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ANALYSIS OF THE EFFECT OF NON-FINANCIAL MOTIVATION ON EMPLOYEE PERFORMANCE CV. BERTA LESTARI ANGGANA

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ABSTRACT

This study aims to analyze and determine the effect of Non-Financial Motivation on Employee Performance at CV. Berta Lestari Anggana. This research uses quantitative research. The sampling technique used is Non Probability Sampling using the Saturated Sampling (census) technique. The sample of this study amounted to 40 employees CV. Berta Lestari Anggana. Data were collected through questionnaires and tested with data instrument tests, classical assumption tests, simple linear regression analysis, hypothesis testing and coefficient of determination tests. All these tests were carried out using the SPSS (Statistical Product and Service Solutions) 26 for Windows program. The results showed that non-financial motivation had a positive and significant effect on employee performance at CV. Berta Lestari Anggana.

1. INTRODUCTION

In the current era of business competition, many companies are willing to give all their efforts to advance their company, one of which is to employees who have an important role in a company. There are also several companies that are unable to compete due to internal factors. Therefore, to advance a company, motivating employees to be productive and creative is needed so that the performance of these employees does not recede and can work well so that the results of the work they do are maximized.

The gap phenomenon found in this company is a decrease in employee performance based on low non-financial motivation given to employees. This makes employees feel unappreciated by the leadership for the work they have done, so that employee performance decreases and they feel unenthusiastic at work.

One of the main factors that influence the level of company performance is the performance of its human resources, namely all company employees, both at top management and up to the operational section (Fauzuddin et al., 2013). Human resources are one of the factors that must exist and are relatively more important than other factors, because almost all operational activities within the company and in an effort to achieve the goals of the company require quality employees (Luthfi, 2014). Quality employees will affect performance, where performance is needed so that work can be completed in accordance with company goals.

Employee performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him (Mangkunegara, 2014). Performance is the result or success rate of a person as a whole during a certain period in carrying out tasks compared to various possibilities, such as work standards, targets or goals or criteria that have been determined in advance and have been mutually agreed upon (Sagala, 2013).

In improving employee performance, there are many factors that influence this performance, one of which is motivation. Motivation is a process that begins with a need in humans that creates a void within a person (Maduka & Okafor, 2014). Therefore, having the right motivation for an employee at work will influence positive work behavior, so that he will also have a positive performance. This will also have a positive impact on the company's overall performance. The higher

the motivation of employees to do their work, the higher the performance they produce (Fauzuddin et al., 2013).

The motivation is divided into two, namely financial and non-financial motivation. Financial motivation is encouragement that is carried out by providing financial rewards to employees. These rewards are often called incentives. Meanwhile, non-financial motivation is encouragement that is manifested not in the form of finance or money, but in the form of things such as praise, appreciation, human approach and so on (Cinnamon, 2018). Non-financial motivation is given to employees as a motivator for enthusiasm at work. With motivation consisting of physiological needs, social needs, needs for security, and self-actualization needs can improve an employee's performance which includes the results of tasks carried out, good behavior and personality (Cinnamon, 2018).

In Maslow's theory, human behavior is strongly influenced by motivation. Maslow said that motivation causes goal-directed behavior. Through motivation, humans can be directed to certain needs. Maslow's theory has five categories of needs as drivers of human motivation, including physiological needs, safety needs, social needs, esteem needs and self-actualization needs. Maslow explained that humans must fulfill their lowest needs first before rising to a higher level, until they can actualize themselves. In other words, humans will not be able to achieve the highest needs without completing the lowest needs.

As for the previous research conducted by Menuh (2018), it has the result that non-financial motivation has a positive and significant effect on employee work productivity where the award for each achievement needs to be given more attention because if the company does not appreciate every achievement achieved by employees, employees are less motivated to work . So it is better for every achievement made by employees to be rewarded in order to increase motivation so that it has an impact on employee work productivity, while the results of research conducted by Sitompul et al. (2020) that motivation does not affect employee performance and to be able to provide quality work results, an employee needs work motivation within himself which will affect work morale so as to improve employee performance.

