

Analyzing Consumer Choices, the Impact of Job Motivation on Employee Performance

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Submitted: 17th Jan 2023 | **Edited:** 24th April 2023 | **Issued:** 01st June 2023

Cited on: Ariesta, R. (2023). Analyzing Consumer Choices, the Impact of Job Motivation on Employee Performance. *PRODUKTIF: Jurnal Kepegawaian dan Organisasi*, 2(1), 52-60.

ABSTRACT

Success in improving performance and productivity must involve employees because employees are not only the main force in realizing change, but also increasingly actively participating in planning for change. The purpose of this research is to explain the influence of work motivation and burnout on employee performance at PT.Vinilon Building. This study uses quantitative research methods with data collection techniques through distributing questionnaires. The sample in this study is convenience *sampling*. Total respondents used in this study were 52 employee respondents. The data analysis technique used in this research is using multiple linear regression analysis techniques. As for the results of this study, namely the variables of work motivation and burnout variables have a significant impact on employee performance variables.

Keywords : **Work Motivation, Burnout, Productive, Customer Satisfaction, Employee Performance**

INTRODUCTION

Revolution 4.0 has an impact on changing the way people work. HR (Human Resources) in this era is required to be technology literate, have speed, something that is customized, specific, soft skills related to automation, internet of things, and digitization. These demands require employees to change and want to increase their capacity. Not everyone is easy to adapt to changes and the management of human resources itself requires the right effort.

Failure to manage human resources can result in disturbances in achieving organizational goals, both performance, profit, and organizational survival. Managers should understand that success in improving performance and productivity must involve employees because employees are not only the main force in bringing about change, but also increasingly actively participate in planning the change tersebut (Hayati, & Fitria, 2018).

Performance is one of the measuring tools of employee work in a company. According to (Fauzi, & Rachmawati, 2021), that the increased performance of employees will certainly affect income, namely the company's income will also increase. Improving employee performance can be done from various sides. Performance itself is the output produced by the functions or indicators of a job or a profession within a certain time.

One of the factors that can improve employee performance in adapting and facing competition in this 4.0 revolution era is by increasing the work motivation of the employees themselves. As stated by (Wirati, et, al., 2020) it is the motivation that drives the individual to achieve success. If someone has high motivation, they tend to do work more optimally, compared to people who do work based on mere obligations. A survey conducted by Gallup Worldwid (an international research institute) on Employee Work Motivation on 73 thousand respondents from 141 countries in the world, including Indonesia, shows that only 8% of employees in Indonesia actually have level of engagement, commitment and strong motivation with her job. The rest, 92% only do their work as a routine: leave, finish the task, go home, then receive a salary at the end of the month. In the world, the results are also relatively the same, only about 13% have a high level of engagement with their work. This happens because the majority of employees in Indonesia and the world do not have such a strong motivation for their work.

In the pre-interview it was found that the work motivation of employees working at PT. Vinilon Bulding was still low, causing a decrease in the number of goods produced. In addition, there are still many employees who work only to fulfill their responsibilities. So this allows their low ability to adapt to the demands of new changes in their work which can then affect the level of employee performance in a company. Improvements to performance must be made because the work performance achieved is not as expected, by making performance improvements it is hoped that future organizational goals can be achieved more (Angreni, et,al., 2022).

One of the problems that are currently crucial in the world of work is burnout. This is because burnout often hampers the rate of performance of employees which ultimately harms the company, burnout often appears in the world of work due to routine and high pressure in their daily lives. (Rudyanto, & Zulkarnain, 2021) argue that burnout is a negative emotional reaction that occurs in the work environment, when the individual experiences prolonged stress. Burnout is a psychological syndrome that includes fatigue,

depersonalization and decreased ability to perform routine tasks such as causing anxiety, depression, or even sleep disturbances.

THEORETICAL BASIS

Organizational Behavior

In (Hardiningtyas, 2022) an organization is a entity, with a relatively identifiable boundary, that works on a relatively continuous basis to achieve a common goal or group of goals. The organization is seen as a social system unit to achieve common goals through efforts/groups. According to (Sundari, & Meria, 2022) organizational behavior is "a specialized field that has a general subject of knowledge including three determinants of behavior in organizations: individuals, groups, and structures and their application to make organizations work more effectively".

