

The Role of Work Motivation to Improve Employee Performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin Branch

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Abstract

Based on observations seen by researchers at PT Asuransi Umum Bumiputera Muda 1967 in improving employee performance, employees are faced with obstacles that arise, namely in a pandemic like this the monthly target and the number of files on the employee's desk so that employees need time to search for files on their desks. The purpose of this study is to determine the role of work motivation so far that has been carried out at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch to improve employee performance. The method that the authors use in conducting this final project research is using descriptive statistical analysis techniques. Descriptive statistical analysis is a technique used to analyze data by describing or describing the data that has been collected as it is by making calculations based on numbers.

Researchers can conclude that the right work motivation to improve employee performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch is as follows: Achieving targets, Great tolerance between co-workers, Self-motivation to work optimally, Company leaders always try to discuss the problems that occur on how to give gifts that are evenly distributed to all employees and agents, not only those who reach the target, so that employees and agents are more active in doing the assigned tasks and have high morale

Keywords: Role, Work motivation, Performance

INTRODUCTION

In providing motivation to employees, motivation aims to encourage every individual who works in an organization or agency to be more enthusiastic and active in carrying out the assigned tasks and improve employee performance. Usually employees who have work motivation at work will give more than what is expected and will continue to try to improve their performance, therefore we should identify the factors that make employee performance increase and if the employee's performance increases then the motivation given is good for him alone. In providing

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motivation to employees, motivation aims to encourage every individual who works in an organization or agency to be more enthusiastic and active in carrying out the assigned tasks and improve employee performance. Based on observations seen by researchers at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch in improving employee performance, employees are faced with obstacles that arise, namely during a pandemic like this the monthly target and the number of files on the employee desk so that employees need time to search for files.

The author limits only the scope of the role of work motivation in improving the performance of employees of PT Asuransi Umum Bumiputera Muda Banjarmasin branch. The formulation of the problem that is the focus of this research is [a] how is the role of work motivation so far that has been carried out at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch to improve employee performance; [2] What is the right role of work motivation to improve employee performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch?

LITERATURE REVIEW

1. Definition of Role

Role means something that is played or carried out. ¹Role is defined as an activity that is played or played by someone who has a position or social status in the organization. The role according to terminology is a set of behaviors that are expected to be possessed by those who are domiciled in the community. In English, a role is called a "role" whose definition is "person's task or duty in undertaking". It means "a person's duty or obligation in a business or job". Role is defined as a set of behavior that is expected to be possessed by people who are domiciled in society. While the role is an action taken by a person in an event. (Torang, 2014). So, the role is an activity carried out by an individual or an organizational group that is regulated in a decision which is the basis of the function of the role itself.

2. Understanding Motivation

For Robbins (2017), motivation is a willingness to always strive to achieve organizational goals that are conditioned or set by the organization to meet needs. Meanwhile, according to Mathis (2006), motivation is a desire in a person that causes the person to carry out activities. Motivation is often interpreted by the term encouragement, which means the energy that moves the soul and body to act, so that the motive is a person's "driving force", to behave in achieving the goals that have been set.

Motivational Goals

According to the opinion of Kartono (2002) the purpose of motivation is an objective target that is able to provide satisfaction to the needs of a person's encouragement or desire. Some needs are especially vital, biological is innate, but the majority of human needs are obtained in the process of social interaction and daily life experiences.

Meanwhile, according to Hasbuan (2006), he put forward several objectives of providing motivation, namely: (1) Encouraging employee passion and work

ethic ; (2) Improving employee morale and job satisfaction ; (3) Improving employee productivity ; (4) Maintaining loyalty and stability ; (5) Improving discipline and reducing employee absenteeism ; (6) Streamlining the procurement of employees ; (7) Creating a good working atmosphere and relationship ; (8) Increase creativity and employee participation ; (9) Improving the level of employee welfare ; (10) Enhancing employees' sense of responsibility towards their duties ; and (11) Improving the efficiency of the use of tools and raw materials . Motivation needed in an organization because it can encourage employee performance. This goal can be achieved if the manager of an organization correctly understands the types of motivation in order to encourage employees to work and provide incentives for the results of their work. On the other hand, employees can avoid behavior on the type of negative motivation that causes the inhibition of organizational goals . (Liana & Irawati, 2014)

3. Understanding Performance

Performance is doing a job and the results to be achieved from the work that has been done to achieve a goal. Performance is a real attitude that is displayed by each person as work performance that is displayed by each individual as the work performance produced by employees according to their role in the company. (Rivai & Basri, 2005) . Universally, employee performance can be said for industries and organizations that can manage, regulate and use the resources owned by employees so that they can play a productive role in achieving a goal in the industry or the organization itself. (Rulianti et al., 2021) . Meanwhile, according to Hasibuan (2018) , that employee performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skills, experience and sincerity as well as time.

