



RESEARCH ARTICLE

The Influence Of Work Motivation On Employee Performance McDonald'S R. Soekamto Palembang

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Abstract

This study aims to determine the effect of work motivation on the performance of McDonald's R. Soekamto Palembang employees. The data collection technique used in this study is by giving a set of questions or written statements to respondents using a questionnaire to answer. The questionnaire was given to employees consisting of several about work motivation and employee performance. The data analysis technique used in this research is quantitative analysis. Based on the results of the research that has been done, it is found that there is an effect of work motivation on the performance of McDonald's R. Soekamto Palembang employees. This is indicated by the t-count value of 7.395 with a significant 0.000. The T-Table value obtained from (n-k-1) in the distribution table is 1.173..

Keyword: Work Motivation, Employee Performance

Introduction

Along with the rapid development of science and technology, capable and qualified human resources are an unavoidable need. Human resources currently have a very important role in various sectors. Human resources are essentially one of the capital and play an important role in the success of the agency. Good human resource management is the key to success in achieving agency goals. If the quality of human resources is higher and the quantity is in accordance with the needs, the achievement of agency goals will be higher (Mangkunegara, 2020: 54).

To assess the quality of existing human resources, it can be measured from employee performance. Employee work results are the quality and quantity of work achieved by an employee in carrying out tasks in accordance with the responsibilities given. To achieve goals, an agency must demand high performance from its employees. But performance demands on employees are often without serious consideration of the factors that influence them. Fundamental factors in supporting performance such as work motivation and organizational communication climate must also be considered in order to increase employee productivity (Hasibuan, 2019: 87).

There is fierce competition in the business world, so every company tries to improve employee performance to survive and even rival its competitors. Employee performance is the result of work in quality and quantity achieved by employees in carrying out their duties in accordance with the responsibilities given to employees. Employee performance can be achieved if supported by high work ability and work motivation. Work ability and motivation to work interact with each other in determining employee performance. If motivation is high supported by high ability, employee performance is also high (Sulistiyani, 2021: 33).

Employee work ability is necessary for the company, because each job has specific requirements and a series of abilities to carry out work effectively and efficiently. Employees who do work need to be adjusted to their work abilities. Work ability is an individual's capacity to carry out various tasks in a particular job. All abilities possessed by this individual are essentially composed of two sets of factors, namely intellectual abilities and physical abilities. A person's work ability can affect a person's motivation to work (Ivancevich, 2019: 58).

Work motivation that exists in employees determines the company's performance is achieved because of the provision of motivation from superiors, coworkers, and encouragement from oneself. Work motivation is the process of providing encouragement by providing work enthusiasm so that someone wants to work by giving optimally their abilities and expertise to achieve organizational goals. Work motivation is defined as the whole process of providing encouragement or stimulation to employees so that they are willing to work willingly without being forced. Work motivation and the abilities of employees can determine the success of companies both engaged in production and distribution (Sunyoto, 2019: 36).

At McDonald's, employees or crew are one of the important pillars that support business success in every country. To get employees with the performance expected by the organization, McDonald's has work standards, this is in accordance with what was conveyed by the Director of Communication and Marketing of McDonald's Indonesia Family Restaurants Dian H. Supolo, all levels of directors will ensure that McDonald's employees or partners will follow the standards of McDonald's International in terms of quality and food safety.

McDonald's R. Soekamto Palembang is one of the fast food restaurants in Indonesia under PT Rekso Nasional Food. McDonald's is a fast food restaurant that sells typical American food such as burgers, fried chicken, etc. McDonald's R. Soekamto Palembang has a Halal Certificate from the Indonesian Ulema Council (MUI). McDonald's R. Soekamto Palembang has a very strong commitment to speed of service in serving every customer. Therefore McDonald's has a standardization that includes 3+1 points (Quality, service, cleanliness and value) important as the basic foundation of the restaurant. Quality,

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service, cleanliness and value are the main keys for McDonald's to achieve and maintain McDonald's loyal customer loyalty.

McDonald's R. Soekamto Palembang has received many complaints (myfeedmac) about service time which is felt to be quite long for customers. McDonald's restaurant standardization which includes 3 + 1 important points, namely: Quality, cleanliness, service and value as the main key for McDonald's in maintaining customer loyalty. Employee performance appraisal of McDonald's service time does need to be followed up for McDonald's R. Soekamto Palembang so that customers remain loyal to McDonald's.

McDonald's competitors are not few, even now many newcomers are already present in Palembang, nor can we close our eyes to the old players who are getting more agile. Based on the description above, the authors are interested in conducting research with the title the influence of work motivation on the performance of McDonald's R. Soekamto Palembang employees.

