

# INFLUENCE ANALYSIS OF MOTIVATION FACTORS WORK TO WORK SATISFACTION IN LOW EDUCATION WORKERS AT TANGGULANGIN'S SME IN SIDOARJO EAST JAVA

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## ABSTRACT

*Currently manufacturing SMEs have a very rapid development and competition is also getting tighter. The decisive factor of this business excellence is human resources, so the improvement of employee performance and motivation becomes a very important program in SMEs. Every SME always wants to achieve a high level of productivity. One way to achieve productivity is to provide jobs that match the needs of the employees. This is done to increase work motivation and simultaneously to improve employee's own job satisfaction. Thus, the employee does not feel burdened with the tasks they carry and enjoy the work they do so that the impact on the willingness and ability to work so that indirectly impact on employee productivity.*

*In improving the quality of human and quality of work life which is reflected in the improvement of job satisfaction needs to be done continuously. Employee engagement and dedication are critical to maintaining product consistency and product quality. The creation of employee loyalty will ensure that employees are not discharged from SMEs, decreased productivity and work strikes. Sidoarjo is a district that has many SMEs with various types of businesses such as leather processing for shoes, bags, wallets, jackets etc., SMEs in the field of woodcraft, toys, accessories, and so on. Where SMEs are able to dismiss the workforce of the majority of low educated elementary or junior high school graduates. This research seeks to explore the factors that motivate these SMEs in working to know the factors of employee job satisfaction, thus can be used as a proposal for the owners of SMEs to be able to formulate a strategy of good employee management in order to obtain high work productivity.*

**Keywords:** motivation, job satisfaction, SME, education, productivity

## INTRODUCTION

Workers in SMEs Sidoarjo are generally employees with low level of education ie primary or junior high school so that SME owners pay them with relatively low salaries (generally far below the established minimum wage level). This often results in high employee turnover in SMEs. Employees of SMEs expect salary or wages received not in accordance with expectations will cause discontent for employees so that the motivation of work is also decreased and generally employees out of the company to find a job that is better able to meet his expectations. Every SME always wants to achieve a high level of productivity, the way it does is to provide jobs that fit with the ability of employees.

Thus the employee will not feel burdened with the task and enjoy the job so that indirectly increased productivity. Employee engagement and dedication are important in maintaining product consistency and product quality. The creation of employee loyalty will ensure that SMEs can grow and survive in a tight competition, and productive because they still have competent human resources. With SMEs growing and growing, the economy in a region becomes stronger because many workers are absorbed and the level of consumption increases.

## **LITERATURE REVIEW**

### **Work Motivation**

Motivation is a condition that encourages or causes a person to do an act or activity that takes place consciously (Robbins, 2012). Management should be able to leverage others to achieve organizational goals effectively and efficiently. Herzberg (1981) divides the motivation into two parts namely the theory of motivator and hygiene. Motivational factors can also be referred to as intrinsic factor because these factors come from within the person concerned. The aspects of the operational formation of the motivator factors are as follows: (1) achievement factors, (2) recognition of success, (3) responsibility, (4) challenging work, (5) firms trying to create an atmosphere for the design of a job to be more attractive, Varied and challenging (6) development with organized training for skilled employees, opportunities to improve education and training levels prior to promotion.

The aspects of hygiene factor formation are as follows: (1) unity and administration, (2) supervision, (3) working environment, (4) employee relations, (5) wages and salaries.

The purpose of providing work motivation to SME employees themselves according to Tambunan (2013), among others: (a) improve employee morale and job satisfaction; (b) maintaining employee loyalty and stability; (c) encourage employee enthusiasm and morale; (d) improve discipline and reduce employee absenteeism; (e) creating good relationships and working conditions; (f) improving employee welfare; (g) enhance the employee's sense of responsibility for his duties.

### **Work Satisfaction**

According to Ramos (2010) job satisfaction is a pleasant or unpleasant emotional state in which employees view work. A person working in an organization will bring the desires, needs, desires and past experiences that come together to form work expectations. According to Lee and Chau (2014) job satisfaction shows the degree of fulfillment of employee expectations, the suitability between the desire that arises with the rewards provided. Feelings of low job satisfaction can arise as negative actions such as strikes, slacking of work, loss to follow-up, absenteeism and may even lead to employee turnover.

Davis, Weisj and Lotquist (2011) divide job satisfaction in two groups: internal and external job satisfaction.