CV. Berta Lestari Anggana is a shipbuilding company that focuses on the business of repairing ships, boats and floating buildings, large trading on a fee or contract basis. In carrying out their work, all employees are required to have thoroughness and a professional attitude in their work. Leaders also have a role to motivate employees to improve performance so that the company has better results. Many things can be given to employees as a result of good work, therefore non-financial motivation is needed to encourage employee morale.

Seeing the background and conditions that occur in the company, the authors want to further examine the relationship between the variables that form the basis of the study entitled Analysis of the Effect of Non-Financial Motivation on Employee Performance at CV. Berta Lestari Anggana.

2. METHODS

The location of the research was carried out at CV. Berta Lestari Anggana, whose address is Jl. PertaminaRT. 10 Kutai Lama, Anggana, Kab. Kutai Kartanegara. CV. Berta Lestari Anggana is a company engaged in the business sector of the ship industry, offshore building industry and floating buildings, equipment industry, ship equipment and parts, repair of ships, boats and buildings, wholesale trade on a fee or contract remuneration basis.

This type of research used in this study with a quantitative approach. Quantitative research is a type of research that produces discoveries that can be achieved (obtained) using statistical procedures or other means of quantification (measurement) (Wiratna, 2014). This method is also often used to examine samples and research populations, sampling techniques are usually carried out by random or random sampling. The research instrument is a tool used to measure the value of the variables studied. The research instrument used in this study was a questionnaire (questionnaire) (Sugiyono, 2018). CV. Berta Lestari Angana has 40 employees who will be used as research sites.

The known population at the research site was 40 people, and what was used to determine the sample was the Non-Probability Sampling technique using Saturated Sampling (census), which is a sampling method when all members of the population are used as samples. If the population is less

than 100 people, then the total sample is taken as a whole, but if the population is greater than 100 people, then 10-15% or 20-25% of the total population can be taken (Suharsimi, 2012). So the sample used in this study were all employees of CV. Berta Lestari Anggana, totaling 40 people.

In this study using simple regression analysis because in this study only has one variable. This shows the relationship between the independent variable (X) and the dependent variable (Y), so that it can determine the effect financial impact on the performance of CV employees. Berta Lestari Anggana. The research formulation model is:

$$Y = a + bX + e$$

Information :
Y = Subject in the predicted dependent variable
X = Independent variable
a = Constant (Y value if X = 0)
b = Coefficient of linear regression direction
e = error value

3. RESULTS AND DISCUSSION

Data Description

Based on the results of the data obtained from the characteristics of the respondents, there were 40 CV employees. Berta Lestari Anggana, the respondent data for this study were measured based on several characteristics of the employees who filled out the research questionnaire. The data obtained can be seen in the following table:

1. Characteristics of Respondents Based on Gender

Respondents based on gender can be seen in the following table:

Table 1. Respondent Characteristics by Gender

No	Gender	N	%
1.	Man	35	87,5%
2.	Woman	5	12,5%
	Amount	40	100%

Source CV. Berta Lestari Anggana, 2022

In the table above it can be concluded that the male respondents were 87.5%, and the female respondents were 12.5%.

2. Characteristics of Respondents Based on Age Range

Respondents by age range can be seen in the following table:

Table 2. Respondent Characteristics Based on Age Range

No	Age Range	N	%
1.	20-30	31	77,5%
2.	31-40	8	20%
3.	41-50	1	2,5%
	Amount	40	100%

Source CV. Berta Lestari Anggana, 2022

In the table above it can be concluded that respondents with an age range of 20-30 amounted to 77.5%, respondents with an age range of 31-40 amounted to 20% and respondents with an age range of 41-50 amounted to 2.5%.

