

The Role of Motivation in Improving Work Discipline in PT IP Employees

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Abstract

This research uses qualitative methods to understand the object studied in depth. This research is used to determine how work motivation improves work discipline in PT IP employees. In order to get the human resources to contribute positively to all company activities in achieving its goals, every employee must be motivated to improve work discipline. Motivation is an essential thing to be considered by management if they want every employee to contribute positively to achieving company goals because, with motivation, an employee can have high enthusiasm in carrying out their duties.

Keywords: Employees; Work Motivation; Work Discipline.

A. INTRODUCTION

Human resource factors are elements that the company must consider. Given the importance of motivation, management's attention regarding employee motivation at work is to make motivational efforts for company employees through a series of specific actions following company policy to maintain employee motivation. To motivate employees, company leaders must know the motives and reasons desired by employees.

This motivation is of many kinds, such as proper and fair compensation and awarding. That is, whatever the needs of employees can be met, and can be expected employees to work well and feel happy with all the tasks they carry. Suppose the needs of employees have been met. In that case, employees will respect each other's rights and obligations to create a conducive working atmosphere so that employees earnestly give their best abilities in carrying out their duties and responsibilities as an employee, and this means that employees will show work discipline because they are motivated in carrying out their responsibilities in the company.

PT IP is one of Indonesia's well-known companies that has survived for over 30 years. Companies engaged in retail, where every year experiences very rapid development, should have employees who are full of enthusiasm and highly motivated in doing their work effectively and efficiently; this is all to show high discipline to realize the company's mission and goals that have been set.

Motivation

According to Edwin B. Filippo in H. Malayu, S.P. Hasibuan said that motivation is a skill in directing employees and organizations to want to work. The definition of motivation is a potential force that exists within a human being that can be developed alone or developed by several outside forces. Which essentially revolves around monetary rewards and financial rewards that can affect the results of his performance positively or negatively, all of which depend on the situation and conditions faced by the person concerned. At the same time, the definition of motivation, according to Veithzal Rivai, is the drive that exists in a person to behave to achieve a specific goal.

The objectives of motivating, according to Malayu S. P. Hasibuan to employees are as follows: increasing employee morale and job satisfaction, increasing employee work productivity, maintaining employee stability, increasing employee discipline, streamlining employee income, creating an excellent working atmosphere and relationship, increasing employee loyalty, creativity, and participation,

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increasing employee welfare levels, heightening a sense of responsibility employees to their duties, and improve the efficiency and use of tools and raw materials.

According to Winardi, the factors that influence motivation are as follows: 1) Human Needs Factors: include basic needs (Economic), security needs (Psychological), and social needs; 2) Compensation Factors: including wages/salaries, bonuses, incentives, security needs, and wage administration rules; 3) Communication Factors: includes relationships between people, both relationships between superiors and subordinates, relationships between superiors and relationships between subordinates; 4) Leadership Factors. Includes leadership styles; 5) Training Factors: includes training and development and management policies in employee development; and 6) Work Performance Factors: includes performance, working conditions, and work environment.

Work Discipline

Good discipline is reflected in the amount of a person's sense of responsibility towards the task given to him. (Sinambela, 2019:332) "So regulations are needed to create good order in the office where they work because the discipline of an office or workplace is said to be good if some employees obey existing regulations." Studies (Sutrisno, 2019: 86) argue, "Discipline shows a condition or respectful attitude that exists in employees towards the rules and regulations of the agency." Keith Davis (Mangkunegara, 2020: 129) suggests, "Discipline is management action to enforce organization standards." It can be interpreted as work discipline as implementing management to strengthen organizational guidelines.

(Sutrisno, 2019:86) "Discipline is an attitude of willingness and willingness of a person to obey and obey the norms that apply around him and employee discipline greatly affects the goals of the agency." (Nadeak, 2020:181) "One way to increase employee productivity is to have good work discipline." With the established rules, employees will not automatically obey them. The office must condition employees with the laws of the office or agency where they work. The factors that affect the level of employee discipline, according to Afandi (2016: 10), are as follows: leadership factors, reward system factors, ability factors, reward factors, fairness factors, inherent supervision factors, punitive sanctions factors, assertiveness factors, and humanitarian relations factors.

B. RESEARCH METHOD

This research uses qualitative methods. Qualitative research aims to understand the object under study in depth. Research with a qualitative approach emphasizes process analysis of inductive thinking processes related to the dynamics of relationships between observed phenomena, research procedures that produce descriptive data in the form of written or spoken words from people, and observable behaviour directed at the setting and individuals holistically (intact).

Descriptive research aims to make a systematic, factual, and accurate sense of the facts and nature of a particular population or area. This study was used to determine how work motivation in PT IP employees.

The study time starts on October 15, 2022, until January 17, 2023. The object of research can be expressed as a social situation of research that wants to know what is happening in it. In this research object, researchers can observe the activities of people (actors) in certain places (places). The thing of this research is PT IP employees and consumers.

