

# The Influence of Incentive and Motivation to the Employee Performance Indihome Sales at PT. Telkom Indonesia Tbk, Pematangsiantar

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**Abstract:** The success of a company is strongly influenced by the performance of its employees, so the company must improve its performance. Many factors affect employee performance, including incentives and motivation. Incentives and motivation are very important in improving employee performance because they can encourage someone to do work to achieve maximum performance results. The purpose of this research is to determine and analyze the effect of incentives on employee performance, the effect of motivation on employee performance, and the effect of incentives and motivation on the performance of sales Indihome employees at PT. Telkom Indonesia Tbk, Pematangsiantar City. The first hypothesis examines whether incentive influences employee performance. The second hypothesis examines whether motivation influences employee performance. The third hypothesis examines whether employee performance is the moderating variable in the relationship between incentive and motivation. The populations in this research are all employees of sales Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City, a total of 50 peoples. This research uses a non- probability sampling technique with the kind of saturated samples. Data were collected using a survey method and then analyse by using multiple linear regression. The results of the research conducted indicate that incentive has a significant effect of employee performance, motivation has a significant effect of employee performance and the employee performance has a significant effect of incentive and motivation.

## 1 INTRODUCTION

Facing the era of globalization and also the condition of society that continues to develop, it is often found that many companies experience various problems that fail companies to be able to continue to develop and compete in running their businesses. This happens because it is caused by the company's inability to adapt to technological advances and caused by the lack of good performance of human resources owned by the company, even though it must be realized that humans are one of the important factors that determine the success of the company in achieving its goals. Human resources in the company need to be managed professionally to realize a balance between the needs of employees and the demands and capabilities of the company's organization. The company is required to create good employee performance in the development of the company. The success of a company is strongly

influenced by the performance of its employees, so the company needs to improve its performance. According to Mangkunegara (2020) performance is the result of the quality and quantity of work done by employees when performing tasks following the responsibilities given. The active role of employees is very important especially in the relationship between colleagues, both with superiors and with subordinates to produce more effective company performance.

Motivating employees by paying attention, such as providing incentives, praise, and so on will affect their performance and will motivate them to produce performance results that are in accordance with the company's wishes. This of course also applies to PT. Telkom Indonesia Tbk.

One way that can trigger the increase in the quality of employee performance is through the provision of incentives. According to Almaududi et al (2021: 98) incentives are an encouragement to someone to work well and can achieve maximum levels of performance to revive the passion and

motivation of an employee. Incentives can be in the form of bonuses, commissions or award charters, and so on to employees in return for services for the work carried out and as a motivator for the implementation of activities in the future. In addition to incentives, motivation can also improve employee performance. According to Arianto and Kurniawan (2020: 315), motivation is the process of influencing or encouraging people to meet their various needs by directing the ability of a person to want to work productively and actively in working optimally following his duties and obligations. So, if the company can understand the problem of employee motivation and overcome it, the company will get optimal employee performance and comply with the specified standards. For this reason, the company is expected to be able to make efforts that will increase work motivation in employees.

Performance of Sales Indihome PT. Telkom Indonesia Pematangsiantar City is not good, because the sales of Indihome products in 2021 are fluctuating this can be seen from the sales data of Indihome products in 2021 which experienced instability selling Indihome products. This is due to the small incentives obtained by employees and work motivation that has not been given by the company following the needs of Sales Indihome PT. Telkom Indonesia Pematangsiantar City. Based on what happens in the field, there are problems that occur in the performance of employees in the marketing sector, namely Indihome sales that market Indihome products. The instability of indihome product sales in 2021 is of course caused by certain factors that certainly have problems in sales performance that occur at PT. Telkom Indonesia, Pematangsiantar City. Based on the results of the pre-study conducted by researchers, it was found that the incentives provided by PT. Telkom Indonesia Witel Sumut Pematangsiantar City to employees has not been carried out properly, because the implementation of incentives materially and non-materially at PT. Telkom Indonesia Witel Sumut Pematangsiantar City has not been satisfied by most salespeople. The provision of incentives is still classified as not following the expectations of sales so that there is dissatisfaction felt by sales which is one of the main causes of instability in the performance of salespeople in selling Indihome products.

In addition to incentives, employee motivation to work is also not fulfilled by the motivation needed by employees such as recognition of employee performance that has not been fully felt by all employees that this makes employees not serious about work and greatly affects employee

performance. Employee performance is low at work, it can be seen that employee performance is still not in line with leadership expectations.

Based on the description above (1) How there is an influence on the incentive on the performance of Sales Employees of Indihome PT. Telkom Indonesia Pematangsiantar City? (2) How there is a motivating influence on the performance of Sales Employees of Indihome PT. Telkom Indonesia Pematangsiantar City? (3) How there is an influence of incentives and motivation on the performance of Sales Employees of Indihome PT. Telkom Indonesia Pematangsiantar City?

