

THE INFLUENCE OF MOTIVATION ON EMPLOYEE JOB SATISFACTION: A CASE OF A PRIVATE SECTOR IN EAST LAMPUNG, INDONESIA

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THE INFLUENCE OF MOTIVATION ON EMPLOYEE JOB SATISFACTION: A CASE OF A PRIVATE SECTOR IN EAST LAMPUNG, INDONESIA

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Abstract

In the work place, motivation is needed to improve the quality of employees and foster high morale so as to generate maximum job satisfaction. In contrast, when there is no motivation that led to the lack of satisfaction can lead to some serious consequences. Among the consequences as it is the intention to turnover which can lead to turnover activity. The goal of this research is to know the influence of motivation on employee job satisfaction in a private sector of East Lampung, Indonesia. Data collection techniques used in this research is questionnaire. The questionnaire was made of two kinds of questionnaires motivation and job satisfaction. The shape of the scale in this study using a Likert scale. The sample in this study were all employees at a private sector of East Lampung, Indonesia total of 35 employees. This study addresses two research variables such as motivation and job satisfaction. Using linear regression, the result indicated that there is significant relationship between motivation on employee job satisfaction in a private sector of East Lampung, Indonesia.

Keywords: motivation; job satisfaction; employee; private sector

1. Introduction

Work motivation is closely related to job satisfaction. Research Davis and Wilson (2010) found that teachers with higher intrinsic motivation will be more satisfied with their jobs. Other studies conducted in different setting places also found that motivation has an influence on job satisfaction (Brahmari and Suprayetno 2008; Kartika and Kaihatu 2010).

According to Luthans (2006), motivation is the process as a first step a person to take action due to lack of physical and psychic, or in other words, is an encouragement shown to meet certain goals. If the value is not the case, it will be represented individuals who secrete higher levels of cost, which is in fact contrary to the interests of the organization.

Given the importance of the role of motivation in improving job satisfaction, company or organization needs to consider factors that may cause the motivation of employees. Herzberg in Lundberg et al. (2009) says that there are two factors that can support the emergence of employee motivation are factors that affect the livelihood of people's basic needs (hygiene factors), including a system of rewards, salaries, and interpersonal relationships and factors related to the needs of growth (intrinsic factor) in work itself, for example, the recognition of the completion of tasks, achievement, responsibility, advancement and self-employed.

In the world of work, motivation is also needed to improve the quality of employees and foster high morale so as to generate maximum job satisfaction. In contrast, when there is no motivation that led to the lack of satisfaction can lead to some serious consequences. Among the consequences as it is the intention to turnover (Porter and Steers 1973), which can lead to turnover activity (Lambert et al. 2001).

Decrease in work motivation can occur because of a lack of discipline caused by the decline in the level of employee satisfaction. For the head of the company must provide a motivation to employees so as to improve employee job satisfaction, motivation can be either physical needs, security needs, and so on. Giving the work motivation will be reflected a sense of responsibility, morale will create the desire to work and give the best for the job

On the other hand, job satisfaction is one's response to a variety of situations in the work environment. Job satisfaction is an issue that is quite interesting and important, because of the great benefits for the benefit of individuals, enterprises and society. For individuals, the research on the causes and sources of job satisfaction allows the emergence of measures to increase their happiness. For companies, the research on job satisfaction conducted in order to attempt to improve the quality of production through improved attitudes and behavior of employees, then people will certainly enjoy the results of your product or service the maximum.

Knowing the conditions on employee motivation CV. Fajar Sri Pertiwi East Lampung, Indonesia is expected to eliminate factors that trigger a decline in job satisfaction which can decrease the performance. Furthermore, through this research can know whether the motivational effect on employees' job satisfaction CV. Fajar Sri Pertiwi East Lampung, Indonesia.

2. Literature Review

2.1. Motivation

According to George & Jones (2005), motivation can be defined as a boost psychologically to someone who determine the direction of behavior of a person in an organization, the level of effort, and the degree of persistence or resilience in the face of an obstacle or problem (level of persistence).

