

THE ANALYSIS OF SALESMEN MOTIVATION AT MELATI ABADI JAYA COMPANY

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ABSTRACT

This study aims to analyze motivation strategies at UD. Melati Abadi Jaya. Motivation strategy is intended to encourage employees to work well. This study used a qualitative approach. The data were collected through interviews involving internal parties (owners of UD. Melati Abadi Jaya and sales staff) and external parties (experts in the field of Human Resources at Ciputra University). Maslow's three motivational theories, Physiological Needs, Safety or Security Needs and Affiliation or Acceptance Needs, were used to underlie the research framework. This study found that employees have already had strong motivation through the efforts of the owner of the company. However, giving motivation was still needed. The strategies in motivating employees can improve the effectiveness of employee work and improve employee performance.

Keywords: Motivation, Motivation Strategies, Maslow Theories, Physiological Needs, Safety or Security Needs, Affiliation or Acceptance Needs

INTRODUCTION

Cermati (2017) argues that the company owners are obliged to motivate their employees. Giving motivation becomes the necessity when the quality of the employees' performance is decreasing. By motivating them, their performance can increase.

Melati Abadi Jaya is a company engaged in the sale of machinery. This company is located in Samarinda, East Kalimantan. Melati Abadi Jaya has six employees, two of whom work to serve buyers, one person work as a cashier and two people as to picking up goods.

Giving motivation to the employees in Melati Abadi Jaya can be said to be successful in spite of a few minor inappropriate practices. The owner always pushes their employees to always work fast and should not make mistakes. However, they cannot avoid making mistakes. However, such mistakes still influence work effectiveness such as counting the total numbers

of goods and money. Based on this background, the researcher gave the title of his research as follows: Analysis Of Employee Motivation In The Sales Part Ud. Melati Abadi Jaya ".

LITERATURE REVIEW

Motivation

According to Wibowo (2016) motivation arises because of the perceived needs. When these needs have been met, the motivation will decrease. Ivanko (2012) suggests that motivation is defined as the desire and energy that directs people to achieve. In other words, motivation is the cause of action. According to Wibowo (2016), people can provide motivation as long as they know the environment in which they work. Some ways to build motivation are such as to assess attitudes, become a good manager, improve communication, create Not Blaming Culture, win cooperation and encouraging initiatives.

Bangun (2012) explains that motivation is divided into four such as traditional approaches, human relations, human resources and contemporary approaches. Some motivational theories are the Hierarchy of Needs Theory, Two Factor Theory, X and Y Theory, ERG Theory, Justice Theory, Expectation Theory, Strengthening Theory, McClelland's Motivation Theory and Porter-Lawler Theory

RESEARCH METHODS

This study uses a qualitative approach. Sugiarto (2015) explains that qualitative research is a study that reviews its findings not obtained through statistical procedures. Instead, it aims to reveal symptoms holistically and contextually through collecting data from natural backgrounds by utilizing researchers as key instruments.

Informants in this study were selected using a proportional sampling technique. According to Ahmadi (2014) proposal sampling could be carried out in special situations. Informants in this study were UD employees. Melati Abadi Jaya, Owner UD. Melati Abadi Jaya, and Experts.

Lapau (2013) explains that data consist of primary data and secondary data. Secondary data consist of input and output, while primary data are data related to the process. According to Sugiono (2017), based on the source, the type of data is divided into two primary data sources and secondary data sources. The technique of collecting data from this study is interviews involving more than one source. The technique is commonly called source triangulation.

Analysis and Discussion

Analysis of Interview Results

According to Hamali (2018) hierarchical theory explains that every human being has needs and all those needs depend on their individual interests. Key elements of the Need Hierarchy Theory are:

1. Physiological Needs
2. Safety or Security Needs
3. Affiliation or Acceptance Needs

Physiological Needs

Giving bonuses and awards to employees is done because they have good performance. Giving awards is a policy awarded in accordance with the employees' workload. The company rewards their employees who improve their performance. Giving salary increases is a way for companies to appreciate the increase in employee performance so that they become more loyal to the company. The company owners give a salary increase one time each year. Such an increase is measured by the employee's performance which is considered good by the owner of the company. The employees feel that the award given by the owner is sufficiently appropriate.

Safety or Security Needs

The level of security in the work environment can be said to be good. This is because every employee is equipped with protective equipment and tools to provide their safety in working. Even though work security is classified as safe. According to Tina's mother, security in the company can be related to physical and psychological security. The absence of intimidation of employees that makes employees able to work with security is an example of security. According to the owner, the work environment within the company is quite safe. The company has been equipped by CCTV. However, Novi believes that there is still a possibility of stealing goods.

Mrs. Tina adds that the work environment must be safe and comfortable. This situation makes employees enjoy a work environment that complies with good safety standards. The owner provides training in the form of increased discipline. Training is provided to new employees. Increased employee career paths are considered to improve employee capabilities. The owner motivates employees to work better and on time. They give praise when the employee can finish the job well. The owners discipline employees and act decisively if they make mistakes. The penalties are given to employees who do not have discipline. Employees have to develop skills and abilities at work. This company gives trainings to the employees about how to deal with buyers and communicate well with buyers. The company owner also teaches them how to do things effectively.