Method

The data analysis technique used in this research is quantitative analysis, which is a technique used for testing, measuring, and hypotheses based on mathematical and statistical calculations. This research uses quantitative analysis methods, data analysis is an activity after data from all respondents or other data sources are collected (Sugiyono, 2019: 244). Data analysis techniques in quantitative research use statistics and descriptive analysis in this study is the process of transforming research data in tabulated form so that it is easy to understand for interpretation. To process this data, researchers process data using.

According to Sugiyono (2019: 16) quantitative research is a research method based on the philosophy of positivism, used to research on certain sample populations, data collection using research instruments, quantitative or statistical data analysis. The data generated from this study by distributing questionnaires or questionnaires addressed to respondents.

Results

Descriptive Statistics

Descriptive statistical analysis is carried out to determine the picture or description of a data from the variables studied. Descriptive statistics describe sample characteristics and possible data distribution patterns. The processed results of descriptive statistics. Can be seen in the following table:

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Motivation	56	61	73	64.87	3.593
Performance	56	26	36	30.93	2.543
Valid N (listwise)	56				

Source: SPSS Management Results

From the table it can be seen that the work motivation variable has an average value of 64.87 and a standard deviation value of 3.59. This shows that the data variation is low because the standard deviation value is lower than the average. Meanwhile, the minimum value is 61 and the maximum value is 73.

The employee performance variable has an average value of 30.93 and a standard deviation value of 2.54. This shows that the data variation is low because the standard deviation value is lower than the average. Meanwhile, the minimum value is -26 and the maximum value is 36.

Validity Test

This test uses a two-sided test with a significant level of 0.05. the test criteria are: If r count > r table (with a two-sided test with a significant 0.05) then the instrument or statement items are declared valid. Meanwhile, if r count < r table (two-sided test with a significant 0.05), then the instrument or statement items

are declared invalid. The validity test results can be seen from the table below using r-count and r-table, as follows

Table 2. Results of the Work Environment Variable Validity Test (X)

Variables	Question	R-Count	R-Table	Description
Work Motivation	X1	0,849	0,220	Valid
	X2	0,858	0,220	Valid
	X3	0,842	0,220	Valid
	X4	0,500	0,220	Valid
	X5	0,670	0,220	Valid
	X6	0,499	0,220	Valid
	X7	0,851	0,220	Valid
	X8	0,681	0,220	Valid
	X9	0,630	0,220	Valid
	X10	0,432	0,220	Valid
	X11	0,448	0,220	Valid
	X12	0,607	0,220	Valid
	X13	0,635	0,220	Valid
	X14	0,579	0,220	Valid
	X15	0,667	0,220	Valid
	X16	0,608	0,220	Valid
	X17	0,739	0,220	Valid

Source: SPSS Management Results

Based on table 2 above, it can be stated that the results of the calculation of $R_{hitung} > R_{tabel}$, namely $df = R (n-k) = 56-1 = 55$. $R_{tabel} = 0.220$ one unit. This means that all statement items in the work motivation variable questionnaire (X) are declared valid.

Table 3. Results of the Employee Performance Variable Validity Test (Y)

Variables	Question	R-Count	R-Table	Description
Employee Performance	X1	0,866	0,220	Valid
	X2	0,877	0,220	Valid
	X3	0,781	0,220	Valid
	X4	0,604	0,220	Valid
	X5	0,745	0,220	Valid
	X6	0,467	0,220	Valid
	X7	0,884	0,220	Valid
	X8	0,428	0,220	Valid

Source: SPSS Management Results

Based on table 3 above, it can be stated that the results of the calculation of $R_{hitung} > R_{tabel}$, namely $df = R (n-k) = 56-1 = 55$. $R_{tabel} = 0.220$ one unit. This means that all statement items in the employee performance variable questionnaire (Y) are declared valid.

Reliability Test

Reliability test is carried out in a study with the intention of knowing how much influence the validity value has so that it can produce data that is truly in accordance with reality. The following is a table of reliability test results.

Table 4. Reliability Test Results of Work Motivation (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.932	10

Source: SPSS Management Results

Based on table 4 of the reliability statistic output results above, the Cronbach's Alpha value is 0.932 one unit with a total of 17 items. Thus, the Cronbach alpha value of 0.932 > 0.60 so it can be concluded that the questionnaire tested is realizable.

Table 5. Employee Performance Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.902	8

Source: SPSS Management Results

Based on table 5 of the reliability statistic output results above, the Cronbach's Alpha value is 0.902 one unit with a total of 8 items. Thus, the Cronbach alpha value of 0.902 > 0.60 so it can be concluded that the questionnaire tested is realizable.

