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The Role of Leadership and Motivation on Employee Performance: PT. Multi Media Kabar Case Study

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ABSTRACT

This research aims to determine the influence of leadership and motivation on employee performance at PT. Multi Media Kabar. This type of research is quantitative. The data sources used in this research are direct observation and filling out questionnaires by employee respondents of PT. Multi Media Kabar. This research uses multiple regression analysis. The research results show that leadership and motivation partially have a significant positive effect on employee performance at PT. Multi Media Kabar. The analysis results through calculating the correlation coefficient (R) show a solid positive relationship between leadership and motivation factors and employee performance variables (Y). The results of the analysis through calculating the coefficient of determination (R²) show that leadership and motivation factors have a reasonably significant contribution or contribution to the variation (up and down) of employee performance (Y), in addition to the variation explained by other factors.

1. Introduction

Agencies as organizations have interrelated dependencies with individuals within the agency itself. Employees as individuals in an institution are part of the organizational structure, which has a significant role in determining the achievement of agency goals. Employee performance is the basis for achieving agency performance and achievements, so managing employees as potential resources is the main task of management (Armstrong, 2017). Human resource management is critical because an agency can achieve the expected performance and have a competitive advantage when the people in it do what they do best, what they enjoy, and the solid psychological factor of ownership in carrying out and producing results in

their work, all things This is a factor in employee motivation (Martocchio, 2019).

All agencies definitely require management related to efforts to achieve specific goals for the agency. Not only in the private sector, the public sector also needs good management to provide services to the public or people who need them well (Carino, 2019). The success or failure of an organization in achieving its goals depends on the success of the individual members of the organization themselves in carrying out their duties.

Organizational individuals will encounter various obstacles to work well so that their performance can be well received by agencies and communities that need it. Many factors can influence performance,



including leadership and motivation and many other factors. All these factors must have an influence; some are dominant, and some are not. This research will examine the influence of leadership and motivation on employee performance. For organizations that provide services to the public, employee performance can be seen from how the organization provides services to the public, such as the Economic Bureau of the Regional Secretariat of North Sulawesi Province.

Leadership is essential in providing direction to employees, especially in today's times where everything is open, so the leadership needed is leadership that can empower employees. Leadership that can increase employee motivation is leadership that can increase employee self-confidence in carrying out their respective duties.

Apart from leadership, work motivation is also essential for employees. Therefore, the quality of leadership service to employees needs to be improved. Through motivation, employees can be helped to carry out existing work, and employee performance can also be improved. For employees, it is a process of teaching specific knowledge and skills as well as attitudes so that employees become more skilled and able to carry out their responsibilities better, according to their respective capacities. Moreover, motivation can also make a significant contribution to improving service quality. Like Maslow's theory about motivation being like a cone, humans will be motivated if the needs that are their life goals are appropriately met, starting from physiological needs to self-actualization needs.

PT. Multi Media Kabar is a company that sells print media and online media services. PT. Multi Media Kabar needs to improve service quality. Improving service quality cannot be separated from the leadership factors applied and employee motivation. This research examines the influence of Leadership and Motivation on Employee Performance at PT. Multi Media Kabar.

2. Literature Review

Leadership

According to Robbins and Judge (2018), leadership influences a group to achieve goals. Lussier (2022) suggests that leadership is influencing a group or organization that meets the diversity of its members by helping them (the group/organization) achieve its goals. According to Konopaske et al. (2017), leadership is utilizing or exerting influence in an organizational situation or situation that produces influential effects that are full of benefits and directly impact efforts to achieve predetermined goals. Dessler (2016) defines leadership as influencing a group or group.

In an organization, leadership is a significant factor in determining the achievement of the goals set by the organization (Hilton et al., 2021). Leadership is the central point and determines the policies of the activities that will be carried out in the organization. Leadership is an activity to influence other people's behaviour so that they are directed to achieve specific goals (Schein, 2018). For him, leadership is a collection of a series of abilities and personality traits, including the authority to be used as advice in order to convince those he leads so that they are willing and able to carry out the tasks given to him willingly, with enthusiasm, with inner joy, and feel not forced. The main characteristics of successful organizational leadership are intelligence, maturity, and breadth of social relationships, self-motivation, encouraging employees to achieve, and having a maintained human relations attitude (Davis, 2020).

Motivation

According to Siagian (2021), Motivation is the total score on statement questions with indicators: level of compensation, good working conditions, feeling of being included, giving awards, exciting work assignments, and humane ways of disciplining. Robbins and Judge (2018) argue that Motivation is the willingness to expend a high level of effort for organizational goals, conditioned by the effort's ability



to fulfil an individual's needs, in line with this opinion. Motivation is a process that encourages people to carry out activities to achieve specific goals (Steer, 2007). If needs have been met, then satisfaction will be achieved. A group of unsatisfied needs will cause tension, so it is necessary to carry out a series of activities to achieve specific goals that can satisfy this group of needs to reduce tension.

Hasibuan (2018) states that Motivation is the provision of a driving force that creates enthusiasm for someone's work so that they want to work together, work effectively and integrate with all their efforts to achieve satisfaction. Motivation is the work carried out by a manager to provide inspiration, enthusiasm and encouragement to other people (employees) to take action (Hariyanto, 2018). This encouragement is intended to remind people or employees that they are enthusiastic and can achieve the desired results.

Based on several expert opinions, work motivation is an urge that grows within a person, both from within and outside him, to carry out work with high enthusiasm using all the abilities and skills he has.

Employee performance

The term performance comes from the words Job Performance or Actual Performance (work performance or actual achievements achieved by someone). Performance (work achievement) is the quality and quantity of work results an employee achieves in carrying out his duties under his responsibilities (Colquitt, 2009). Bernardin and Russel (2021) definitively explain that performance is a record of outcomes resulting from certain employee functions or activities carried out over a certain period.