Factors Affecting Performance

There are several factors that affect performance in the opinion of Listianto and Setiaji (2007) , the factors that affect performance are: (1) Effectiveness and efficiency. (2) Authority (authority). (3) Discipline, and (4) Initiative. Furthermore, according to a statement from Nitisemito (2001) employee performance factors include: (1) The number of compositions of the given composition (2) The right job placement (3) Training and promotions (4) A sense of security in the future (with severance pay) and so on (5) Relationships with colleagues, and (6) Relationships with leaders. Furthermore, according to Simamora (1995) in Liana & Irawati (2014) that performance is influenced by 3 factors including: (1) Individual factors consisting of: (a) Ability and expertise, (b) Background, (c) Demographics. Furthermore, (2) psychological factors consisting of: (a) Perception, (b) Attitude, (c) Personality, (d) Learning, (e) Motivation, and (3) Organizational factors consisting of: (a) Resources , (b) Leadership, (c) Rewards, (d) Structure, and (e) Job design.

Several Steps to Improve Employee Performance

(1) Transparent Performance Appraisal System

When asked about declining performance, the average employee will complain about the non-transparent performance appraisal system. People who do not work well are even given a high salary increase, while those who work well the salary increase is very minimal. As if there are likes and dislikes in the performance appraisal. So, create a transparent and accountable performance appraisal system. From the start of hiring, let employees know what performance will be measured. The employee will then realize why he got the smallest salary increase compared to his other colleagues. Thus, there is no unfavorable prejudice from employees.

(2) Fulfill employee rights

The rights of the employees in question include salaries and increases every year, holiday allowances, health benefits, communication, and others according to the agreement in the work contract. Don't let it happen that you neglect to give it because you forgot. For example, Ina, a new employee at a company, was promised to receive BPJS Health benefits from the company. But up to 3 months of work, still not registered. As a result, he is not enthusiastic about work.

(3) Rewards

Rewards are effective for retaining quality employees. If an employee excels in performance or generates large profits for the company, there is nothing wrong with being rewarded. The award can be in the form of a trip either abroad or domestically, a bonus in the form of money, or jewelry. But there are times when the award is not in the form of an expensive gift. For example, give a day off or a cake if your employees reach the target or provide benefits for the company.

(4) Make friends

There are times when an employee stays in a company not because of a high salary or need for work, but because a bond of intimacy has been established between co-workers. The work climate and atmosphere are suitable and make employees reluctant to look for new jobs.

RESEARCH METHODS

Types of research

This study used descriptive qualitative method. According to Sugiyono (2016) , qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out by triangulation (combined), data analysis is inductive/ qualitative research, and qualitative research results emphasize meaning rather than generalization.

Object of research

The object of research is the role of work motivation to improve employee performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch.

Data Types and Sources

Sources of data according to Sugiyano (2016) , as follows:

- a. Primary data
Primary data is a source of data that directly provides data to data collectors , so primary data is data collected through direct observation and interviews with employees at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin Branch.
- b. Secondary Data
Secondary Data is data that does not directly provide data to data collectors, so secondary data is data collected in the form of documents related to the purpose of research at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin Branch

Research variable

- (1) Independent Variables (Independent Variables) Independent variables are variables that affect or cause changes or emergence of the dependent variable. In this study, the independent variable is the role of motivation at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch. The role of motivation is something that supports human behavior so that they want to work hard or diligently to achieve optimal results.
- (2) Bound Variable (Dependent Variable) Bound Variable is a variable that is the result of the existence of independent variables. In this study, the dependent variable is the performance of employees at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch. Employee performance is a measure that includes the achievement of goals in doing work.

