

The Effect of Organizational Culture and Job Satisfaction on Work Motivation of Industry and Trade Service Employees in Sungai Penuh City

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ABSTRACT

A factor that cannot be ignored in improving employee performance is motivation. This is according to Hasibuan's opinion (1996: 45) an employee will produce performance high if employees are motivated at work. Motivation can be a driving force someone carries out an activity in order to get the best results. Therefore it is not surprising that employees who have high work motivation usually also have high performance. Another factor which cannot be ignored Improving employee performance is an "organizational culture", a culture that is getting better organization that is implemented in an institution, the more enthusiasm will also increase employee work, because basically organizational culture is a rule that bind employees to organize and act according to the rules that have been set and agreed together. The purpose of this study is to determine the influence of motivation work and organizational culture on employee performance at the Department of Industry and Sungai Penuh City Trade. The data collection techniques in this study are observation, interview, questionnaire. The sample in this study were 60 people employee at the Department of Industry and Commerce City of Sungai Penuh. In this study the authors used qualitative and quantitative data analysis. In general the results of this research are as follows:. 1) There is a positive influence between motivation work on the performance of employees at the Department of Industry and Trade of the City of Sungai Penuh. 2) There is a positive influence between organizational culture on employee performance at the Office of Industry and Trade of Sungai Penuh City 3) work motivation and organizational culture jointly has a positive effect on employee performance at the Department of Industry and Trade of Sungai Penuh City.

Keywords: Work Motivation, Organizational Culture and Employee Performance

INTRODUCTION

One of the organizational resources that has an important role in achieving its goals are human resources. According to Anwar (2020:3) human resources are an asset very important for a company because it is a driving force to maintain and develop a company. The success of an organization whether big or small is not solely determined by the available natural resources, but much is determined by the quality of human resources (HR) whose role is to plan, implement and control the organization concerned. Continuity of development carried out on a company, however, can only be maintained if the quality of

existing human resources gets serious attention from both the government and the private sector.

Therefore, it is necessary to develop human resources in our country considering the population Indonesia is large, which is a potential productive source so that it can be turned into a real productive resource. Similarly, the growing attention within the company, on management by private institutions is expected to be able to have an impact positive for the development of the economy and the company in the future. Management HR is unique, humans are the main resource in running the organization/company/business, due to the function of humans as actors, managers and as executors in production processes in business. The basic key in maintaining a business is how Humans in the organization have the ability to work. The first factor in research it is organizational culture. According to Siagian (2002) explains that organizational culture is a shared agreement on shared values in organizational life and binding on everyone in the organization concerned. Organizational culture is a value system (what is important) and beliefs (how things work) that are held together interact with a company's people, organizational structure and control system to generate behavioral norms (the way we do things here).

Organizational culture is believed to be the glue in an organization that is experiencing change. Building an organizational culture is certainly not as easy as saying it, it must go through a process long and continuous. It is called sustainable because the values and norms are embodied in the culture is constantly changing and developing accordingly with the era. Therefore organizational culture needs to be built in such a way that flexible, adaptive and accommodative to various changes so that the ideals of the organization are having excellence is not just a dream. Organizations with a particular culture provide power attraction for individuals with certain characteristics to join. Organizational culture is informal or unwritten but has an important role as a way of thinking, receiving circumstances and feel something in the company.

The phenomena that occur are related to organizational culture in the industry and service offices The trade of Sungai Penuh City is that there are still employees who are always delaying work so that the accumulation of work. The habit of procrastinating this work is caused by: employees, especially female employees who prefer to talk during working hours so that existing work is abandoned. This is certainly not good if it is allowed to continue to happen, because it will reducing public confidence in the services of the industry and trade agency Sungai Penuh City. The next factor that influences work motivation is job satisfaction. According to Siagian (2011), job satisfaction is a good person's perspective positive or negative about their work. Job satisfaction is a problem which is quite interesting and important, because it has proven to be of great benefit to individual interests, industry and society. For individuals, research on causes and sources job satisfaction allows the emergence of efforts to increase the happiness of their lives. For industry, research on job satisfaction is carried out in the context of improvement efforts production and influence costs through improving the attitudes and behavior of employees. Furthermore, society will certainly benefit from the maximum capacity of the industry as well as the increase in value people in the work context. That occur related to job

satisfaction in the Department Industry and Commerce City of Sungai Penuh is where the respective official employees confused with the task or jobdesk that has been given, so there are still many employees who confused in completing his work.