Marjaya and Pasaribu (2019) with the title "The Influence of Leadership, Motivation, and Training on Employee Performance." This article aims to determine and analyze the influence of leadership, motivation and work environment on employee performance. The research approach that will be used in this research is a quantitative approach that is descriptive and

associative. From the results of this research, it was found that leadership, motivation and job training influence employee performance at PDAM Tirta Deli, Deli Serdang Regency. The research objects were all employees at PDAM Tirta Deli, Deli Serdang Regency, with a population of 48 employees, where the entire population was used as a research sample using a saturated sample. The analysis technique in this research uses the classical assumption test, multiple linear regression method, hypothesis testing and coefficient of determination test. Data processing uses SPSS version 24 software. The research results show that the leadership variable has an insignificant negative effect on employee performance. This finding is different from the motivation variable, which has a positive but insignificant effect on employee performance. Furthermore, the job training variable positively and significantly affects employee performance. Simultaneously, leadership, motivation and training significantly affect employee performance.

3. Methods

This article uses a quantitative approach method. Quantitative research is used to research specific populations or samples, data collection uses research instruments, and quantitative/statistical data analysis with the aim of testing predetermined hypotheses (Creswell, 2014).

The population in this study is the total number of leaders and employees of PT. Multi Media Kabar, the population in this study is 30 people. The sample is part of the number and characteristics of the population. Bryman and Bell (2015) explain that the larger the sample, the more accurate the results. For this reason, the sample in this study was taken from as many as 30 employees or, using a saturated sampling technique, the entire population was used as the sample.

Researchers used multiple linear regression analysis techniques to test the hypothesis about the



strength of the independent variable on the dependent variable.

4. Results and Discussion

Multiple linear regression analysis is a study of the

dependence of a dependent variable on one independent variable to estimate and predict the population average or average value of the dependent variable based on the known value of the independent variable.

Table 1. Multiple linear regression test results.

1	Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	4.612	2.325		1.652	.085
	Leadership	.380	.174	.382	1.486	.017
	Motivation	.008	.001	.676	3.847	.000

a. Dependent Variable: Employee Performance
Source: Data Process (2022).

Based on Table 1, a multiple linear regression equation can be prepared as follows:

$$Y = 4.612 + 0.380X_1 + 0.008X_2$$

From the regression equation above it can be described as follows: 1) Constant coefficient 4.612 This is the constant value (intercept), which shows the average influence of other factors outside the leadership (X1) and motivation (X2) variables on the employee performance variable (Y). 2) The value of β_1 is 0.380, indicating a positive (unidirectional) relationship between leadership and employee

performance. This finding means that if the Leadership variable increases by one score, employee performance will increase by 0.380, assuming other variables remain unchanged. 3) The value of β_2 is 0.008, indicating a positive (unidirectional) relationship between motivation and employee performance. This finding means that if the Motivation variable increases by one score, employee performance will increase by 0.008, assuming the other variables remain unchanged.

Table 2. R² coefficient of determination test results.

Model	R	R square	Adjusted R square	Std. error of the estimate	Durbin-Watson
1	.828 ^a	.762	.706	1.75782	1.103

Source: Data Process (2022).

The coefficient of determination test results show that the R² result is 0762 or 76.2%, meaning that the variability in employee performance variables that can be explained by variability in leadership and motivation is 76.2%. In comparison, the remaining 23.8% is explained by other variables not included in the regression model.

Based on the results of data processing in Table 1,

the partial test results are obtained as follows: 1) Leadership on employee performance obtained a calculated t value of 1.786 > t table value of 1.699 with a sig of 0.017 < significance level of 0.05. 2) Motivation for employee performance obtained a calculated t value of 3,847 > t table value of 1,699 with a sig of 0.000 < significance level of 0.05.



Table 3. Simultaneous test (F Test).

Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	171.362	5	35.272	22.523	.000 ^b
	Residual	78.851	26	3.327		
	Total	260.213	31			

Source: Data Process (2022).

The results of SPSS data processing show that the Fcount is 22,523 with a significance level of 0.000 because the probability level of significance is much smaller than 0.05 or ($\alpha=5\%$), so the regression model can be used to predict employee performance.

A significant role is also needed from the organization's leadership to create good performance employees. Improving employee performance requires an analysis of the factors that influence it by paying attention to the needs of employees, including the need for achievement in the performance of employees who work in a disciplined manner and comply with agency regulations. Good employee performance is influenced by the leadership developed in the organization and the motivation of a leader.

5. Conclusion

Based on the research results, conclusions can be drawn: (1) Leadership significantly positively affects employee performance at PT. Multi Media Kabar; (2) motivation has a significant positive effect on employee performance at PT. Multi Media Kabar and leadership and motivation simultaneously significantly positively affect employee performance at PT. Multi Media Kabar.

PT. Multi Media Kabar has good attention to improving the performance of employees. However, considering the increasingly fierce competition in the world of work, the company must continue to develop leadership and motivation methods for employees to maintain and improve the quality of their professionalism. In turn, it is hoped that it will help improve employee performance so that they can provide optimal contributions to efforts to achieve company goals. Company leaders need to carry out leadership training for human resource development.

It is necessary to apply rewards and punishment to all employees who work objectively so that employees feel appreciated for the achievements achieved and to provide sanctions or warnings to employees who are less than optimal in carrying out their work under the existing job description.

In addition to the leadership and motivation methods provided by the agency, employees also need to increase awareness and enthusiasm always to be ready to carry out their work, be sensitive to superiors' orders, and always provide satisfactory performance and work results so that they can improve their performance which is beneficial for the agency and themselves. Alone.

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