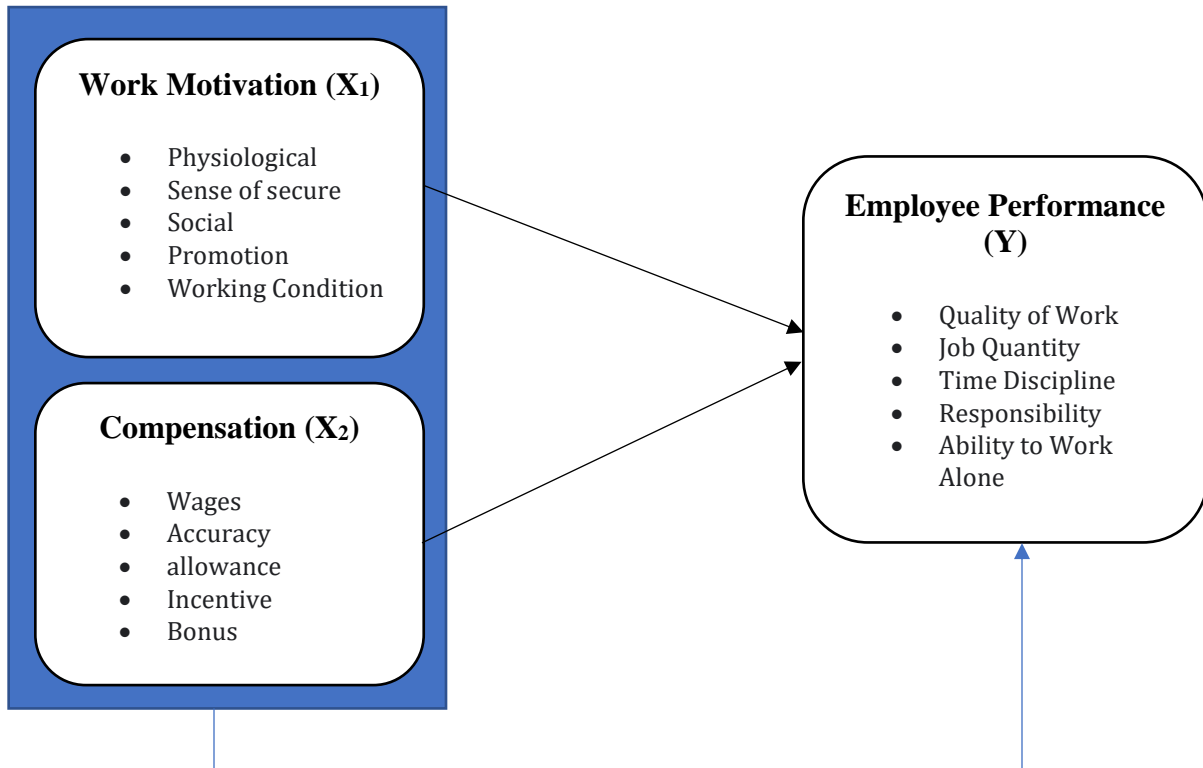


Figure 1.1 Research Paradigm

Hypothesis

In accordance with the description of the framework of thought and the results of the empirical study above, the researcher proposes several hypotheses in the research as follows:

1. H1: The Motivation of work has an consequence on employee performance at Fresher 58 Continent of Bandung
2. H2: Compensation affects employee performance at Fresher 58 Bandung City
3. H3: The Motivation of work and Compensation affect the performance of Fresher 58 employees in Bandung

Research Methods

The research method used is descriptive analysis research using data processing techniques Survey Method. The population in this study were all employees at CV. Cuan Maju Mapan (Fresher58) Bandung the Finance, social media and Copyright division, Content Director and Production division, totaling 50 people. In this study, the sample criteria were employee performance at CV. Cuan Maju Established (Fresher58) Bandung.