Normality Test

According to Ghozali (2018), the normality test aims to determine whether each variable is normally distributed or not, to test whether the data is normally distributed or not, it can be seen by using a normal plot graph.

Table 6. One Sample Kolmogorov-Smirnov Test Results

		Unstandardized Residual
N		56
Normal Parameters^{ab}	Mean	.0000000
	Std. Deviation	1.79262441
	Most Extreme Differences	
	Absolute	.159
	Positive	.136
	Negative	-.159
Kolmogorov-Smirnov Z		1.190
Asymp. Sig. (2-tailed)		.118

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS Management Results

Based on the results of data management seen in table 4.6 by looking at the level of normality of the data where in this study through the Kolmogorov-Smirnov test with the help of SPSS for windows. The guideline value used to see normal data is if the p-value in the asymp column. Sig (2-tailed) > level of significant (a = 0.05) then the data is normally distributed p-value in the asymp column. Sig (2-tailed) < level of significant (a = 0.05) means the data is not normally distributed. In the table it can be seen that the p-value in the asymp. Sig (2-tailed) column of 0.118 > level of significant (a = 0.05), then the data is declared normally distributed.

Simple Linear Regression Analysis Test Results

Simple linear regression analysis was carried out using the help of the SPSS program, this regression analysis was carried out using the enter method, where all variables were entered to find the effect of the independent variable on the dependent variable. The results of regression analysis using the enter method can be seen in table 7.

Table 7. Simple Linear Regression Analysis Test Coefficients^a

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Standardized Coefficients	Beta		
1	(Constant)	1.640	4.411	-.372	.711
	Motivasi	.502	.068	7.395	.000

a. Dependent Variable: Kinerja
Source: SPSS Management Results

Based on the results of data management seen in table 4.10 in the unstandardized coefficients column part B, a simple linear regression equation model is obtained as follows:

Description: $Y = 1,640 + 0,502$

- a. The constant of 1.640 states that if the independent variable (work motivation) is considered constant, then employee performance is 1.640.
- b. The regression coefficient of the work environment variable affects employee performance by 0.502 or has a positive effect, which means that if the work motivation variable is good, the effect on employee performance will increase by 0.502.

Coefficient Of Determination (R²)

This coefficient of determination is used to determine how much the percentage of closeness between the independent variable and the dependent variable. The coefficient of determination is zero and one. A small R² value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. The percentage of the influence of all independent variables on the value of the dependent variable can be seen from the coefficient of determination (R²) of the regression equation. The coefficient of determination is seen from the results of the SPSS calculation as follows

Table 8. Test Results Of The Coefficient Of Determination (R²)

Model	R	Model Summary ^b		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.503	.494	1.809

a. Predictors: (Constant), Motivation

b. Dependent Variable: Performance

Source: SPSS Management Results

Based on table 8 shows that the R² value of 0.503 or 50.3% indicates that the work motivation variable that can be explained by employee performance is 50.3%, while the remaining 49.7% is explained by other factors not included in this study.

R = The relationship between variables X and Y is 70.9%

R² = The closeness between variables X and Y is 50.3%

Simultaneous Test (F Test)

This test aims to show whether the independent variables intended in the model have a joint influence on the dependent variable (Rachmawati et al, 2018).

Table 9. Simultaneous Test (F)

Model	ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	178.972	1	178.972	54.681	.000 ^a
	Residual	176.743	54	3.273		
	Total	355.714	55			

a. Predictors: (Constant), Motivation

b. Dependent Variable: Performance

Source: SPSS Management Results

Based on table 9 shows that work motivation has a significant effect on employee performance. With the basis for decision making:

- a. Decision making based on probability value: If significant $\alpha <$ error rate ($\alpha <$ 0.05), then H3 is accepted.
- b. Decision making based on the calculated F value: If F-count > F-table then H3 is accepted.

By determining the F-table:

The degree of confidence is 5% where: $V1 = K - 1$ (K = Number of independent variables)

$V2 = n - K - 1 = 54 - 1 - 1 = 54 \rightarrow$ f table (=4.02)

Then, the value of F table = 4.02 is obtained, because the value of F count (54.681) > the value of F table (4.02) and the significance value of 0.000 < 0.05. So this calculation shows that work motivation has a significant effect on employee performance.

Partial Test (T)

This test shows the results of how much influence one independent variable individually has in explaining the difference between the two mean values with the standard error of the average difference of the two samples (Ghozali 2018). To test the effect of each independent variable used in the study partially, the t test is used with a significant level of 5%.