## 2 LITERATURE REVIEW

### A. Incentives

According to Almaududi et al (2021: 98) incentives are an encouragement to someone to work well and can achieve maximum levels of performance to revive the passion and motivation of an employee. According to Mujanah (2019: 61-62), the indicators of this incentive are divided into two broad groups, namely:

1. Material Incentives
2. Non-Material Incentives

### B. Motivation

According to Arianto and Kurniawan (2020: 315), motivation is the process of influencing or encouraging people to meet their various needs by directing the ability of a person to want to work productively and actively in working optimally following his duties and obligations. According to Herzberg (Sutrisno, 2012: 121), motivational indicators consist of several, namely:

1. Achievement.
2. Recognition.
3. The Work It Self.
4. Responsibility.
5. Progress ( advancement ).

### C. Performance

According to Mangkunegara (2020) performance is the result of the quality and quantity of work done by employees when performing tasks following the responsibilities given. According to Miner (Sutrisno 2010:172-173), the indicators of employee

performance are:

1. Quality
2. Quantity
3. Working time
4. Cooperation

### 3 RESEARCH METHOD

This study uses the associative method with a quantitative approach. The primary data collection techniques are used in questionnaire form, and secondary data collection by studying books, related literature, and documents. The analytical method used is the quantitative analysis by moderated regression analysis and simple linear regression. The populations in this research are all employees of sales Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City, a total of 50 peoples. This research uses a non-probability sampling technique with the kind of saturated samples.

## 4 RESULT AND DISCUSSION

### 4.1 Validity and Reliability Test

Validity test is one of the instruments used to determine whether or not a research instrument is valid. To determine the validity of each statement, it can be known through the  $r_{count} > r_{table}$  (0.2787).

Reliability test is a tool to measure indicators of variables. If the Cronbach alpha score  $> 0.6$  then the instrument used in the study can be said to be reliable or reliable.

Table 1. Results of Validity and Reliability Tests.

Variable	Validity Test	Cronbach's Alpha	Meaning
Incentive	Valid	,876	Reliable
Motivation	Valid	,934	Reliable
Employee Performance	Valid	,828	Reliable

Based on table 1. It is known that all variables are declared valid and have a value of *cronbach's alpha*  $> 0.6$  then it is stated that the instrument in this study is reliable to use.

### 4.2 Normality Test

The Kolmogorov-Smirnov test was conducted to determine whether the distribution of a data was

normal. Whether or not the data distribution is normal can be seen from the significance value obtained, if the sig value  $> 0.05$  then the data can be said to be normally distributed.

Table 2. Result of Kolmogorov-Smirnov Test.

Kolmogorov-Smirnov . Normality Test	
<i>One-Sample Kolmogorov-Smirnov Test</i>	
asymp. Sig. (2-tailed)	.200c,d

In table 2. the value obtained through the Kolmogorov-Smirnov test was found to be 0.200. Based on the provisions, this value exceeds the specified limit value to be able to say that the data is normally distributed, namely 0.05. So it can be said that the data obtained in this study are normally distributed and fully the assumptions of the normality test.

### 4.3 Multiple Linear Regression

Multiple linear regression analysis aims to calculate the magnitude of the effect of two independent variables on a dependent variable.

Table 3. Result of Multiple Linear Regression.

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	10,308	2,420	
Incentive	,309	,147	,293
Motivation	,249	,066	,527

Based on the results of multiple regression processing shown in table 4.55, the multiple regression equation is obtained as follows:

$$Y = 10,308 + 0.309X_1 + 0.249X_2 + e$$

Based on the above equation, it can be explained, namely:

1. Constant (a) = 10.308 means, if the independent variable (free) i.e. incentives and motivation = 0 then the performance of Sales employees of Indihome PT. TELKOM Indonesia Tbk, Pematangsiantar City will be 10,308.
2. The regression coefficient of variable X1 (b1) = 0.309 indicates that incentives (X1) have a positive effect on employee performance (Y) sales of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City. This

value also shows that every effort to add one unit to the incentive, then the performance of Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City will increase by 0.309 units.

- Variable regression coefficient X2 (b2) = 0.249 indicates that motivation (X2) has a positive effect on the performance of Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City. This value also shows that every effort to add one unit to motivation, then the performance of Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City will increase by 0.249 units.

Based on the results of the regression analysis, it can also be known that the most dominant factor affects employee performance, namely the incentive variable (X1) with a regression coefficient value of 0.309 then followed by a motivation variable (X2) with a regression coefficient value of 0.249.

#### 4.4 Partial Test

T test was conducted to determine the effect of one independent variable on one dependent variable. In the partial significance test, the significance level used is 0.05 or 5% (two tailed test) or a two-way test with degrees of freedom  $df = nk = 47$ , so that the Ttable value is 2,011.

Table 4. Result of T Test.