This study explains the relationship affecting and being influenced by the variables that will be examined. This study uses a qualitative approach that will make a systematic,

accurate description and the influence between the variables and events studied. The variables in this study consisted of the independent variable and the dependent variable. The independent variables in this study are work motivation (X1) and compensation (X2). In this study, the dependent variable is Employee Performance (Y).

According to [8] Population is a generalization area consisting of: objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. According to [8] The sample is part of the number and characteristics possessed by the population. The population of employees in this study was 50 employees, while the data collection technique used a random sampling method.

Profile Respondents

Table 3.1

Respondents By Gender

Gender	Total	Persentation
Male	35	70%
Female	15	30%
Total	50	100 %

The data table above shows the results based on respondents by gender with a total of 50 respondents consisting of 35 people (70%) of whom are men and 15 people (30%) of whom are women. The majority of employees at CV Cuan Maju Mapan (Fresher 58) are male.

Table 3.2

Respondents By Age

Age	Total	Persentase
18 – 25	36	72%
26 – 33	9	18%
34 – 41	4	8%
42 – 49	1	2%
Total	50	100 %

The table above describes the results of respondents by age, with a total of 50 workers. Most of the respondents aged 18-25 years were 36 people (72%), the second highest frequency was aged 26-33 as many as 9 people (18%), respondents aged 34-40 years were 4 people (8%) and the least respondents were aged 42 – 49 as many as 1 person (2%). This is because the majority of employees at CV Cuan Maju Mapan (Fresher 58) are aged 18-25 years.

DESCRIPTIVE ANALYSIS

Work Motivation

This section will describe descriptively the explanation of Work Motivation (X1) that affects Employee Performance at Fresher 58 through a previously sent questionnaire, the following is a table of questionnaire results.

Table 3.3

Indicators in Work Motivation

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The company pays attention to meeting the needs and facilities of employees in motivating work.	16	29	2	2	1
2.	Does the company guarantee my physical and physiological health in carrying out work.	12	23	8	6	1
3.	Whether rewards and recognition can motivate me to do my job.	17	22	6	4	1
4.	The company conducts training and development for promotions.	12	27	6	4	1
5.	Does the atmosphere in the company environment motivate me to do my job.	12	24	10	3	1
TOTAL SCORE		69	125	32	19	5
PERSENTATION (%)		28%	50%	13%	7%	2%

From the table above, it can be seen that 26% of 50 respondents answered Strongly Agree, 50% of 50 respondents answered Agree, 13% of 50 respondents answered neutral, 7% of 50 respondents answered Disagree and 2% of 50 respondents answered strongly disagree.

Compensation

This section will describe descriptively the answers to Compensation Variables (X2) that affect Employee Performance at Fresher 58 which have been processed through questionnaires that have been distributed previously, the following is a table of questionnaire results.

Table 3.4

Indicators of Compensation

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The salary I receive is in line with expectations	7	17	20	5	1
2.	The salary received is in accordance with the time determined by the company	9	20	19	1	1
3.	The benefits received are as expected	8	18	20	3	1
4.	Are you satisfied with the workforce social security provided by the company	7	25	13	4	1

5.	Is the bonus received in line with expectations	5	24	19	1	1
TOTAL SCORE		36	104	91	14	5
Persentation (%)		14%	42%	36%	6%	2%

From the table above, it can be seen that 14% of 50 respondents answered Strongly Agree, 42% of 50 respondents answered Agree, 36% of 50 respondents answered neutrally, 6% of 50 respondents answered Disagree and 2% of 50 respondents answered strongly disagree.

Employee Performance

This section will describe descriptively the answers to Employee Performance Variables (Y) that affect employee performance in working at Fresher 58 which have been processed through previously distributed questionnaires, the following is a table of questionnaire results.