METHOD

This research is a Causality Descriptive research, is a research that aims to find out the possibility of a causal relationship based on observations to the existing consequences, then look for factors that are suspected to be the cause, through data collection by making comparisons between the collected data or researched. The object of research is the City of Industry and Commerce Office of Sungai Penuh, with the research variable is Work Motivation (Y) which is influenced by Organizational Culture variable (X1) and Job Satisfaction (X2) where the duration of this research was conducted on November 20 until December 20, 2022.

Population is a generalization area consisting of objects/subjects that have certain quantities and characteristics set by the researcher to be studied are then withdrawn in conclusion. As for the population in this study are all Office employees Industry and Trade of Sungai Penuh City, which totals 73 people according to the data in 2022. And the sample is part or representative of the population studied, which is part of the total and characteristics possessed by the population. Referring to the opinion of Arikunto (2012), if the amount of the population is less than 100, then the entire population should be used as a sample. So thus the sampling method used in this study is full sampling method. In connection with this, the sample in the study This is the entire performance of the employees of the Sungai Penuh City Industry and Trade Office where the population is 34 civil servants.

The data collected in this study are in the form of primary data and secondary data with explanation as follows:

Primary data

According to Umar (2013) primary data is data obtained from the first source either from individuals or individuals such as the results of interviews or the results of filling out questionnaires conducted by researchers. Primary data is data obtained directly from respondents, where this data is the answer to the questionnaire given to respondents, then the data will be analyzed for statistical testing purposes in this research.

Secondary data

According to Umar (2013) secondary data is primary data that has been further processed and presented either by the party collecting the primary data or by another party for example in the form of tables or diagrams. Secondary data is the data obtained in this study in the form of documents, literature, existing reports relation to this research. The secondary data in this study is data the number of employees of the City Industry and Commerce Office of Sungai Penuh.

Data collection techniques to obtain and collect data in this writing, writing obtain data through:.

1. Library research, namely a technique for obtaining data theoretical or secondary data in research. Literature research is done in a way study books, literature, official documents, notes and transcripts, the related to the problem under study.
2. Field Research (Field Research), namely field research directly within the framework get data related to the problem under study in the form of a list of questions (question) namely the method of collecting data by making a list of questions in the form questionnaire addressed to employees.

Operational definitions are used to understand more deeply about variables and for Provide direction in this study, so as to provide clarity of understanding variables of Work Motivation (Y), Organizational Culture (X1) and Job Satisfaction (X2). In this case, the definition of each variable is presented and operationalized through indicators as follows:

1. The dependent variable (Y), Work Motivation is Work motivation is a stimulus or stimulation for every employee to work in carrying out the duties of a Department employee Industry and Trade of Sungai Penuh City. With indicators of Work Motivation are: Need for achievement, Need for affiliation, Need for power.
2. Organizational culture (X1), Organizational culture is a system of shared beliefs and attitudes that develops in an organization and guides the behavior of Department employees Industry and Trade of Sungai Penuh City. With organizational culture indicators, namely: Innovation, Risk taking, Outcome Orientation (results orientation), People orientation (people orientation), Team orientation (team orientation), Aggressiveness (aggressiveness).
3. Job satisfaction. Job satisfaction is a general attitude of a service employee Industry and Trade of the City of Sungai Penuh towards the situation and working conditions, including loyalty, ability, honesty, and creativity. With indicators Job satisfaction is: Like work, supportive work, good salary or wages appropriate, personality suitability for the job.

FINDING AND DISCUSSION

Based on the collection of data on the gender of the Office of the Industry and Trade Office of Sungai Penuh City to be respondents in this study can be seen in the following table:

Table 1. Characteristics of Respondents Based on Gender Sungai Penuh City Disperindag Officer

No	Gender	Frequency	Percentage (%)
1	Man	20	58,82
2	Woman	14	41,18
	Total	34	100,00

Source: Primary data (2022)

Based on the table above, it can be seen that the gender of the Municipal Office of Industry and Trade Employees Sungai Penuh City is:

- a. Male employees, namely 20 people or 58.82%
- b. Female employees, namely 14 people or 41.18%

Below is a table of respondents based on employee age Disperindag Sungai Penuh City can be seen in the following table:

Table 1.2 Characteristics of Respondents Based on Age Sungai Penuh City of Disperindag Officer

No	Age	Frequency	Percentage (%)
1	≤ 30 years old	0	0
2	31-40 years old	8	23,53
3	>40 years old	26	76,47
	Total	34	100

