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The Influence of Motivation and Work Competence on Employee Performance

(At A Company Engaged in Marketing)

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Abstract

This study investigates how work motivation and competency impact employee performance at a marketing-related organization. The research focused on work motivation and competence because these factors are critical in determining an individual's success within the organization's framework. The regression analysis method examines Employee performance in connection to these variables.

Based on the research findings, motivation has a total influence of 40.7% on employee performance, making it the most significant factor. Motivation is an innate desire that propels people to accomplish the objectives they set for themselves at work. A high level of motivation can boost workers' morale, commitment, and work ethic. Managers must comprehend and use the elements that inspire workers, such as rewards for accomplishments, chances for professional growth, and suitable incentives.

However, with a total influence of 27.3%, work competency also has a noteworthy impact on employee performance. Job competencies are the set of abilities, attitudes, and knowledge required to succeed in a specific work. Workers with solid work abilities are typically better equipped to perform their jobs quickly and effectively. As a result, the organization's management must be dedicated to enhancing worker competency through development, training, and ongoing education.

With a coefficient of determination value of 68.1%, the analysis demonstrates that the influence of both job competence and motivation significantly influences variations in employee performance. Nonetheless, these two factors account for just about 31.9% of the variability in performance. External variables like the workplace, organizational policy, external economic situations, and internal employee considerations may also impact employee performance.

These results give the organization's management helpful information for creating plans and policies that enhance worker performance. Enhancing work competence and staff motivation can be a significant starting point. To improve effectiveness, businesses must also consider other aspects affecting employee performance.

The study highlights the significance of work motivation and competence as critical elements influencing employee performance in a marketing-related organization. Enterprises are expected to enhance their total performance, production, and efficiency by comprehending and controlling these aspects. To improve knowledge of the variables affecting worker performance and to pinpoint more targeted approaches to boosting competence and motivation at work, further study can be done.

Keywords: Motivation, Work Competence, Employee Performance

Introduction

Acknowledging the significance of worker performance for an organization's prosperity is the initial phase in appreciating the worth of this study. Companies struggle to maintain their competitive advantage in the face of globalization and escalating competition, and employee performance is one of the significant elements affecting the accomplishment of corporate objectives. Employees who are productive and perform well improve operational efficiency and foster long-term business sustainability, customer satisfaction, and innovation. Therefore, for businesses to successfully manage their human resources, they must have a thorough awareness of the elements that influence employee performance.

Motivation is one element that has been shown to significantly influence worker performance. Motivation is the internal or external drive that propels people to take action or accomplish particular goals. Motivation is a significant factor in the workplace regarding how excited and committed workers are to their work. Motivated workers are typically more concentrated, effective, and satisfied. A company's total success is directly impacted by absenteeism, turnover, and employee engagement rates, all of which are influenced by motivation.

Motivation, meanwhile, is only one of several elements that affect how well employees perform. Job competency is another equally significant element. The knowledge, abilities, and attitudes an employee needs to carry out tasks well are called job competencies. Workers with the competencies required for their positions are typically more productive and produce high-quality work more efficiently. Good competency can also increase a worker's capacity for change adaptation, which maximizes their ability to participate in fast-paced work contexts.

Thus, it is critical to comprehend the interactions between and effects of job competency and motivation on employee performance. The literature on the connection between job competency, employee performance, and motivation still needs to be improved, particularly for PT Danamas Insan Kreasi Andalan. Like other businesses, PT Danamas Insan Kreasi Andalan encounters particular difficulties in controlling worker performance in light of shifting market conditions and an ever-changing corporate environment. Thus, it is pertinent and crucial to carry out a study to examine the connection between employee performance at PT Danamas Insan Kreasi Andalan, job competency, and motivation.

This study is anticipated to offer PT Danamas Insan Kreasi Andalan management new perspectives on the variables influencing worker performance and practical solutions for enhancing worker performance. By studying the elements that affect employee performance, companies can identify areas for development and create programs that will increase employee engagement and job competency. Additionally, by bridging the information gap about the relationship between job competency, employee performance, and motivation in a particular organizational setting, this research is anticipated to contribute significantly to the literature on human resource management.

In order to gather primary data for this study, surveys and staff interviews at PT Danamas Insan Kreasi Andalan will be conducted. Surveys will assess employee motivation and job competency, and a better understanding of the factors influencing employee performance will be obtained through interviews. Regression analysis and other statistical techniques will examine the relationship between employee performance, job competency, and motivation. Taking this strategy, it is believed that the research will yield trustworthy and pertinent findings for academics and practitioners in human resource management.

Method

This study employed a quantitative research design to gather primary data via questionnaire distribution. This study aimed to determine and examine how job motivation and competency affected employees' performance at a marketing-related organization. The quantitative approach was selected in this case because it enables precise, measurable measurement of the variables under investigation and comprehensive statistical analysis for testing research hypotheses.

Cross-sectional research design was the methodology employed. This design was selected because it permits data collection at a particular moment in time, which can offer a precise image of the correlation between work competence, employee performance, and motivation at a business engaged in the marketing industry when the study was conducted. Researchers can examine the link between research variables and this strategy.

All of the participants in this research were staff members of a marketing-related company. This group comprises workers from different divisions and positions. However, due to time and resource constraints, this study will choose a representative sample from the population using a straightforward random sampling technique. A formula for an infinite population with a 95% confidence level and a 5% margin of error will be used to calculate the sample size.

A questionnaire will be used to collect the data for this study. Work competency, employee performance, and motivation principles will all be considered when designing the questionnaire. The survey will comprise closed-ended questions intended to gauge respondents' perceptions of employees' levels of work proficiency, motivation, and performance. Depending on the choices and availability of the respondents, questionnaires will be sent to them in person or via email.