Model		T	Sig.
1	(Constant)	4,259	,000
	Incentive	2,095	,042
	Motivation	3,765	,000

Based on table 4. It is known that the incentive (X1) variable on employee performance (Y) obtained a tcount value of 2,095 > 2,011 with a significance level of 0.042 < 0.05. This shows that variable Incentive (X1) has a significant effect on Employee Performance (Y) variable.

In the Motivation variable (X2) on Employee Performance (Y), the tcount value is 3,765 < 2,011 with a significance level of 0.00 < 0.05. This shows that Motivation (X2) variable has significant effect on Employee Performance (Y) variable.

#### 4.5 Simultaneous Test

Test F carried out to knowing is the entire variable the independent that is Incentive (X1) and Motivation (X2) have influence the significant or not to variable dependent, that is Employee Performance (Y).

Table 5. Result of F Test.

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	600,488	2	300,244	34,399	,000 <sup>b</sup>
	Residual	410,232	47	8,728		
	Total	1010,720	49			
a. Dependent Variable: Employee Performance						
b. Predictors: (Constant), Incentive, Motivation						

Based on the results of the table 5. can be known that the value of significant of influence Incentive and Motivation simultaneous on variable Employee Performance is 0.000 < 0.05 and the value of Fcount is 34,399 > 3.20.

The results show that all of independent variables, that are Incentive and Motivation are have simultaneous effect to dependent variable, that is Employee Performance.

#### 4.6 Determination

The coefficient of determination used is the value of R Square because it is more trustworthy in evaluating regression models. From the determination coefficient testing process that has been done obtained a summary of the results as seen in the following Table:

Table 6: Determination Coefficient Table

Type	R	R Square	Adjusted R Square	Error of the Estimate
1	.771a	.594	.577	2.954

From the table, it is known that the value of Adjusted R Square is 0.577. This means 57.7% of employee performance (Y) sales of Indihome PT. TELKOM INDONESIA Tbk, Pematangsiantar City can be affected by incentive variables (X1) and motivation (X2). The remaining 42.3% were influenced by other factors not studied in the study.

## 4.7 Discussion

### 1. Influence of Incentives on The Performance of Sales Employees indihome PT. Telkom Indonesia Pematangsiantar City

The incentive is an encouragement to a person to work well and can achieve maximum performance levels so as to revive the passion and motivation of an employee (Almaududi et al 2021: 98). Based on the results of the t-Test, shows that there is a partial and significant influence between incentives (X1) on employee performance (Y) and a significance level of  $0.042 < 0.05$ . It can be concluded that incentives have a significant effect on employee performance.

### 2. The Influence of Motivation on the Performance of Sales Employees in Indihome PT. Telkom Indonesia Pematangsiantar City

Motivation is the process of influencing or encouraging people to meet their various needs by directing a person's ability to want to work productively and actively in working optimally in accordance with their duties and obligations (Arianto and Kurniawan 2020: 315). Based on the results of the t-Test, shows that there is a partial and significant influence between motivation (X2) on employee performance (Y) and a significance level of  $0.000 < 0.05$ . It can be concluded that incentives have a significant effect on employee performance.

### 3. The Effect of Incentives and Motivation on the Performance of Sales Employees inDihome PT. Telkom Indonesia Pematangsiantar City

Employee performance is the achievement of employee work according to the standards and objectives of the organization/company (Damara and Indahingwati 2019). Based on the results of the research conducted, in the F-Test (Simultaneous Significant Test), the incentive variable (X1) and the motivation variable (X2) have a Fghicount value of 34,399 with a Ftabel value of 3.20 which means  $F_{count} > F_{tabel}$ . Meanwhile, the significant level is 0.000, which means it is also lower than 0.05 so it can be concluded that the incentive variable (X1) and the motivation variable (X2) together (simultaneously) have a positive and significant effect on employee performance (Y) Sales Indihome PT. Telkom Indonesia Tbk, Pematangsiantar City. This indicates that on the F-Test  $H_a$  is accepted.

## 5 CONCLUSIONS

And discussion of research findings indicated

various conclusions relating to:

1. Incentives partially have a positive and significant effect on the performance of Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar. With these results, H1 is accepted. The more incentives are given, the better employee performance.
2. Motivation partially affects a positive and significant effect on the performance of Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar. With these results, H2 is accepted. The more motivations are given, the better the performance of employees.
3. Incentives and motivation simultaneously have a significant effect on the performance of Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar. With these results, H3 is accepted. The results of the determination coefficient value indicate that the relationship formed is quite close, thus incentives and motivation can make employee performance better.

## 6 SUGGESTIONS

1. The Company is expected to consider increasing the number of incentives given to Sales Employees of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar.
2. The sales Marketing Officer is expected to increase motivation in the company, by streamlining the role of superiors in providing additional amounts of incentives, directions, guidance, instructions, and evaluations related to the implementation of tasks and work to realize the sales performance of Indihome PT. Telkom Indonesia Tbk, Pematangsiantar is better than before.

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