Data collection are ways that researchers can collect data. Researchers use several data collection methods: 1) Observation or observation can be interpreted as systematic observation and recording of symptoms that appear in the object of research. This observation uses participatory observation, where the researcher is directly involved with the daily activities of the person being observed or who is used as a source of research data. In this direct observation, the researcher, in addition to acting as a full observer who can observe symptoms or processes that occur in the actual situation that the observer directly follows; 2) Interview is a face-to-face question-and-answer activity between the interviewer and the interviewee about the problem under study, where the interviewer intends to obtain perceptions, attitudes, and mindsets of the interviewee that are relevant to the problem under study. Because the interviewer designed the interview, the results were influenced by the interviewer's characteristics, and interviews

were conducted with several informants; 3) Documentation, from the origin of the word document, which means written goods. Researchers implement documentation methods to investigate written objects such as books, magazines, documents, regulatory regulations, meeting minutes, and diaries. Through the documentation method, researchers use it to dig up data in the form of documents related to assessment documents, activity schedules, employee name lists, facilities and infrastructure, and documentary photos.

The data analysis used is descriptive-analytical, describing the data collected in words, images, and not numbers. Data derived from manuscripts, interviews, field notes, and documents are then described to clarify reality or reality. Data analysis in qualitative research is carried out before entering the field, during the area, and after completion in the field. In this regard, Nasution stated: "Analysis has started since formulating and explaining the problem, before going into the field and continues until the writing of the research results. Data analysis becomes a guide for further research until, if possible, the theory is grounded. However, in qualitative research, data analysis and data collection are more focused during the process in the field. Data analysis in qualitative research is an ongoing activity that occurs throughout the investigative process rather than after the procedure. In reality, qualitative data analysis takes place during the data collection process rather than after the completion of data collection.

C. RESULTS AND DISCUSSION

PT IP's target market is all circles of people in Indonesia. Its marketing strategy is integrated with promotional activities carried out periodically with various methods according to the type of product and the focus of its target market. Some short-term strategies implemented by PT IP include 1) Weekly promotions that provide low prices for daily necessities products; 2) Biweekly edition leaflets promoting low-priced products as a guide for consumers to frugal shopping; 3) Monthly promotion of certain products in the form of direct gifts or discounts.

For a long-term strategy, PT IP implements various programs related to consumer loyalty and community formation. The information technology system is very reliable in supporting marketing strategies, considering the rapid growth rate of PT IP outlets, with transactions exceeding 98 million monthly receipts. The organizational structure of PT IP is a series of activities that form a framework that becomes a forum for all activities that show the relationships of all jobs or positions so that the organizational tasks become effective and efficient.

PT IP's organizational structure is this organization, which is a direct vertical relationship of authority and responsibility associated with the duties of each level of superiors and subordinates. The PT IP organization has the characteristics of an organizational form in which there is a division of tasks, authorities, and responsibilities delegated to its members and prepares these activities to carry out the plans that have been set so that the goals can be achieved.

According to (Suwatno, 2018: 172), Motivation and work discipline that exists in a person are drivers that will manifest behaviour to achieve self-satisfaction. People are willing to work to meet both conscious and unconscious needs and work to obtain physical and mental conditions. Therefore, motivation and work discipline are very influential, especially in work; lack of motivation and work discipline will have a destructive impact on the company and cause decreased productivity for employees because the company pressures them; therefore, motivation and work discipline are very influential on employee productivity.

The problem faced during the study was that the lack of employee motivation lowered awareness of responsibility. Jobs only held by one person will make the work system less effective. When the store crowd increases, it results in queues, and employees must double work serving customers and carrying out activities such as checking goods or installing podcasts. Employees who have high motivation will certainly always try to do their best to do their job. High workloads can decrease employee performance.

Lack of enthusiasm and motivation of employees to improve service and lack of promotional product offers to customers thus affect store performance that continues to decline. Motivation is a driving force in facilitating work because motivation becomes a drive to do a job to achieve company goals.

In the research, there are several obstacles; knowing these obstacles, there are several solutions to overcome the challenges faced. First, employees are given knowledge and direction during training and an understanding of the distribution of tasks according to the job desk. These efforts are expected to improve the quality, quantity, and efficiency of working time, attendance, and interpersonal impact, namely improving the quality of self in employees. Employee development is one way to improve employee work's effectiveness in achieving the specified work results. Second, strategies to improve services can also be done through work motivation by providing bonuses or incentives to employees if they succeed in meeting targets so that employees are enthusiastic and motivated to provide the best service to their customers to get incentives. If employee performance increases, store performance will be good so that PT IP customers have high trust, which will impact store sales per day.

D. CONCLUSION

Based on research conducted at PT IP from the above problems, it can be concluded that Workloads that continue to increase without appropriate division of workload, employee performance will decrease. Workloads that require employees to provide further energy than usual, sometimes they have to do something they do not understand so that the work becomes not optimal. Developing human resources to increase employee performance can offset the high workload.

In the development of human resources, several things are done, starting from training and promotion. It aims to improve the quality, quantity, and efficiency of working time, attendance, and interpersonal impact, namely improving the quality of self in employees. The creation of reliable employees will be able to improve employee performance so that organizational goals can be achieved.

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