The variables under investigation comprise independent factors such as job motivation and competence and dependent variables like employee performance. To measure these factors, a Likert scale with a predetermined range of values will be used. Respondents will be asked to rate how much they agree or disagree with the statements provided.

Descriptive and inferential statistical methods will be used to analyze the gathered data. Descriptive analysis will determine the data's mean, median, and frequency distribution. Subsequently, inferential analysis will be performed to determine the link between the variables under investigation and evaluate the study hypothesis. Multiple linear regression tests will be used in inferential analysis to examine the impact of competence and work motivation on employee performance.

To ascertain the extent to which work motivation and competence account for variability in employee performance, the coefficient of determination test (R^2) will also be conducted. Validity and reliability tests will be performed on the utilized data collecting instruments (questionnaires) to guarantee the results' validity and reliability. Validity tests will be conducted to determine how well the questionnaire measures the variables under study. Meanwhile, a reliability test will be conducted to assess the coherence among the items in the survey.

This research will likely provide an in-depth understanding of the influence of work motivation and competence on employee performance at a company operating in the marketing sector by employing quantitative methodologies and primary data collection techniques through the distribution of questionnaires. The data analysis outcomes will enable the organization's management to have fresh perspectives for creating plans that will boost worker productivity and help the company meet its objectives.

Results and Discussion

This study aims to look into how job competency and motivation affect employee performance in a single marketing-focused company. The regression equation derived from the performed regression analysis is as follows:

$$Y = 0.513 X_1 + 0.359 X_2 + 0.319 \varepsilon$$

According to the regression coefficients, an increase of one unit in work motivation will translate into a 0.513-unit gain in employee performance. In comparison, increasing one unit in job competence would translate into a 0.359-unit gain in employee performance.

An internal force that propels people to accomplish goals in the workplace is known as work motivation. According to this study, worker motivation in a marketing-focused organization significantly impacts employee performance. Job motivation significantly positively impacts employee performance, as the regression coefficient of 0.513 indicates.

Workplace motivation can come from various sources, such as coworker and supervisor support, possibilities for professional advancement, achievement recognition, and workplace happiness. Management can significantly improve employee work motivation in a corporate setting by delivering suitable rewards, giving helpful criticism, and fostering a positive work atmosphere.

Thus, from a management standpoint, it is critical to consider the variables that affect employee work motivation and take the appropriate action to raise it. It is anticipated that when workers are more motivated, they will perform better, positively impact the company's objectives, and eventually enhance organizational performance.

Job competence is the set of abilities, attitudes, and knowledge people need to excel in a specific profession. According to this research, job competency significantly impacts an employee's performance in a marketing-focused organization. According to the regression coefficient of 0.359, employee performance will rise in response to an increase in work competence.

The study's findings show that, with a total influence of 40.7%, motivation significantly impacts worker performance in a marketing-focused organization. This condition emphasizes how crucial motivation is to raising performance levels individually. From a managerial standpoint, developing a stimulating work environment requires a thorough grasp of employee motivation elements. Furthermore, with a total influence of 27.3%, job competency also considerably impacts employee performance. This condition implies that good performance also depends on the necessary knowledge and abilities for the position. This study also demonstrates that with a coefficient of determination of 68.1%, motivation and work competence combined contribute significantly to defining the variance of employee performance. However, motivation and job competency alone cannot account for 31.9% of performance variability, emphasizing the significance of considering additional elements that could affect employee performance. As a result, the management of the organization must adopt a comprehensive strategy to increase worker motivation and job competency while also taking into account other elements that might impact output.

The work environment, organizational rules, prevailing economic conditions, and individual employee factors are other variables that could impact an employee's performance. As a result, the organization's management must monitor and take appropriate action about other aspects that could potentially impact employee performance.

Practically speaking, the study's conclusions provide business management with insightful information for creating plans and policies that will enhance worker performance. More studies can improve

comprehension of the elements impacting worker performance in a marketing-focused organization and pinpoint more targeted tactics to raise worker motivation and job competency.

Various strategies, such as mentorship, constructive criticism, training and development, and ongoing learning, can increase employee work competency. As a component of their human resource management strategy, company management must be dedicated to helping employees become competent in their jobs.

By improving job competency, companies may guarantee that workers have the abilities and know-how needed to carry out their jobs successfully and efficiently. In addition to raising individual worker performance, this will help the company accomplish its objectives.

Both independent variables—work motivation and job competence—have positive and statistically significant regression coefficients on employee performance in the given regression equation. This condition suggests that job competency and work motivation are complementary elements that significantly impact employee performance.

From a management standpoint, it is critical to realize that job competency and work motivation are linked and can impact one another rather than existing as independent variables. For instance, employees who exhibit intense motivation at work are more driven to further their professional growth and training goals. On the other hand, employees with high job competency might be more driven to put in much effort and accomplish their objectives.

Therefore, firm management must adopt a holistic strategy to effectively manage employee work motivation and job competency. This entails offering suitable rewards, fostering a positive work atmosphere, providing essential training and development, and providing helpful criticism.

Conclusion

The regression analysis findings indicate that employee performance at a business in the marketing industry is significantly impacted by work motivation and job competence. Therefore, to boost employee performance, the organization's management must focus on and raise employee motivation and job competence.

This study contributes to a better understanding the connection between worker performance, work competence, and motivation in a marketing-related company. However, more investigation is still required to verify and assess this model's dependability in a larger corporate setting.

Reference

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