Data collection technique

- (1) Observation, namely data collection which is carried out by direct observation of the research object by obtaining the required primary and secondary data.
- (2) Questionnaire, which is data collection which is done by giving written questions to employees of PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch.
- (3) Documentation, namely the collection of data obtained from PT Asuransi Umum Bumiputera Muda 1067 Banjarmasin branch, which relates to the issues discussed such as an overview of the instanti, organizational structure, employee status, employee education level, rank or group of employees.

Data analysis technique

In analyzing data The researcher uses descriptive qualitative statistical analysis technique. Qualitative descriptive statistical analysis is according to Sugiyono (2016: 9) qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experiments) where the researcher is the key instrument of data collection techniques carried out by trigulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization.

RESULTS AND DISCUSSION

The role of work motivation has been carried out at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch to improve employee performance.

Current work motivation is often lacking, superiors also provide less work motivation for their employees, but if there is work, only the boss provides personal work motivation to employees. And therefore the work motivation that has been used to improve employee performance is as follows:

- (1) Carry out a personal approach between employees and students who carry out internships there by explaining the procedures for doing work that are not understood.
- (2) Provide clear targets
By providing clear targets, each employee will feel challenged in doing the work that has been given.
- (3) Appreciate the increase in employee performance
Giving awards to employees who achieve their monthly targets is a form of company appreciation to employees, and also giving these gifts so that employees and other agents can be motivated by the work given.

The right role of work motivation to improve employee performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch.

Work motivation used to improve employee performance is as follows:

- 1) Facilitate Employee Criticism
The decline in performance does not always come from employees. Company policies that are uncomfortable for employees are also often the cause of declining employee performance. Unfortunately, not all companies provide a forum for employees to submit criticism or suggestions for the company's managerial side. To build a good communication climate, the company should provide space for employees to submit criticism or suggestions. In this way the company's managerial parties can also introspect themselves for mistakes made and cause employees to experience a decrease in performance.
- 2) Take a Personal Approach
Each employee has a different character and in responding to criticism or input. There are employees who can accept criticism directly, there are also employees who must be submitted subtly. Therefore, it is necessary for an HR to identify the unique character of employees. Without intending to discriminate against employees, different ways of criticism have the same goal, namely improving performance or performance

Based on the results of questions previously asked to employees of PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch, and based on the theory of 5 ways to improve employee performance, the researcher can conclude

that the right work motivation to improve employee performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branches are as follows:

- 1) With the availability of personal health insurance.
- 2) Provide opportunities for employees to develop their potential.
- 3) Challenged in completing the targets and tasks given.
- 4) Always involved in making decisions for the company.
- 5) The company accepts employees and agents as good partners.
- 6) Give awards to employees and targets who successfully achieve targets.
- 7) Harmonious social interaction.
- 8) Great tolerance between fellow co-workers.
- 9) Encouragement from within yourself to work optimally.
- 10) Company leaders always try to discuss the problems that occur.

Based on the results of the discussion and based on the questionnaires that have been given to employees of PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch, the right work motivation to improve employee performance is by giving gifts that are evenly distributed to all employees and agents, not only to those who only achieve the target, so that employees and agents are more active in carrying out the assigned tasks and have high morale .

CONCLUSION AND SUGGESTION

Conclusion

- (1) The work motivation that has been used by PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch is to take a personal approach between employees and students who carry out internships there by explaining the procedures for doing work that is not understood, providing clear targets by providing clear targets. then every employee will feel challenged in doing the work that has been given. Appreciating the increase in employee performance Giving awards to employees who achieve their monthly targets is a form of company appreciation to employees, and also giving these gifts so that they can make employees and other agents motivated with work which is given.
- (2) The right work motivation to improve employee performance at PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch is to provide health insurance, provide rewards to employees and agents, create harmonious social interactions and great tolerance between co-workers, and always be involved in decision making. decisions for the company.

Suggestion

- (1) We recommend that PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch can further increase the motivation that has been implemented, so that it can run as expected, and can also have an impact on employee performance.

- (2) It is recommended that PT Asuransi Umum Bumiputera Muda 1967 Banjarmasin branch can provide a box for employee criticism so that employees can provide criticism and suggestions to other employees as well as in carrying out daily work, providing rewards or awards that are beneficial for employees and agents.

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