1. Internal work satisfaction. Job satisfaction arising from a person doing a job that includes: (a) activity is always able to work; (b) social services in the form of an opportunity to do something for others; (c) the responsibility of the employee's freedom to use its own decisions; (d) security is the way of employment by ensuring the stability of the position; (e) social status is the opportunity to be yourself in the organization; (f) the variation of the opportunity to do things differently over time; (g) authority is the concept of telling others what to do; (h) independence is the opportunity to work alone in the work; (i) the utilization of the ability of the opportunity to do something by utilizing the capabilities possessed; (j) normal values of the ability to do something that is not contrary to the beliefs held; (k) creativity in the form of an opportunity to try their own methods of execution of work; (l) the accomplishment of the employee's feelings after achieving something in his work.

2. External job satisfaction. Job satisfaction that arises as driven by the company (management), namely: (a) the rewards of wages and the amount of work done; (b) the relationship with the superior is the way the managers manage their subordinates; (c) superior technical capability in the form of employee supervisor ability in making decision; (d) working conditions relating to workplace conditions; (e) corporate policy that is the way company policy is applied to the job; (f) recognition is an award received by employees for doing a good job; (g) coworkers: the way employees are interconnected; (h) skill in the form of an opportunity to move forward and become proficient at work.

### **Definition of Labor**

Labor is a working or working resident, who is looking for a job, and who carries out other activities such as schooling and housekeeping (Simanjuntak, 2012). Manpower ie individuals who are seeking or already doing work that produces goods or services that already meet the requirements or age limits that have been determined (Ruthorf, 2011). According to Eudes (2014) classification of labor is a grouping of manpower that has been compiled based on the criteria that have been determined. Eudes (2014) classifies labor based on :

1. The population that includes: (a) the workforce is the entire number of people who are considered able to work and are able to work if there is no work request; (b) Non-employment shall be those who are deemed incapable and unwilling to work, even if there is a request for work; (c) Based on the working limit of the productive age population aged 15 - 64 years who already have a job but temporarily not working, or who are actively seeking employment; (d) Not the labor force are those aged 10 years and over whose activities are only in school, taking care of the household and so forth.
2. Based on the quality that includes : (a) The educated worker is a workforce who has a skill or expertise in a particular field by way of school or formal and non-formal education; (b) Trained labor Trained workers are those who have expertise in certain areas through work experience; (c) Uneducated and untrained workers are rough laborers who rely on energy alone.

### **RESEARCH METHODS**

In this research there are several stages of methodology that will be described as follows:

1. Research Sites. Place of research in this research in SME Industrial Cluster Sidoarjo East Java by taking the object of research as much as 10 SMEs.
2. The measured variable. This research is measured variable is independent variable and dependent variable. Independent variable is motivation variable with indicator that is: (a) fair and decent wage; (b) recognition as an individual; (c) working security; (d) acceptance by the group. While the dependent variable is employee job satisfaction (Y) with indicators such as: (a) opportunity to move forward; (b) job security; (c) employees obtain proper facilities from the company.
3. Model Used. This study uses a simple linear regression statistic model. In general this regression equation is:

$$Y = a + b \cdot X + e$$

Where: Y = the variable is not free; A = constants; B = regression coefficient; X = independent variable; E = error

1. Research Design In this research first formulate problems related to motivation and job satisfaction of employees faced by small business owners in SME industrial clusters in

Sidoarjo region together, so that after obtained the problem that is considered important then made a design as follows: (a) Conducting Surveys to small businesses in the SME industry cluster in the Sidoarjo region and make statistical data related to the growth and business development of small business actors in the SME industry cluster of Sidoarjo; (b) Identify the strengths, weaknesses, opportunities and threats posed by small business actors in SME industry clusters to create SWOT matrices in relation to their own resources; (c) Design a human resource development model based on work motivation and job satisfaction suitable for small businesses in SME industry clusters in Sidoarjo region, so it is expected that with this HR development strategy this small business can be more developed.

2. Data Collection and Analysis Techniques

Data collection is done through: (a) Primary data of this research is obtained by interview and distributing questionnaires to respondents, ie owners and employees of Small and Medium Enterprises; (b) Secondary data is primary data obtained further and presented either by primary data collectors or other parties. In addition, books and literature related to research problems.