Motivation

Motivation talks about how to encourage one's work spirit, so that they want to work by optimally providing their abilities and expertise in order to achieve organizational goals. Motivation is an attempt to influence a person's behavior in order to lead to the achievement of an organizational goal (Purnamasari, & Lestari, 2022). According to (Syabani, & Huda, 2019) which states that motivation is a force that encourages a person to take an action or not, essentially exists internally and externally which can be positive or negative to direct it, depending on the toughness of the manager. Work motivation is something that gives rise to encouragement or enthusiasm for work or motivation to work.

Burnout

Burnout is a state of psychological stress that is so extreme that individuals experience emotional exhaustion and low motivation to work. Burnout can be a result of chronic work stress (Hafizh, & Hariastuti, 2021).

According to (Pratama, 2020) argues that burnout is a negative emotional reaction that occurs in the work environment, when the individual experiences prolonged stress. Burnout is a psychological syndrome that includes fatigue, depersonalization and decreased ability to perform routine tasks such as causing anxiety, depression, or even sleep disturbances.

Burnout is a situation where employees suffer from chronic fatigue, boredom,

depression and withdraw from work. Workers are Burnout more likely to complain, blame others for problems, become irritable, and become cynical about their careers (Almaududi, 2019).

Performance

According to (Sulistiyanto, & Palupi, 2022) performance is the result of the process or level of success of a person or the whole during a certain period in carrying out their duties. Based on the explanation above, performance is a result achieved by a person in carrying out tasks based on skills, experience and sincerity and time according to predetermined standards and criteria. Therefore, performance is always measured from the aspect of results, not the efforts made by individuals, namely how well individuals can meet the demands of their work. (Diana, & Frianto, 2020) Performance is the output generated from the function or indicator of a job or profession within a certain period of time.

Performance is often defined as the achievement of tasks, where employees at work must be in accordance with the organization's work program to show the level of organizational performance in achieving the vision, mission, and goals of the organization. Performance according to (Hayati, & Fitria, 2018) is a form of business activity or program that is initiated and implemented by organizational or company leaders to direct and control employee performance.

The Relationship between Motivation and Performance

Motivation can affect employee loyalty. So that motivation has a strong influence on employee performance. (Syabani, & Huda, 2019) suggests that with the formation of strong motivation, it can produce good results or performance as well as quality from the work that has been done. This shows that any increase in the motivation possessed by employees in carrying out their work will provide an increase in their performance.

The relationship between Burnout and Performance

(Almaududi, 2019) states that burnout has symptoms that can be seen in physical conditions, changes in behavior and less effective and efficient performance. Such as the emergence of feelings of frustration, hopelessness, sadness, helplessness, pressure, apathy towards work and feeling shackled by tasks at work so that a person feels unable to provide psychological services. In addition, they are irritable and easily angered for no apparent reason. The results of research conducted by Hayati, & Fitria, 2018) are

known that burnout has a significant effect on employee performance.

METHOD

Is a generalization area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Wijaya, & Wibawa, 2022). The population used in this study were all employees of the Vinilon Building, amounting to 110 people.

According to (Wijaya, & Wibawa, 2022) the sample is part of the number and characteristics possessed by the population. The sampling technique used in this study used a simple random sample (simple random sampling). Simple Random Sampling is a sampling technique that is directly carried out on the sampling unit.

Data Primary data is data obtained from the first source, both from individuals and individuals. This data is the result of filling out the questionnaire.

Data is used to complete the required data. The secondary data used in this research is the organizational structure of the employees of PT. Vinilon Building.

The data sources used in this research are only internal data sources. Internal data sources are data sources obtained from within the company or organization where the research is carried out. In this study, the internal data sources are employees of PT. Vinyl Building.

RESULT

Simultaneous Test

The results of the Anova statistical test show that the F value obtained is 64,993 with a significance of 0.000. This means that this regression model is feasible to use. Because the significance level is less than 0.05, it can be said that work motivation has a simultaneous and significant effect on employee performance and burnout also has a significant effect on employee performance.