3. Characteristics of Respondents Based on Education Level

Respondents based on educational level can be seen in the following table:

Table 3. Respondent Characteristics Based on Education Level

No	Education	N	%
1.	JUNIOR HIGH SCHOOL	1	2,5%
2.	SMA/SMK	26	65%
3.	S1/S2/S3	13	32,5%
	Amount	40	100%

Source CV. Berta Lestari Anggana, 2022

In the table above it can be concluded that respondents with junior high school education amounted to 2.5%, respondents with high school/vocational school education amounted to 65% and respondents with bachelor/graduate/doctoral degree education amounted to 32.5%.

4. Characteristics of Respondents Based on Marital Status

Respondents based on marital status can be seen in the following table:

Table 4 Characteristics of Respondents Based on Marital Status

No.	Status	N	%
1	Marry	25	63%
2	Not married yet	15	37%
	Amount	40	100%

Source CV. Berta Lestari Anggana, 2022

Data analysis
1. Test Research Instruments
a. Validity test

An instrument that is said to be valid when it shows the measuring instrument used to obtain data is valid or can be used to measure what should be measured (Sugiyono, 2018). This test is used to measure the validity of the results of the questionnaire answers which indicate the depth of measurement of a measuring instrument. According to Sugiyono (2018), the minimum requirement to meet valid requirements is that rcount is greater than or equal to r table.

Table 5. Validity Test Table

Description	Question Items	rcount	rtable	Information
Employee Performance (Y)	Q_1	0,423		VALID
	Q_2	0,556		VALID
	Q_3	0,626	0,264	VALID
	Q_4	0,565		VALID
	Q_5	0,606		VALID
	Q_6	0,736		VALID
Non-Financial Motivation (X)	Q_1	0,797		VALID
	Q_2	0,778	0,264	VALID
	Q_3	0,745		VALID
	Q_4	0,707		VALID
	Q_5	0,830		VALID

Source: Processed data, 2022

3. Simple Linear Regression Analysis
a. Regression Equation

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After all the classical assumption tests have been fulfilled, then a simple linear analysis test is carried out. This study uses a simple linear regression analysis technique to examine the influence relationship between variables X and variable Y.

Table 6 Simple Linear Regression Test Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.606	2.342		7.518	.000
Non-financial motivation	.448	.114	.536	3.912	.000

a. Dependent Variable: Employee performance

Source: Processed data, 2022

Based on the table of simple linear regression test results above, it can be seen that the results of the regression equation formed are:

Y = 17.606 + 0.448 X
Y = Employee performance
X = Non-financial motivation
e = Fact error

Based on the simple linear regression equation above, it can be concluded as follows:

a. α = 17.606 means that if X (non-financial motivation) is 0 then Y (employee performance) is 17.606.

b. β = 0.448 means that employee performance and non-financial motivation have a positive or unidirectional relationship, and if it is increased by 1 unit on non-financial motivation it will increase employee performance by 0.448.

b. Coefficient of Determination (R2)

The coefficient of determination is used to find out how big the contribution of the independent variable is to the dependent variable which is determined using statistical techniques (Sugiyono, 2018).

If the value of the coefficient of determination (R2) is close to 1 or > 0.5, the independent variable is considered capable of explaining the variation in the dependent variable. If the value of the coefficient of determination (R2) is far from 1 or <0.5, then the independent variable is considered unable to explain the dependent variation.

Table 7. Determination Coefficient Results (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536[a]	.287	.268	2.369

a. Predictors: (Constant), Non-financial motivation

b. Dependent Variable: Employee performance

Source: Data processed, 2022

From the table of results of the coefficient of determination (R2) above, it can be concluded that the coefficient of determination (R2) designated by R square is 0.287 or 28.7%. This means that

non-financial motivation influences employee performance by 28.7%, while the remaining 71.3% is influenced by other variables outside of this study.

4. Hypothesis Test
b. t test (Partial)

The t test is to test how the independent variables partially influence the dependent variable. If the significance value is <0.05, the independent variable has a partially significant effect on the dependent variable (Duwi, 2013).

Based on the results of the t test in the simple linear regression test table, the significance value is 0.000 <0.05. So it can be concluded that non-financial motivation has a significant effect on employee performance.