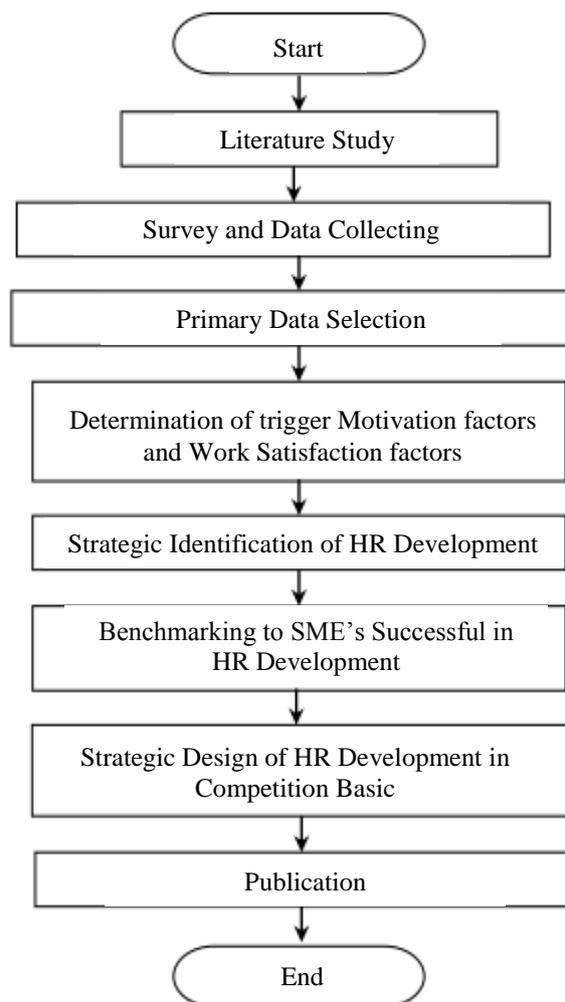


Figure 1. Research Methods

Primary data and secondary data contains the results obtained from the data analysis based on the previous step which can then be implemented with real conditions in the field. The method of analysis used in this study is multiple linear regression analysis method to explain the effect of independent variables on the dependent variable in SMEs studied. This data analysis is preceded by the validity and reliability test of the data, t test to determine the effect of independent variable to the dependent variable partially and calculate the value of the coefficient of determination ( $R^2$ ) and the correlation coefficient  $r$  to know the influence of independent variable to dependent variable.

3. Conclusions and Suggestions. The final step in this research is to draw conclusion based on analysis result and suggestion in improvement proposal related to human resource management to be more productive, innovative, creative and highly competitive with linked to motivation factor and job satisfaction to SME management side in Sidoarjo in the future And suggestions for further research.

## 1. Result and Discussion

### 1. Validity and Reliability Test

With 50 employee as respondents at SMEs leather craft in Tanggulangin then first tested the validity of the proposed statement

**Table 1. Validity Test**

variable	Coefficient Value of Product Moment Correlation	Coefficient Corralation Value of Product Moment (N = 50; $\alpha = 0,05$ )	Conclusion
X	0,759	0,235	Valid
Y	0,409	0,235	Valid

Table 1 shows that all of the question items in this study were valid. Where the critical value ( $r$ ) Product Moment with degree of freedom of 50 and significance level of 0.05 is 0.235.

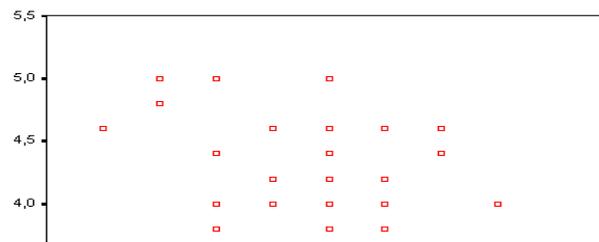
**Table 2. Reliability Tesst**

Variabel	Alpha	Conclusion
X	0,7390	Reliable
Y	0,7826	Reliable

Based on the results of reliability test conducted showed that the value of Alpha Cronbach ( $\alpha$ ) is greater than 0.6 so it can be concluded that the test results that have been done reliable for further analysis.

### 2. Heterocedasticity Test

From Figure 2 it shows that there is no clear pattern, where the points spread above and below the number 0 on the Y axis, so that the resulting linear regression model does not occur heterokedaktisitas.



**Figure 2. Scatterplot The Influence of Motivation Factors to Works' Satisfaction**

3. Multicollinearity Test

**Table 3. Multicollinearity Test**

Variable	Tolerance	VIF
Work Motivation Factor (X)	0,886	1,128

Table 3 shows that the amount of VIF for each independent variable appears to be below the number 10 or ranged between 1 and 3, as well as the tolerance value above 0.5 or close to 1. So that it can be concluded between the independent variables does not occur correlation (does not occur Multicollinearity).

