

IMPACT OF COMPENSATION AND MOTIVATION TO THE PURPOSE OF THE WORK IN THE PEOPLE OF P. GENKI KIRANA INTERNUSA MAKASSAR

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Abstract

The results of this study show that compensation has a positive and significant impact on job satisfaction, motivation has positive and meaningful impact on employment satisfaction as well as compensation and motivation simultaneously have a significant and positive effect on employee satisfaction. This means that the better the compensation, the better and the more positive the employee's satisfaction will be. The relationship between compensation and motivation is complex and interrelated. Both play an important role in determining employee performance and job satisfaction. A balance between compensation and motivation is the key to maximizing job satisfaction.

Keywords: Compensation, Motivation, Job satisfaction.

Abstrak

Hasil penelitian ini menunjukkan bahwa kompensasi berpengaruh positif dan signifikan terhadap kepuasan kerja, motivasi berpengaruh positif dan signifikan terhadap kepuasan kerja, serta kompensasi dan motivasi secara simultan berpengaruh positif dan signifikan terhadap kepuasan kerja. Hal ini berarti bahwa artinya semakin baik kompensasi maka akan semakin baik dan positif pula kepuasan kerja pegawai. Sebaliknya semakin lemah kompensasi maka kepuasan kerja akan semakin melemah. Motivasi juga mengindikasikan bahwa Semakin tinggi motivasi kerja pegawai maka semakin tinggi pula kepuasan kerja pegawai. Sebaliknya, apabila motivasi kerja pegawai rendah, maka dapat menimbulkan ketidakpuasan kerja pegawai. Hubungan antara kompensasi dan motivasi adalah kompleks dan saling terkait. Keduanya memainkan peran penting dalam menentukan kinerja dan kepuasan kerja karyawan. Keseimbangan antara Kompensasi dan motivasi adalah kunci untuk memaksimalkan kepuasan kerja.

Kata Kunci : Kompensasi, Motivasi, Kepuasan Kerja.

INTRODUCTION

Nowadays the world of business is growing so fast and will not be deprived of the role of qualified human resources. Employees are one of the key assets in running a company's operations in order to be able to cope with increasingly stringent business competition at the national and international levels.

Human resources in a company are an important aspect that determines the effectiveness and success of a company. A company full of means and supplies would not mean without human beings as managers and creators of ideas. Humans are the most important resource in an organization in achieving success, because these human resources support the organization with work, talent, creativity, and impetus.

Human resource management is a set of organizational activities aimed at attracting, developing, and maintaining an effective workforce. Managers have a major role to play in guiding the people in the organization to the desired goals, including thinking about how to have a human resource management (MSDM) capable of working effectively and efficiently. It has become the general objective of the MSDM section to be able to provide maximum job satisfaction to the management of the company that is more able to influence the company's value both in the short and long term. Nowadays, companies see human resources as an important thing to pay attention to. Employee employment satisfaction arises when the employee is satisfied with his or her work or employee receives a better assessed reward than economically or psychologically.

Job satisfaction is a classic theory in human resource management. Literature on job satisfaction has emerged since the growth of the industrial era in the 1930s, but it is still needed to this day. Efforts to job satisfaction are crucial for both individuals and organizations. Job satisfaction not only encourages positive behaviors such as productive, disciplined, obedient, innovative, helpful (Sunarta, 2019:63), controlling negative versus productive behavior such as corruption, theft, destruction, and out of work (Greenidge, 2014), but also job satisfaction related to happiness (Avent in Sunarta, 2019,63), psychological health, quality of employee life. Workers' happiness is not just about wages, namely how satisfied employees involve material and non-material aspects.

Job satisfaction is very important in the world of work and has a significant impact on various aspects of the organization. The urgency of the importance of job satisfaction can be seen through several of the following reasons: 1) Productivity and performance; 2) Employees retention; 3) Employee absence; 4) Mental and physical health; 5) Career development; 6) Company reputation; 7) Business sustainability. By understanding the urgency of the importance of job satisfaction, organizations can take steps to improve the quality of the work environment and meet the needs of employees. By applying fair compensation, paying attention to employee motivation, providing opportunities in career development, and creating a positive corporate culture are some of the things that can be applied to increase employee satisfaction so that long-term success can be achieved within the organization.