Discussion

Non-financial motivation is encouragement that is manifested not in the form of finance or money, but in the form of things such as praise, appreciation, human approach and so on. While employee performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. To be able to produce quality and quantity work, an employee needs motivation as a driving force for enthusiasm for work. Non-financial motivation is one of the motivating factors that employees really need, so that at work employees have a sense of responsibility, confidence, are valued and can be trusted by superiors which makes employee performance increase. This is in accordance with Maslow's hierarchy of needs theory which includes physiological, safety, social, esteem and self-actualization needs. Where the need is the reason for the formation of motivation in an individual to carry out all activities that can support the individual in an effort to meet their needs.

Based on the characteristics of the respondents obtained in distributing the questionnaires, it is known that gender, education level and age have an influence on giving non-financial motivation. Where in this company the male sex is more dominant than the female, motivation is needed by male employees because they need recognition and a sense of trust from their superiors for the work they have done. Meanwhile, women also need motivation in the form of flattery or praise. This is in accordance with the results of the questionnaire in Table 4.6, namely the respondents strongly agree with the recognition of the achievements of the work they have done. Based on education level and age, it is known that employees are dominated by high school/vocational high school graduates aged 20-30 years, they are highly motivated to work if given a conducive work environment, good friendships, and self-actualization which is the peak of maturity and self-maturity. Employees who are aged 20-30 years have a critical attitude towards their own needs and ego according to the results of the questionnaire in Table 4.6, namely the dominant respondents choose to agree and strongly agree with a good or conducive work environment and pleasant work partners. The results of the study are in line with these data, that non-financial motivation influences employee performance.

Non-financial motivation in the company has a good influence on employee performance because there is appreciation, a good and conducive environment, praise and trust given by superiors encourage and make employees better at their jobs. If this is not accepted by employees, such as the phenomenon found in companies where low non-financial motivation is given to employees, then employee performance will decrease because they feel unappreciated by superiors and do not have enthusiasm at work because the environment is not good. Therefore, CV. Berta Lestari Anggana began implementing this to support and improve employee performance for the better.

The results of this study are in line with previous research conducted by Cinnamon (2018), which has the result that non-financial motivation has a significant effect on employee performance. Although not dominant, non-financial motivation has a positive coefficient on the performance of PG Kebon Agung Malang employees. Then in research conducted by Menuh (2018) the result was that non-financial motivation had a positive and significant effect on the work productivity of Adi Dharma Kuta hotel employees. Furthermore, in research conducted by Riofita (2017), non-financial motivation has a positive and significant effect on the performance of BP2T employees in Riau

Province. And in research conducted by Wijayanti & Yuniari (2013), it is known that non-financial motivation has a positive and significant effect on the morale of Meranggi Jati Garment employees.

Based on the results of the research and testing that has been done, it can be seen that there is a positive and significant influence between non-financial motivation on the performance of employees of CV. Berta Lestari Anggana. Non-financial motivation is given to employees as a motivator for enthusiasm at work. With the existence of motivation consisting of physiological needs, social needs, the need for a sense of security, and the need for self-actualization can improve the performance of an employee which includes the results of the tasks done, good behavior and personality. If the non-financial motivation provided is not in accordance with employee expectations, then the employee's performance will decrease and they will not have enthusiasm at work.

4. CONCLUSION

This study uses primary data by distributing questionnaires to 40 respondents. The objects in this study are all employees of CV. Berta Lestari Anggana, totaling 40 people. Based on the results of research that has been done and discussed about non-financial motivation on the performance of employees of CV. Berta Lestari Anggana, it can be concluded that this study shows that there is a positive and significant influence on the performance of employees of CV. Berta Lestari Anggana. Evidenced by the increased performance of employees which is based on the provision of motivation by superiors and supports given to employees, needs and self-actualization that is able to make humans have the ability to realize their desires. With non-financial motivation in the form of appreciation, a good and conducive environment, trust in work and praise given by superiors can increase employee morale more optimally and make employee performance better.

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