Table 3.4

Indicators in Employee Performance

No.	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	I always try to correct the mistakes that I have made in carrying out my work.	18	19	9	3	1
2.	I always try to achieve the work targets set by the company.	17	19	9	4	1
3.	I can complete work on time.	10	21	13	5	1
4.	I have a sense of responsibility and commitment in carrying out my work.	17	17	12	3	1
5.	I feel like I'm doing my job on time	18	17	2	8	5
TOTAL SCORE		80	93	45	23	9
Persentation (%)		32%	37%	18%	9%	4%

From the table above, it can be seen that 32% of 50 respondents answered Strongly Agree, 37% of 50 respondents answered Agree, 18% of 50 respondents answered neutral, 9% of 50 respondents answered Disagree and 4% of 50 respondents answered strongly disagree.

Multiple Regression Test

Multiple linear regression is used to describes the relationship of a dependent variable into two or more explanatory variables using a linear combination . From the data processing that has been done, the following results are obtained:

Table 4.1

Multiple Regression test

Model		Unstandardized Coefficient		standardized Coefficient	t	Sig.
		B	S.E	Beta		
1	constant	3.014	3.154		.955	.344
	Work motivation	.314	.167	.253	1.878	.067
	compensation	.561	.169	.445	3.311	.002

From the results of the multiple linear regression equation, each variable can be interpreted as follows:

a. Based on the equation above, obtained a constant value of 3.014. Therefore, if Employee Performance is not influenced by the two independent variables, then the average amount of Employee Performance of Fresher58 will be worth 3.014.

b. The regression value for Work Of Motivation of Work that is 0.314 or in a positive direction. This indicates that if Motivation of Work (X1) increased by one unit, it will also increase Employee Performance of Fresher58 by 0.314.

c. The regression value for Compensation that is 0.561 or in a positive direction. This indicates that if Compensation (X2) increased by one unit, it will also increase Employee Performance of Fresher58 by 0.561.

Table 4.2

Results of Partial Hypothese Testing For Work Motivtion

Model		Unstandardized Coefficient		standardized Coefficient	t	Sig.
		B	S.E	Beta		
1	constant	3.014	3.154		.955	.344
	Work motivation	.314	.167	.253	1.878	.067
	compensation	.561	.169	.445	3.311	.002

Based on the table above, t the table is represented by $\alpha = 0,05$, $df = n-k-1 = 50-2-1 = 47$, earned value t the table for two-party testing is 2.0117, it means :

The value of t count on Work Notivation (X1) is smaller than t table ($t \text{ count} < t \text{ table}$, $1.878 < 2.0117$). this means that H_0 is accepted and H_1 is rejected. So work motivation has no significant effect on employee performance at CV Cuan Maju Mapan (Fresher 58).

1. The value of t count on Compensation (X2) is greater than t table ($t \text{ count} > t \text{ table}$, $3,311 > 2.0117$). this means tha H_0 is rejected and H_2 is accepted. So compensation has an effect on employee performance at CV Cuan Maju Mpan (fresher 58)

Table 4.3

Results of Simultaneous Testing variable of Work Motivation and Compensation on Employee performance ANOVA

Model		Sum of square	df	Mean Square	F	Sig.
1	Regression	413.383	2	206.691	14.356	.000
	Residual	676.697	47	14.398		
	Total	1090.080	49			

Based on the table above, the Fcount value is determined to be 14.356. This value will be compared with the f table in the F distribution table. With $\alpha = 0.05$, $df_1 = n - k - 1 = 50 - 2 - 1 = 47$. The f table value uses df_1 , df_2 with f table results of 3.195. This $f_{table} < f_{count} = 14,356$. This means that H_0 is rejected and H_3 is accepted. So, Work Motivation (X_1) and Compensation (X_2) together have a significant effect on Employee Performance (Y).