4. Autocorrelation Test

From the calculation results, obtained Durbin-Watson value of 1.616 (appendix 8). Durbin-Watson value of 1.616 lies in the criterion  $1.66 \leq D - W \leq 2.34$  means the model of linear regression equation is not autocorrelation. Or be in the criterion between the numbers  $-2 \leq 1.616 \leq + 2$  which also concludes that there is no autocorrelation

5. t Test

Based on the comparison of t value arithmetic with t table where t arithmetic is located above or outside the interval t table, it can be concluded that the variable of work motivation (X) have a significant effect on employee work satisfaction at SME Skin Crafts Tanggulangin Sidoarjo (reject H0 and accept H1) , So the second hypothesis is proved true.

**Table 4 Comparison Value of t calculate with t table**

Variable	t table	t calculate
Work Motivation (X)	1,681	2,467

6. Simple Linear Regression Test

**Table 5 Recapitulation of Simple Linear Regression Analysis Result**

Variable	Regression Coefficient (b)	t	Sig	r <sup>2</sup>
Work Motivation Factor (X)	0,317	1,667	0,103	0,061
R	= 0,871	F Change	= 11,281	
R <sup>2</sup>	= 0,758	Sig. F	= 0,000	

Constanta = 8,932	Durbin Watson = 1,616
Standard Error = 0,4892	

Based on the calculation in Table 4, it can be made a simple linear regression equation model of work motivation factors that affect the employee job satisfaction in SMEs skin crafts, as follows:

$$Y = 8,932 + 0,317 X$$

Some things that can be known from the multiple linear regression equation above are as follows:

- Constant intercept of 8.932 is the intersection of the regression line with the Y axis showing the average employee satisfaction factor in SME Skin Crafts Tanggulangin Sidoarjo at the time of motivation factors of cooperation with zero.
- The regression coefficient X of 0.317 indicates that if the variable of work motivation increased 1 unit then employee job satisfaction factor will increase by 0,317.
- The value of multiple correlation coefficient (R) from the simple linear regression equation above is 0.871. This value (R) shows the relationship between employee satisfaction variable (Y) and employee's work motivation variable (X) is very strong (because above 0, 5).
- The determinant coefficient (R<sup>2</sup>) of the multiple linear regression equation above is  $0.758 \approx 0.76$ . This means that 76% of variation of work motivation variable (X) affect employee job satisfaction. While the rest, 26% showed the development of employee job satisfaction influenced by other variables outside of work motivation variable.
- Standard Error of The Estimation (SEE) of 0.489. The smaller the SEE will make the regression model more appropriate in predicting the independent variables.

### **Conclusion, Managerial Implication and Suggest**

#### **Conclusion**

- Employee motivation assessment has a strong effect on job satisfaction of employees in working in SMEs Skin Crafts in Tanggulangin Sidoarjo, which is said to have a strong effect because it has a value of correlation coefficient (R) of 0.691 and based on interpretation table correlation coefficient that the value of 0.691 is between 0, 60 - 0.799 which means have a strong effect.
- From the test result using t test, the result of tcount value on employee motivation variable equal to 2,467 with significance value equal to 0,003 so ( $0,003 < 0,005$ ), where result stated that hypothesis proposed acceptable and proven correctness.

#### **Managerial Implication**

This research can have an impact on decision making for managerial related to strategy to increase employee motivation and also measures to give job satisfaction for employee so that expected to increase work productivity of employees.

#### **Suggest**

- Manager or Leadership in SME Handicraft Tanggulangin Sidoarjo should pay attention to the wage variables fair and decent, job security and acceptance by the group.

2. In order to form the expected employee job satisfaction. SME owners need to pay attention to the provision of proper facilities and opportunities to advance for their employees.
3. Skills and motivation training should always be done so that employees feel comfortable and loyal to the company, this is given in the questionnaire there are respondents who answered that a small percentage of employees feel like moving to another SME.
4. Leaders should be able to foster morale and form a conducive organizational climate by taking into account psychological factors such as in the form of good communication between employees or leaders with employees, improvement of promotion mechanisms and so on.

#### **Keterbatasan Penelitian**

1. This research still uses simple linear regression analysis because it only involves. Variables only that is variable of work motivation (independent variable) and job satisfaction (dependent variable), in the next research is expected to do multiple regression analysis with more variable or by using moderation variable
2. This study uses relatively few respondents so that in the next research is expected to be used more respondents so that more representative. In addition it is expected the involvement of the management to participate.
3. This research use indicator good for independent variable and dependent variable relatively little that is 4 and 3, in subsequent research expected use of more indicator.

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