

RELATIONSHIP ANALYSIS OF EMPLOYEE MOTIVATION AT PT MARINA PUTRA INDONESIA, MAKASSAR

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ABSTRACT

This study aims to analyze the conditions of work motivation of PT. Marina Putra Indonesia, Makassar. The research method used is the qualitative research method of this research carried out on employees of PT Marina Putra Indonesia, Makassar. in June – August 2011. The population of the study was all employees at PT Marina Putra Indonesia, Makassar, totaling 22 people. The results of this study are the motivation of employees working on the needs of affiliation at PT Marina Putra Indonesia, Makassar can be categorized very well. This condition is based on their emotional feelings with each other so high, the high sense of their brotherhood that they feel motivated to do their best.

Keywords: Work Motivation, Affiliation, Employees

INTRODUCTION

Companies in general have the same goal, the company wants the survival of the organization to be maintained, can obtain maximum profits from human resources (HR) owned so that the goals and targets that have been set can be achieved. For efforts to develop these human resources, the assessment of employee work performance is very necessary. One of the things that drives employee performance is work motivation.

PT Marina Putra Indonesia is one of the companies engaged in agribusiness, where one of its business units is the distribution of subsidized and non-subsidized fertilizers, because its status as a distributor of subsidized fertilizers is certainly very closely related to farmers because agricultural products will not be able to grow without fertilization suitable or commonly termed balanced fertilization. As we know that subsidized fertilizer is intended for food crop farmers, smallholder plantations, not for companies. Its success in terms of sales is certainly supported by the presence of motivation and work performance of employees and leaders play an important role in it. Usually employees are satisfied with what they get, from the company will give more than what is expected and employees will continue to try to improve their performance.

To improve the performance of employees of PT Marina Putra Indonesia, strong and good motivation is needed. Here, researchers will try to examine what kind of motivation can influence employee performance at PT Marina Putra Indonesia. According to Mc Clelland, there are 3 basic components used to motivate someone who works, namely: Achievement needs, affiliated needs and power requirements.

Based on the calculation of the company's turnover, it is known that the company's monthly turnover is approximately 1 billion, with very high variations. Variations in turnover are so likely to be affected by seasonal factors, because PT Marina Putra Indonesia is engaged in agribusiness, but other possibilities are related to other factors, and one that is possible is the

aspect of employee motivation will be strongly related to the company's turnover. One of the efforts made by the company to motivate its employees is to provide incentives to its employees. Motivation is a driver that results in a member of the organization willing and willing to give up the ability (expertise, skills, energy and time) to carry out various activities that are the responsibility and fulfill their obligations in order to achieve organizational goals. Motivation is the process of giving encouragement to others or oneself to carry out certain activities in order to achieve a goal.

Work motivation that is owned by each employee, of course will be able to influence work performance (McKenna & Beech, 2001). Abraham Maslow's theory suggests that there are five hierarchies of needs that must be met, namely Physiology, Security, social, prestige, and self-actualization (Maslow & Lewis, 1987). Herzberg's theory is known as the "two-factor model" namely motivational factors and hygiene factors or "maintenance" of the theory of linkages with achievement (Ewen, et al., 1966). Siagian explained that according to this model, the motivation of an employee is strongly influenced by various factors, both internal and external (Siagian, 2008). Included in internal factors are: A person's perception of oneself, self-esteem, personal expectations, needs, desires, job satisfaction, work performance produced.

Providing incentives to PT Marina Putra Indonesia is carried out every month if the profit achieved exceeds the company standard. Starting from the description of the background, it can be stated, that the focus of the problem in this study is to find out the effect of the needs affiliated with employees at PT Marina Putra Indonesia.

METHODOLOGY

The research method used is qualitative research methods that construct images (social phenomena) in a complete and holistic manner, analyze expressions, report complete views of informants and conduct studies in their natural situation. to obtain objective and valid data in order to understand the factors that influence employee work motivation at PT Marina Putra Indonesia, Makassar.

The unit of analysis is an organization/individual/community that is the subject/object of research in this case employees at PT Marina Putra Indonesia, Makassar as a unit of analysis will be examined and studied by digging data from various sources through several instruments. The types of data collected are primary data and secondary data. Furthermore, to collect primary data and secondary data, the researcher uses several data collection techniques, namely: Interviews and Observations.

RESULTS AND DISCUSSION

The characteristics of respondents were used to find out the diversity of respondents based on gender, age, and education held by respondents. This is expected to provide a fairly clear picture of the conditions of the respondents and their relation to the problems and objectives of the research.

Table 1. Age

No.	Age	Number of people	%
1.	25 – 34	18	81,81
2.	35-41	4	18,19
	total	22	100%

Source: Primary Data PT Marina Putra Indonesia, Makassar (2011).

Table 2. Gender

No.	Gender	Number of people	%
1.	Man	20	80
2.	Women	2	20
	Total	22	100%

Source: Primary Data PT Marina Putra Indonesia, Makassar (2011).

Table 3. Education

No.	Gender	Number of people	%
1.	S1	20	90,90
2.	S2	1	4,55
3.	S3	1	4,50
	Total	22	100%

Source: Primary Data PT Marina Putra Indonesia, Makassar (2011).

Need for Affiliation

Based on the statement, there were different responses, some employees stated that they did not feel important to other employees and some employees also stated that they felt very important to other employees.