Ardiansyah (2020:461) explained in his research that employee satisfaction can improve the performance of the organization and the factors that can affect employees satisfaction are

compensation and work discipline. Endratmoko (2021:202) argues that motivation, compensation, and spirit of work have an influence on job satisfaction. Syahputra and Sugiono (2022:1400) argue that organizational culture, motivation and compensation have an impact on employee satisfaction, Lebang and Paulina (2017:148) asserts that work environment and competence influence work satisfaction and motivation does not influence job satisfactions.

Compensation is an important aspect that an organization should consider as a form of reward for its employees. Compensation will be the attraction provided by the organization in an effort to increase employee confidence in their contributions within the organization. Compensation has a broad meaning compared to wages or salaries. Wages or wages are more directed towards reward of services that are of a financial nature. While compensation itself covers the rewards of financial services and non-financial services. (Lindasari dkk., 2022:1394). This is supported in the study Novialni and Pragiwani (2020:41), Bangun and Clara (2021:45), Asya'bani dkk., (2022:36) which argues that compensation affects job satisfaction, while other studies argue that the compensation does not affect job satisfactions (Permana dkk, 2019:54) (Sa'adah dkk. 2021:62) (Mogi dkk.. 2022:47) (Kurniawan and Riantobi, 2022:1193) (Lindasari dkk.; 2022:1408) (Ferdian dkk.), 2023:70) (Riu dkk., 2023:157).

In addition to compensation, one of the factors that can affect job satisfaction is motivation. Motivation can simply be formulated as a condition or action that encourages a person to do a job or activity as much as possible to do and produce. The motivations underlying one's behavior differ from one to the other even though there may be similarities between one and the other. Previous research suggested that motivation has an influence on work satisfaction (Novialni and Pragiwani, 2020:41) (Bangun and Clara, 2021:45) (Asya'bani dkk., 2022:36) (Riu dkk, 2023:158), while other research suggests that Motivation does not influence job satisfaction. (Lebang and Paulina, 2017:148) (Sa'adah dkk. 2022:63) (Rahmayanti, 2022:74) (Mogi dk., 2022:47) (Winarti, 2023:111).

Many factors influence an employee to make a turnover, one of which is related to employee dissatisfaction at work, which can then trigger the employee's desire to leave the job. Variables related to job satisfaction include compensation and motivation. When motivation and compensation can be satisfied, then employee loyalty to the company will emerge well.

Job satisfaction is a frequent and fundamentally perceived phenomenon that affects a person's thinking of leaving his job and trying to find a job in another company that is better than his previous place of work. The lower the employee's job satisfaction rate, the worse a worker's thinking about leaving his job. (Waspodo, dkk. 2013 dalam Fadli, dkk. 2022:25).

RESEARCH METHOD

The type of research in this research is descriptive research with the aim of describing the object of research against a particular social phenomenon. According to Sugiyono (2019:206), descriptive statistics are statistics that are used to analyze data by describing or describing data that has been collected as it is without the intention of making conclusions that apply to the general or generalization.

A quantitative approach is a method of research based on the philosophy of positivism used to study a particular population or sample, the collection of data using research instruments, the

analysis of data is statistically quantifiable with the aim of testing the hypothesis that has been established. (Sugiyono, 2019:17).

This study is a survey study that uses a questionnaire as a data collection tool with the aim of obtaining information about a number of respondents representing a particular population whose data is analyzed statistically to test the hypothesis put forward. Survey method is the process of sampling a population using a questionnaire as its primary data collection tool. (Singarimbun dan Effendi, 2011:32).