Affiliation or Acceptance Needs

Communication between employees has been well established so that the work runs smoothly without obstacles. According to Tina's mother, poor communication will hamper work in the company.

Relationships between employees who have been well established make goals easier to achieve. The interaction between employees has been well established. This can be seen from how the employees can handle their jobs smoothly. In addition, each employee gives advice to each other. If they make mistakes so they will remind one another.

Teamwork has been well established. Employees exchange ideas. They provide guidance to employees who are more junior, and help each other in doing work. Ms. Tina suggests that teamwork is very important in the work. When making decision, the owners also involve the employees based on their roles. Decision making is done in the form of determining the selling price of certain products, purchasing goods to meet the reduced stock. Involving employees in decision making is considered good to do because they feel appreciated and it also represents one of the appreciation.

The company owner provides constructive advice: encouraging employees to always be responsible for the work. Besides that they also have to be aware of weaknesses and direct the right way to do the work

Discussion

Table 1. Employee Motivation Strategies

Needs According to Maslow	Motivation According to Employees	Motivation According to the Company	Strategies for Motivating Employees
<i>Physiological Needs</i>	Salaries received by employees are considered sufficient	Employee salary is in line with employee performance	Making salary adjustments according to employee performance and the length of time the employee works 10% -15%
	Benefits provided by the company are considered appropriate	The employees need improvement despite were classified as suitable	Giving an additional compensation in form of transportation and health insurance
	Break time given by the company owner is considered to be lacking	The rest time given is considered lacking	Do formulation work so the work can be according to whether employees work so that employees having enough time off
	Bonuses given are fair	The bonus given is enough	Company owner will do recording against the employee who has improved performance luminance month annual bonus to be that the bonuses will be more objective
<i>Safety or Security Needs</i>	The work environment after using CCTV tends to be safer	The use of CCTV increases the security of the work environment	Improve security in work by adding CCTV points in order to increase job security

	The training that was provided to how it works and discipline according to the owner	The training provided is limited to work methods and discipline	Training will be provided to employees by inviting outside parties to outsiders
<i>Safety or Security Needs</i>	Giving motivation can increase discipline	Giving motivation can improve discipline	The owner of the company will always motivate employees to be more disciplined, such as giving a warning if the employee does not arrive on time
<i>Affiliation or Acceptance Needs</i>	Communication within the company is good	Communication within the company is good but needs to be increased	To improve communication between employees and will be conducted the holidays with so it can improve inter employees. Familiarity employees will be given the facility to make contact every day by doing a briefing every day before starting a job so inter employees can take care of communication between one with another. The owner of the company also will do outbound to increase teamwork between employees
	The company owner gives appropriate suggestions and criticisms	The owner makes constructive criticisms and suggestions	The owner of the company can not only provide criticism and suggestions to employees, but employees are also given the freedom to criticize and give advice to the owner.
<i>Affiliation or Acceptance Needs</i>	The company owner has given employees the opportunity to make decisions	the owner of the company has provided an opportunity for employees to make decisions even though they still have to go through the owner's supervision	The company owner will improve the system within the company so that decisions involving employees can be more accurate without having to re-check with the owner of the company.

Source: Data processed (2018)

Conclusions and recommendations

Physiological Needs

The company makes salary adjustments based on employee performance and the length of time the employee works. The salary increase is 10% -15% every year. The employee salary that the company provides is above the UMR. Providing benefits to support employee needs is to provide transportation and health insurance. Work formulations are prepared to ensure effective work. It is hoped that this way employees have enough time to rest in work. The company records the performance of employees every month. This is used as the basis for giving annual bonuses. Bonuses are given with an objective to encourage employee performance improvement.

Safety or Security Needs

The company increases the security of the work environment by adding cctv points. This method

is made to improve job security from theft. Creating a work environment that is safe from intimidation needs to be done to ensure an increase in employee performance. The company will also guarantee the safety of employees' career paths. The company provides training by inviting experts from outside parties. The training activity is to register employees in seminars and leadership training and others.

Affiliation or Acceptance Needs

The company will improve communication and relationships between employees by taking a vacation together which can increase familiarity between employees. Employees will also be given discussion facilities that will be conducted every month so that they can share their complaints with each other so that employees can maintain communication and relationships with each other. The company will also conduct outbound activities followed by all employees so as to enhance teamwork between employees. The owner of the company can not only provide criticism and suggestions to employees, but employees are also given the freedom to criticize and give advice to the owner. The company will improve the system within the company so that the owner of the company can provide opportunities for employees to make more accurate decision making without having to re-check by the owner of the company.

Suggestion

Based on the results of the research and the conclusions obtained, the researcher can provide the following:

1. For Companies

Motivation between employees and companies must be harmonized. Companies must also be able to improve employee performance by designing an integrated system to facilitate employees at work. The company is expected to be able to conduct objective performance assessments so that employees can be more motivated in working.

2. For Further Researchers

For the next researcher, it is expected to be able to provide a motivational view from the perspective of the company and employees so that they can represent both parties

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