Sense of belonging

This condition depends on the ability of someone who is different so they assume that they feel not too important for others. Based on these responses regarding involvement in each work that basically, every employee always prioritizes togetherness. This is clearly seen from several informants' responses. The researcher concluded that the emotional level of employees was indeed very high. Asked to always feel owned in the sense that it depends on the person. There is no compulsion in this matter because for a sense of belonging is born in the personal self of each employee.

To further clarify this, then the responses from informants regarding the questions that have been given are needed. Based on the informant's statement regarding the measurement of the sense of belonging of employees at PT Marina Putra Indonesia, Makassar has been very good. This can be seen from their togetherness from inside and outside the company. The communication relationship that they have is not absolutely limited to the company environment, they are able to establish a relationship through telephone, facebook or email so that work can be resolved even though they don't have to standby at work. With the presence of employees who feel that they are important in a company, it can trigger the enthusiasm of employees to excel in terms of measuring their performance. They will be able to encourage quality improvement in the organization. This is supported by the opinion of Sedarmayanti (2009), that the urge to progress or advance more aggressively towards increasing performance measurement and performance management systems in general is as a result of recurring unpleasant events, namely conditions that threaten the existence of the organization.

Brotherhood

Based on responses regarding brotherhood among fellow employees at PT Marina Putra Indonesia, Makassar that they highly uphold the sense of brotherhood among others. The high meaning of brotherhood is a distinct advantage for them. The researcher concluded that the feeling of brotherhood at PT Marina Putra Indonesia was very good.

Based on the statement regarding always avoiding disputes at PT Marina Putra Indonesia, Makassar strongly avoided this. In this case, the author draws the conclusion that by avoiding disputes it will further strengthen brotherly relations between fellow employees. Based on the measurement of brotherhood about likes to be friends with other people in employees at PT Marina Putra Indonesia, Makassar that basically all employees always establish good relations between fellow employees. The researcher concluded that employees at PT Marina Putra Indonesia, Makassar in terms of competition were no doubt.

Based on the above statements regarding brotherhood that employees at PT Marina Putra Indonesia, Makassar, highly uphold brotherhood among employees. It is shown from the togetherness that they help each other in work. They work in teams. Basically, employees are social groups who in principle want to be respected, interpreted and understood. Things like that support the achievement of company goals so that they can influence work performance as argued by Fathoni (2006), which states that employees are social beings who become the main wealth of every company. They become planners, implementers and controllers who always play an active role in realizing the company's goals. Employees who become actors who support the achievement of goals, have goals, have thoughts, feelings, and desires that can affect work performance, dedication, and love of the work charged.

Social

Based on this matter regarding social, that employees at PT Marina Putra Indonesia, Makassar are very happy to help other people who are in distress. Brotherhood instincts that arise in every employee have arisen since the first time he entered into an employee at PT Marina Putra Indonesia, Makassar. The researcher concluded that employees at PT Marina Putra Indonesia in social terms were good enough.

From the statement, it can be said that employees at PT Marina Putra Indonesia, Makassar always want to help people in distress. The researcher concluded that in providing assistance to others it was very good.

Based on the above statements regarding mutual assistance in solving problems in the sense that employees at PT Marina Putra Indonesia, Makassar are already good. The author concludes that in terms of help it is good enough. Based on the statements of social informants, that employees at PT Marina Putra Indonesia regarding social measurement were very satisfying. The level of motivation they instill in them is very good. Humans are social human beings can not be separated from the community and every person in this world no one can stand alone to do all activities to meet their needs, including in terms of employment (Wilcock, 1993).

Naturally, humans interact with their environment, both human beings and other living beings. Likewise employees, in their business activities every employee always needs the presence and role of other employees. According to Abraham Maslow's theory in Siagian (2008), For social needs within an organization reflecting friendship ties, this need influences the desire to have good relations with co-workers, participation in work groups and positive relationships with supervisors. For the needs of rewards within an organization reflect the motivation for

recognition, increased responsibility, high status and appreciation for contributions to the organization.

Working together

Based on these statements it can be concluded that by working together the work will be quickly resolved. By working together, employees can exchange experiences and exchange thoughts. Based on these statements it can be concluded that employees at PT Marina Putra Indonesia are very happy to work together. This can be seen from their desire to always help others. Helping others to complete their work so that the work can be completed quickly. Heavy work will feel light.

From some of the statements above regarding assistance from other people, the researchers concluded that employees at PT Marina Putra Indonesia, Makassar had been good enough in terms of working together. This can be seen from sincerity to help each other. They really uphold the teamwork and cooperation of the team.

Based on the statements of the informants regarding working together with employees of PT Marina Putra Indonesia, Makassar, it can be said that they maintain good relations in this regard. Collaboration that is done by employees at PT Marina Putra Indonesia, Makassar also always considers the opinions of the leadership regarding the leadership's assessment of the cooperation that must be carried out by the employees. Employees are stressed to always work well together without questioning their status.

Collaborative collaboration can work both vertically and horizontally so as to increase organizational effectiveness (Youndt & Snell, 2004). In addition cooperation has a positive effect on the environment as long as it is done with the right work procedures (Couper & Groves, 1996; Eriksson & Westerberg, 2011). Therefore cooperation is an important part of the success of an organization's activities, although cooperation capabilities are created quite well but require time to solve problems if cooperation creates disputes within the work environment.

CONCLUSION

Motivation of employee work regarding needs affiliated with PT Marina Putra Indonesia, Makassar can be categorized very well. This is based on their emotional feelings with each other so high, the high sense of their brotherhood that they feel motivated to do the best that benefits employees and the company in particular.

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