Data collection techniques are strategically evaluated steps in a research, because they have the purpose of obtaining a data (Sugiyono, 2019:146). Data collection is an important step in solving the problems in this research. The technique used to gather data in this study is the survey method of a questionnaire that contains questions written to the respondent.

A research instrument is a tool used to measure observed natural and social phenomena. Specifically all these phenomena are called research variables. Research instruments with questionnaire methods should be structured on the basis of the indicators presented in the operational table of variables so that each question addressed to each respondent is clearer and more structuralised. (Sugiyono, 2019:156).

The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The utility of this system is to give a score on each question item by quantifying qualitative data into quantitative data.

The data analysis tool used to process data and draw conclusions, the researchers used SPSS 25.00. This analysis is used to find out the impact of compensation and motivation on job satisfaction on employees of PT. Genki Kirana Internusa Makassar.

This study uses descriptive analysis to help explain the findings of the study. Descriptive research according to Sugiyono (2019:206) is a method of analysis in which data is collected, classified, grouped, subsequently analyzed and interpreted objectively in order to explain a particular object.

RESULT AND DISCUSSION

Human resource management is a set of organizational activities aimed at attracting, developing, and maintaining an effective workforce. Managers have a major role to play in guiding the people in the organization to the desired goals, including thinking about how to have a human resource management (MSDM) capable of working effectively and efficiently. Employee employment satisfaction arises when the employee is satisfied with his or her work or receives remuneration that is better assessed than economically or psychologically.

Employment satisfaction theory is a classic theory in human resource management. Literature on job satisfaction has emerged since the growth of the industrial era in the 1930s, but it is still needed to this day. Efforts to job satisfaction are crucial for both individuals and organizations. Job satisfaction not only encourages positive behaviors such as productive, disciplined, obedient, innovative, helpful (Sunarta, 2019:63), controlling negative versus productive behavior such as corruption, theft, destruction, and exit from work (Greenidge dkk., 2014), but also job satisfaction related to happiness (Avent in Sunarta, 2019,63), psychological health, quality and employee life.

Workers' happiness is not just about wages, namely how satisfied workers involve both material and non-material aspects.

In terms of job satisfaction is also supported through several reasons such as productivity and performance, staff retention, staff absence, mental and physical health, career development, staff reputation, and business sustainability. The results of this study show that compensation and motivation have a positive and significant influence on employee satisfaction both partially and simultaneously in PT Genki Kirana Internusa Makassar.

1. Impact of Compensation on Job Satisfaction

Research finds that compensation has an impact on employee job satisfaction. This means that the better the compensation, the better and the more positive the employee's satisfaction. Compensation as something that is accepted as a substitute for their services to the company and the granting of compensation is one of the implementation of human resources management functions that relate to all kinds of individual care as an exchange in the performance of organizational duties, in other words that the salary received by the employees guarantees the needs of the family and salaries received in accordance with the burden of the assigned tasks, the incentives corresponding to the achievements achieved, the bonuses given according to the responsibilities and positions in the company, and the availability of training programmes to develop skills to support the work activity of the employees better has made a sense of comfort and in line with the load of tasks given by the organization so that the employees will feel happier and love their work.

Compensation refers to financial and non-financial rewards given to employees in return for their contributions and performance at the workplace. The theory proposed by Umar (2017:16) is that compensation is everything that employees receive in the form of salaries, wages, incentives, bonuses, premiums, medical treatment, insurance and other similar that are paid directly by the company.

The purpose of giving compensation among other things is for employee satisfaction which will then maintain the stability of the employee itself so that it can press the turn-over figure. In addition, the staff will also avoid the influence of the trade union and eventually concentrate only on their work. Providing adequate compensation in accordance with the energy and skills spent is expected to make employees more satisfied with their work as long as they can be professional in.

Job satisfaction on the other hand, reflects the level of satisfaction, happiness, and attachment of employees to their work and work environment. The better the compensation, the better it affects a person's job satisfaction. These results are in line with previous studies conducted by Novialni and Pragiwani (2020:41), Bangun and Clara (2021:45), Asya'bani dkk., (2022:36), proving that compensation affects employee job satisfaction.