Correlation Coefficient Testing

Meanwhile, if hypothesis is tested through the t-test and the results can be inform on the following table:

Table 4.4

Coefficients

Model		Unstandardized Coefficient		standardized Coefficient	t	Sig.
		B	S.E.	Beta		
1	constant	3.014	3.154		.955	.344
	X1	.314	.167	.253	1.878	.067
	X2	.561	.169	.445	3.311	.002

$H_0: P_Y(X_1) \leq t\text{-tabel}$

$H_0: P_Y(X_2) \leq t\text{-tabel}$

$H_1: P_Y(X_1) > t\text{-tabel}$

$H_1: P_Y(X_2) > t\text{-tabel}$

based on the above calculation:

t-hit = $P_{YX_1} = 1,878$; t-tabel = 2,0117; t-hit > t-tabel; H_0 received

t-hit = $P_{YX_2} = 3,311$; t-tabel = 2,0117; t-hit > t-tabel; H_0 rejected

The criteria for rejecting H_0 for the t-test are if: tcount is smaller than ttable or $t_0 > t_1$, $n-1$. Furthermore, taking the significance level of 5 percent, the value of t table = 2.0117. From P_{YX_1} above, the tcount value is 1.878. At P_{YX_2} then t count is greater than t table, the results obtained by P_{YX_2} above are 3.311. this rejects the hypothesis H_0 or from the table we can conclude that work motivation has no significant effect, while the significant effect on employee performane has a compensation.

Correlation Analysis

These correlation analysis has using to determine how much influence work motivation and compensation have effect on employee performance at CV. Cuan Maju Mapan. It is the results of the correlation test from the the questionnaires:

Table 4.5

Correlation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ³	.379	.353	3,79445
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Based on the table above, the correlation value is 0.616. This explains that the independent variable X has a significant effect of 37.9%.

Based on the table above, the regression equation is as follows:

Table 12

Magnitude of Multiple Coefficients

Constant	3,014
Individual Influence	PYX 1 = 0.253 PYX 2 = 0.445
Simultaneous Influence	R 2 Y (x 1 , x 2) = 0,379
Effect of Residual Coefficients	PYe = 0.191

The regression table above shows that:

1. The constant is 3,01
2. The direct effect of work motivation is 25,3%
3. Direct effect Compensation of 44,5%
4. The direct effect of the two variables are 37,9%
5. The effect of the residual variable (e) is 19,1%

From the table described above, the regression equation is as follows:

$$y = 3,014 + 0,253 x_1 + 0,445 x_2$$

Information :

- X1 = motivasi kerja
- X2 = kompensasi
- Y = kinerja karyawan

Conclusions and suggestions

Conclusion

Based on the research, we have done it can be said that:

1. The partial test concludes that the two variables have different effects on employee performance, it is proven that the Work Motivation variable (X1) doesn't have a significant effect while, the Compensation variable (X2) has a significant effect on increasing Employee Performance at CV. Cuan Maju Mapan
2. (Fresher 58).
3. Simultaneous testing concluded that the model formed to predict employee performance proved significant. This means that the motivation of work variable (X1) and compensation variable (X2) together have a significant effect on improving employee performance.
4. In the employee performance variable, it can be concluded that the employees at Fresher 58 are responsible for the tasks that have been given by the company.
5. The influenced of work motivation in influencing the employee performance at Fresher 58 has a close relationship.
6. The effect of compensation in influencing the performance of Fresher 58 employee has a close relationship
7. The Influence of Work Motivation in Influencing Employee Performance Fresher 58 has a very close relationship.

Suggestion

Here are some suggestions that can be given to Fresher 58 Employees;

1. Companies need to make rules regarding discipline, by providing strict sanctions for employees who are often late, go home early, or who are always late after break.
2. Companies need to maintain a compensation system and employee welfare, so that employees are more motivated to work. By providing salary increases and bonuses per year because the more attractive the compensation factor will further reduce the employee's intention to leave the company. Conversely, the lower the level of compensation received, the more it encourages employees to leave the company and look for alternative jobs elsewhere.
3. Companies need to make work plans in each division so that employees are able to realize the programs expected by the company together.
4. Companies need to provide job descriptions that are in accordance with the abilities of employees, this aims to create effectiveness in working time according to the specified period based on the different levels of work difficulty in each division, and the risks that exist in each division

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