The simultaneous and significant effect of work motivation on employee performance means that when employees are motivated, they are more likely to perform at higher levels and achieve better outcomes. Motivated employees are driven to put in effort, take initiative, and persist in their tasks, which positively impacts their overall performance. In conclusion, the research highlights the significance of work motivation

and burnout on employee performance. By fostering work motivation and managing burnout effectively, organizations can create an environment conducive to higher employee performance, job satisfaction, and overall well-being. Striking a balance between these factors is crucial for cultivating a productive and engaged workforce.

t-Statistical Test

Based on the regression test, the following regression equation is obtained:

$$Y = 0.575 + 0.476 X1 + 0.626 X2 + e$$

The results of hypothesis testing can be seen in the table, work motivation has a significance level of 0.000. It is indicated that H_0 is rejected and H_a is accepted so that the work motivation variable has a significant effect on employee performance because the significance level of the work motivation variable is smaller than 0.05. the significant effect of work motivation on employee performance can be understood through motivational theories that highlight the importance of setting clear goals, fulfilling basic needs, providing autonomy and recognition, and creating a supportive work environment. When employees are motivated, they are more likely to invest their energy and efforts into their tasks, leading to improved performance outcomes for the organization. According to this theory, employees who are highly motivated perceive a clear link between their efforts and the attainment of high performance levels. When employees are confident that their hard work will lead to improved performance, they are more likely to be motivated to perform at their best.

The results of the hypothesis test can be seen in the table above, burnout has a significance level of 0.001. It is indicated that H_0 is rejected and H_a is accepted so that the burnout has a significant effect on employee performance because the significance level of the burnout is smaller than 0.05. Burnout is a state of physical, emotional and mental exhaustion due to stress and excessive or prolonged work demands. This condition can arise when employees feel overwhelmed, exhausted, and there is a lack of balance between workload and the ability to cope. As a result of burnout, employees may experience fatigue, anxiety and burnout which can negatively impact their performance at work. In the context of this study, it was found that burnout has a significant effect on employee performance. This shows that when employees experience high levels of burnout, their work performance tends to decrease.

Coefficient of Determination Test

Based on the data from the Summary model, the value of Adjusted R Square is 0.715 or 71.5.0%. This indicates that the employee performance variable that can be explained by the work motivation and burnout is 71,5%. While the remaining 0.285 or 28.5% is influenced by other variables that are not examined in this study, such as work conflict variables, work environment and organizational culture.

In this context, "variation" refers to the differences or range of values observed in the employee performance variable within the research sample or population. The contribution test shows that work motivation and burnout together significantly contribute to explaining how the variation in employee performance can be understood.

Out of the total observed variation in employee performance, approximately 71.5% can be attributed to factors related to work motivation and burnout. Other factors outside of work motivation and burnout, such as competencies, work environment, and other variables, may also contribute to explaining the remaining variation that is not accounted for by these two variables.

This means that work motivation and burnout play a significant role in shaping employee performance. Employees with high work motivation and low levels of burnout are likely to have better performance. Conversely, if work motivation is low and burnout is high, employee performance may be negatively affected.

However, it is essential to recognize that there are other factors that may also influence employee performance, and these results may vary in different situations or contexts. Therefore, it is crucial for organizations to understand the factors that contribute to employee performance and take appropriate measures to enhance work motivation, manage burnout, and create a healthy and productive work environment.

CONCLUSION

The research findings suggest that work motivation and burnout have simultaneous and significant effects on employee performance.

1. **Work Motivation.** Work motivation refers to the internal drive or desire that employees have to perform well and achieve their work-related goals. The simultaneous and significant effect of work motivation on employee performance means that when employees are motivated, they are more likely to perform at higher

levels and achieve better outcomes. Motivated employees are driven to put in effort, take initiative, and persist in their tasks, which positively impacts their overall performance.

2. Burnout. Burnout is a state of emotional, mental, and physical exhaustion caused by prolonged stress and overwhelming work demands. The significant effect of burnout on employee performance indicates that when employees experience burnout, their performance tends to suffer. Burnout can lead to reduced productivity, decreased focus, and an overall decline in job performance.

Practical Implications

1. Enhancing Work Motivation. Organizations should focus on fostering work motivation among employees. This can be achieved through various means, such as providing recognition and rewards for achievements, offering opportunities for skill development and career growth, and creating a positive and supportive work environment.
2. Managing Burnout. Organizations need to be attentive to employees' well-being and work-life balance to prevent burnout. Implementing policies and initiatives to address excessive workload, offer support for stress management, and promote a healthy work culture can help in managing and reducing burnout.
3. Recognizing the Balance. The findings underscore the importance of striking a balance between work motivation and burnout. While high motivation can drive performance, excessive stress and burnout can undermine productivity. Organizations should aim to promote motivation while simultaneously mitigating burnout risks.
4. Regular Assessments. Regularly assessing employee motivation levels and burnout indicators can provide valuable insights for organizational interventions. Employee surveys, performance reviews, and open communication channels can be utilized to gauge these factors and identify areas for improvement.

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