2. Impact of Motivation on Job Satisfaction

The results of the research showed that motivation has an influence on employee satisfaction. The higher the employee's motivation, the higher the employees' satisfaction with the work. On the contrary, when employee motivation is low, it can lead to employee dissatisfying. This means that the better the motivation given, the greater the satisfaction of employee. On the contrary, if motivation is not given, it will cause employee dissatisfaction. This is in line with the theory of Hasibuan (2019:143) that reveals that, giving the motive that creates a person's enthusiasm for work

so that they are willing to work together, work effectively and integrated with all their power and effort to satisfaction. Hasibuan (2019:154) also revealed that the factors that motivate a person are by providing physical needs, security needs, social needs, self-esteem needs, and self-actualization.

In performing the functions of a leader in an organization or manager in the company, it is necessary to have the ability to organize the people who are in the work unit. One of these is done with the division of tasks on each person. This ability is necessary because the leader will not be able to the goals of the organization without the help and cooperation of the various parties especially those who are within the organization. After the division is done each employee must be motivated to carry out tasks according to their parts. Hopefully with this motivation the staff can help the company its goals with the support of the entire staff. In addition, the quality of work and employment satisfaction of the staff is expected to improve over time.

Motivation is one of the key factors in creating sustainable employment maturity. With good motivation, motivated staff will tend to feel more satisfied with their work. Motivated employees will also experience increased activity involvement and commitment in their work as well as staff will experience an increase in creativity and innovation that will affect productivity. The results of this study are supported by previous studies conducted by Novialni and Pragiwani (2020:41), Bangun and Clara (2021:45), and Asya'bani dkk., (2022:36) proving that motivation influences employee job satisfaction.

3. Impact of Compensation and Motivation on Job Satisfaction.

The results of this study show that compensation and motivation have a positive and significant influence on employee satisfaction of PT. Genki Kirana Internusa Makassar. Compensation and motivation are two main factors that affect employee job satisfaction.

Compensation is important for employees as individuals because the amount of compensation reflects the measure of the value of their work among employees themselves, families and society. The level of absolute compensation of employees determines the scale of their lives, while the relative compensation indicates their status, dignity, and value. Therefore, when employees consider their compensation to be inadequate, their performance, motivation and job satisfaction fall dramatically. Compensation can increase or decrease job satisfaction, therefore, the organization's attention is required to set up compensation properly and fairly, if employees consider their compensation insufficient, then their job performance and job contentment will decline.

The relationship between compensation and motivation is complex and interrelated. Both play an important role in determining employee performance and job satisfaction. The balance between compensation and motivation is the key to maximizing job satisfaction. Adequate and fair compensation can enhance extrinsic motivation and support intrinsic Motivation if applied wisely. However, relying too much on financial incentives can risk reducing intrinsic motivation. Therefore, it is important for companies to find the right balance between providing adequate compensation and creating an intrinsically motivating working environment, in order to optimum job satisfaction and performance.

Job satisfaction indicates a correlation between one's expectations of something and what is actually received, so the employee's satisfaction rate varies individually. These differences are due to individual differences in their values, attitudes, behaviors and motivations to work. However, there are many other variables that can affect the performance of employees but are not studied in this

study, namely the possibility of many factors such as the working environment, work discipline, work ethos, organizational culture, means and conditions that are not optimal.

CONCLUSION

Based on the results of the study Impact of Compensation and Motivation on Employment Satisfaction in PT. Genki Kirana Internusa Makassar, it can be concluded as follows:

1. Compensation has a positive and significant impact on employee satisfaction in PT. Genki Kirana Internusa Makassar.
2. Motivation has positive and meaningful impact on the employee's satisfaction of PT. Genki Kirana internusa Makasar.
3. Compensation and motivation jointly (simultaneously) has a negative and significant effect on the employees' satisfaction at PT. Genki Kirana internusa Makassar.

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