This opinion is confirmed by Luthans (1998) which stated that motivation is a process that generates, energizes, directs, and sustains behavior and performance. That is, it is the process of stimulating people to act and to achieve the desired task. One way to stimulate people is to use effective motivation, which makes workers more satisfied and committed to their work.

Motivation is an activity that results in, distribute and maintain human behavior. Motivation is an important subject for managers, because managers have to work with others. Managers need to understand people behave in certain ways in order to influence it to work in accordance with the desired organization. Nonetheless, motivating is also the subject of confusing, because the motive can not be observed or measured directly, but must be inferred from the behavior of those who looked.

Therefore, given the importance of the issue of motivation in the employment context, the managers need to look for factors that can increase motivation. Herzberg in Lundberg et al. (2009) says that there are two factors that can lead to motivation, namely hygiene factor and the intrinsic factor. According to Herzberg in Tietjen and Myers (1998) is a hygiene factor consists of salary, interpersonal relations (supervisors, subordinates, peers), supervision - technical, company policy and administration, working conditions, factors in personal life, status, job security. While intrinsic factors consist of recognition, achievement, possibility of growth, advancement, responsibility, work itself.

2.2. Job Satisfaction

This definition of job satisfaction can be traced from Locke in Othman et al. (2014) which states that job satisfaction as "a pleasant emotional state resulting from the assessment of one's work as to achieve or facilitate the achievement of the values of one's job". This

opinion is in line with Davis and Newstrom. (1985) mentions that job satisfaction is a psychological atmosphere of pleasant or unpleasant feelings towards their job.

Research on job satisfaction associated with other organizational aspects have been studied by researchers. Job satisfaction has been shown to reduce absenteeism (Sinha 1965), turnover (Trevor 2001) and otherwise improve organizational commitment (Knoop 1995) and employee performance (Taurisa and Ratnawati 2012).

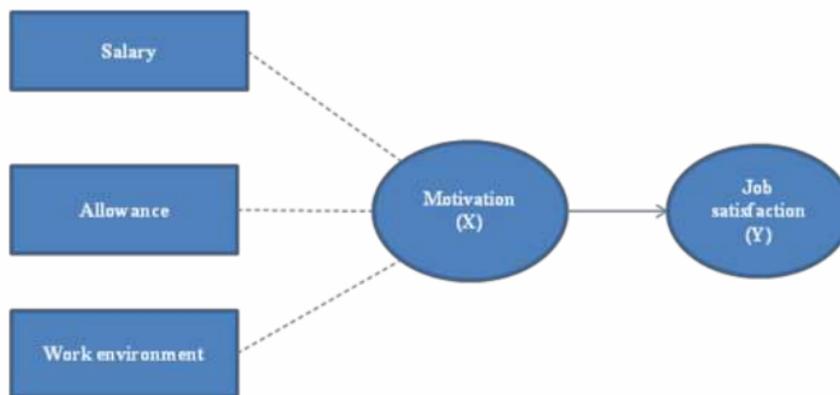
In the book "Personnel: The Human Problems of Management" by Strauss and Sayles (1960), it was said that job satisfaction is also important for self-actualization. Employees who do not obtain job satisfaction will never achieve psychological maturity, and will be able to result in frustration, low morale, tired and bored, emotionally unstable and so on.

According to Johan in Taurisa and Ratnawati (2012) perceived employee job satisfaction is influenced by two factors, namely intrinsic and extrinsic factors. Intrinsic factor is a factor that comes from within the individual that brought each employee since it began work in their workplaces. Whereas extrinsic factors are factors concerning matters that come from outside the employee, such as the physical condition of the working environment, interaction with other employees, the payroll system, and so forth. While Luthans (Luthans 2006) says that there are five dimensions that affect job satisfaction, namely: the work itself, pay, promotion opportunities, supervisor, and coworkers.

3. Model and Hypothesis

Figure 1 below shows the frame of motivational influence on employee job satisfaction.

Picture 1. Framework



According to Figure 1, the research hypothesis formulated in this study: Motivation has a positive and significant influence on employee job satisfaction in a private sector of East Lampung, Indonesia.