Table 10. T test

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
		Standardized Coefficients	Beta		
1	(Constant)	1.640	4.411	-.372	.711
	Motivasi	.502	.068	7.395	.000

a. Dependent Variable: Performance

Source: SPSS Management Results

Table 10 produces a t-count of 7.395 at a sig level of 0.000. The t-test results are associated with the hypothesis proposed in this study. The criteria for acceptance of the hypothesis if :

- a. If $t\text{-count} > t\text{-table sig} < 0.05$, then H_1 is accepted.
- b. Real level = 5% degree of freedom (df) = $(\alpha/2; n-K-1) = (0.05/1; 56-1-1) = (0.05; 54) = 1.673$.

Description: K = Number of Variables

n = Number of Samples

H_1 : Shows that there is an effect of work motivation on the performance of McDonald's R. Soekamto Palembang employees.

It is known that the Sig value for work motivation (X) on employee performance (Y) is $0.000 < 0.05$ and the t value is $7.395 > t$ table 1.673 so it can be concluded that H_1 is accepted, which means that work motivation (X) has a significant effect on employee performance (Y) on McDonald's R. Soekamto Palembang employees.

Discussion

Based on the results of hypothesis testing, it is obtained that the work motivation variable has a t -Count value of 7.395 with a significant 0.000. The T -Table value obtained from $(n-k-1)$ in the distribution table is 1.673. So in accordance with the decision making in the t test, namely $T\text{-Count} > T\text{-Table}$ or significant < 0.05 with a value of $7.395 > t$ table 1.673 or a significant value of $0.000 < 0.05$. This shows that work motivation variables affect employee performance. Then H_a is rejected and H_o is accepted. Thus work motivation affects employee performance.

In addition, the results of this study are supported by the theoretical basis in the previous discussion which states that according to Mathis and Jackson (2019) states that human resource management (HRM) can be defined as the science and art of regulating the relationship and role of labor to be effective and efficient in the use of human abilities in order to achieve goals in each company.

Human resource management basically contains the steps of planning, attracting, selecting, developing, maintaining and using human resources to achieve certain goals, both individual and organizational goals. The successful management of a business enterprise is largely determined by the effectiveness of human resource utilization activities. In this case, a manager must have techniques that can maintain achievement and job satisfaction, among others by providing motivation to employees so that they can carry out their duties with the applicable provisions.

A company conducts performance appraisal based on the consideration that there is a need for an objective evaluation system for the organization. In addition, with a performance appraisal, top managers can obtain an objective basis for providing compensation according to the achievements that each responsibility center contributes to the company as a whole. All of this is expected to form motivation and stimulation for each part to work more effectively and efficiently.

Naturally everyone is always overwhelmed by needs and most of these needs are not strong enough to push someone to do something at a certain time. A need becomes a good impulse, when the need arises to a sufficient level of intensity. The fulfillment of needs is always based on the motive to fulfill them. In other words, motivation is used to indicate a condition in a person that comes from the consequences of a need.

Employees have a strategic role in the company, namely as thinkers, planners, and controllers of company activities because they have the talent, energy and creativity that are needed by the company to achieve goals. In order to achieve company goals, employees need motivation to work more diligently Ragil (2020). So the definition of motivation is the provision or generation of motives or can also be interpreted as things or conditions of being a motive, and something that generates enthusiasm or work motivation. So motivation is the provision of motive power that creates the enthusiasm of a person's work so that he wants to work together, work effectively, and be integrated with all his efforts to achieve performance satisfaction is the process of achieving organizational goals and the result of the efforts of human resources themselves in an organization.

Conclusions

In this chapter from quantitative data, it can be concluded based on research conducted at McDonald's R. Soekamto Palembang and then the author will submit several suggestions for advancing the company as a solution to the solution faced by McDonald's R. Soekamto Palembang to improve the expected employee performance.

1. The role of motivation in improving the performance of McDonald's R. Soekamto Palembang has a very positive effect on each employee. In this case, employee motivation in direct form is salary, wages, incentives, bonuses and holiday allowances.
2. The motivation of McDonald's R. Soekamto employees is interacting with coworkers, achievements achieved and higher responsibilities.
3. Motivation and performance are interrelated where the lower the motivation given to employees, the lower the performance of the employees and this will have an impact on the company. Meanwhile, if employee motivation is greater, the resulting employee performance will be greater.

Suggestions

1. It is hoped that the company can also provide bonuses and incentives to employees, this is because this can provide high work motivation for each team and employees will be more active in improving their performance.
2. The policies provided by McDonald's R. Soekamto which relate to compensation should pay more attention to the benefits system, provide tunjangan according to the skills of each employee and evaluate employee competence so that they can further develop themselves and can evaluate positions by paying attention to employee expectations.
3. In an effort to improve employee performance, company leaders or supervisors must be able to motivate and communicate well with employees so that company goals and targets can be achieved as expected.

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