4. Methods

4.1. Samples

The sample consisted of male and female employees of a private sector of East Lampung, Indonesia (CV. Fajar Sri Pertiwi) total 35 people.

4.2. Instrument

To collect data and test the hypotheses of this study used a questionnaire. The questionnaire was made in this study consists of two kinds of questionnaires motivation and

job satisfaction. The shape of the scale in this study using a Likert scale. Five alternative answers used are strongly agree, agree, disagree, disagree, and strongly disagree.

4.3. Validity

Validity test conducted on 10 respondents. From the respondents' answers are then tabulated to get scores of items of each instrument and the total score. From the data tabulation is then calculated by using the Product Moment Correlation. The results of these calculations can be seen in Table 1 below:

Table 1 Motivation Validity Instrument

Item	Correlation value	R. critical	Probability	Remark
Item 1	0.813	>0.3	<0.05	Valid
Item 2	0.579	>0.3	<0.05	Valid
Item 3	0.579	>0.3	<0.05	Valid
Item 4	0.813	>0.3	<0.05	Valid
Item 5	0.777	>0.3	<0.05	Valid
Item 6	0.853	>0.3	<0.05	Valid
Item 7	0.867	>0.3	<0.05	Valid
Item 8	0.813	>0.3	<0.05	Valid
Item 9	0.867	>0.3	<0.05	Valid
Item 10	0.813	>0.3	<0.05	Valid

Sources: Product Moment Correlation

From Table 1 the validity of the instrument of motivation at the top, it can be concluded that the correlation value is greater than the R Critical then the instrument is said to be valid, so it can be used in this study.

Table 2. Job Satisfaction Validity Instrument

Item	Correlation value	R. critical	Probability	Remark
Item 1	0.806	>0.3	<0.05	Valid
Item 2	0.654	>0.3	<0.05	Valid
Item 3	0.654	>0.3	<0.05	Valid
Item 4	0.962	>0.3	<0.05	Valid
Item 5	0.904	>0.3	<0.05	Valid
Item 6	0.912	>0.3	<0.05	Valid
Item 7	0.962	>0.3	<0.05	Valid
Item 8	0.962	>0.3	<0.05	Valid

Item 9	0.925	>0.3	<0.05	Valid
Item 10	0.806	>0.3	<0.05	Valid

Sources: Product Moment Correlation

From Table 2 instrument validity job satisfaction above, it can be concluded that the correlation value is greater than the R Critical then the instrument is said to be valid, so it can be used in this study.

4.4. Reliability

Reliability test conducted on 10 respondents. From the respondents' answers are then tabulated to get scores of items of each instrument and the total score. From the data tabulation is then calculated by using cronbach alpha. The calculations can be seen in the following table:

Tabel 3. Motivation Reliability Instrument

No.	Variable	Number of items	Cronbach's alpha
1	Motivation	9	0.942
2	Job satisfaction	9	0.958

From the table of the calculation results obtained cronbach alpha values greater than the critical values (0.942 and 0.958 > 0.70) then all the instruments are reliable.

5. Results & Analysis

To find out how the effect of work motivation on employee job satisfaction used a simple linear regression showed the following results:

Table 4. Regression Analysis Results

Variable	R ²	Adjusted R2	t statistics	p-value
Motivation	0.148	0.122	2.392**	0.023

** Significant on level 5 % (1.692)

Hypothesis Testing Results:

The results of statistical data in the table above shows that the variable of motivation has a positive effect on job satisfaction significant at 5% where the value of t count greater than t table or 2.392 > 1.692.

Based on the value of R2 of 0.148 means that the independent variable (motivation) may explain the variation of the dependent variable (job satisfaction) of 14.8% while the rest is explained by other variables that are not included in the regression model of this study. 11

Thus, the hypothesis that motivation influence job satisfaction is accepted. This means that there is significant relationship between motivation on employee job satisfaction in a private sector of East Lampung, Indonesia.

6. **Conclusion**

This study was conducted to determine the effect of motivation on job satisfaction a private sector of East Lampung, Indonesia. The study found that motivation positive and significant effect on employee job satisfaction. The higher the level of motivation, the higher the job satisfaction of employees.

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