Validity Test

Ghozali (2009) states validity test is used to measure whether or not a questionnaire is valid. In this study, the validity test was used to measure a statement in the questionnaire The Influence of Organization and Job Satisfaction on Work Motivation of Industrial Service Employees of Sungai Penuh City Commerce. This validity test was carried out at the Kerinci Regency Industry and Trade Office with the number of respondents 15 people with a value of r table $df = n - 2$ ($15 - 2 = 13$), so the r table value is 0.514. After the results obtained are valid, questionnaires can be distributed to the sample on the research object. For test calculation results Validity using SPSS version 20.0 can be seen in the table below:

Table 1.3 Work Motivation Validity Test Results (Y)

Question	Item	R Count	R Table	Information
Work Motiation 1	Y1	0,661	0,514	Valid
Work Motiation 2	Y2	0,531	0,514	Valid
Work Motiation 3	Y3	0,637	0,514	Valid
Work Motiation 4	Y4	0,672	0,514	Valid
Work Motiation 5	Y5	0,613	0,514	Valid
Work Motiation 6	Y6	0,548	0,514	Valid
Work Motiation 7	Y7	0,579	0,514	Valid
Work Motiation 8	Y8	0,642	0,514	Valid

Source: Analysis Data (2022)

The results of the validity test on the Organizational Culture variable are as follows:

Table 1.4
The Result of Validity Test of Work Motivation

Question	Item	R Count	R Table	Information
Organization Culture 1	XI.1	0,531	0,514	Valid
Organization Culture 2	XI.2	0,609	0,514	Valid
Organization Culture 3	XI.3	0.676	0,514	Valid
Organization Culture 4	XI.4	0.618	0,514	Valid
Organization Culture 5	XI.5	0,714	0,514	Valid
Organization Culture 6	XI.6	0,749	0,514	Valid
Organization Culture 7	XI.7	0,557	0,514	Valid
Organization Culture 8	XI.8	0,600	0,514	Valid
Organization Culture 9	XI.9	0,635	0,514	Valid
Organization Culture 10	XI.10	0,615	0,514	Valid
Organization Culture 11	XI.11	0,675	0,514	Valid
Organization Culture 12	XI.12	0,866	0,514	Valid
Organization Culture 13	XI.13	0,618	0,514	Valid
Organization Culture 14	XI.14	0,656	0,514	Valid
Organization Culture 15	XI.15	0,699	0,514	Valid
Organization Culture 16	XI.16	0,630	0,514	Valid
Organization Culture 17	XI.17	0,610	0,514	Valid

Source: Analysis Data (2022)

Based on Table 1.4 above, it can be seen that each question is a cultural variable organization has $r \text{ count} \geq r \text{ table}$, where $r \text{ table}$ is 0.514. So it can be concluded that each of the organizational culture variable question indicators is Valid. The results of the validity test on the Job Satisfaction variable are as follows:

Table 1.5 Result of Validity Test of Job Satisfaction

Question	Item	R Count	R Table	Information
Job Satisfaction 1	X2.1	0,640	0,514	Valid
Job Satisfaction 2	X2.2	0,658	0,514	Valid
Job Satisfaction 3	X2.3	0,614	0,514	Valid
Job Satisfaction 4	X2.4	0.639	0,514	Valid
Job Satisfaction 5	X2.5	0,629	0,514	Valid
Job Satisfaction 6	X2.6	0,698	0,514	Valid
Job Satisfaction 7	X2.7	0,654	0,514	Valid
Job Satisfaction 8	X2.8	0,557	0,514	Valid
Job Satisfaction 9	X2.9	0,622	0,514	Valid
Job Satisfaction 10	X2.10	0,530	0,514	Valid
Job Satisfaction 11	X2.11	0,607	0,514	Valid
Job Satisfaction 12	X2.12	0,587	0,514	Valid

Source: Analysis Data (2022)

Based on Table 1.5 above, it can be seen that each question of the Job Satisfaction variable has $r \text{ count} \geq r \text{ table}$, where $r \text{ table}$ is 0.514. So it can be concluded that each of the Job Satisfaction variable question indicators is Valid.

Reliability Test

Reliability test is used to measure a questionnaire which is an indicator of variables on the effect of organizational culture and job satisfaction on work motivation. The results calculation of the reliability test can be seen in the table below:

Table 1.6 Reliability Test

Variable	Cronbach's Alpha	Standard of Realibility	Information
Work Motivation (Y)		0,6	Reliable
Organization Culture (X1)		0,6	Reliable
Job Satisfaction (X2)		0,6	Reliable

Source: Analysis Data (2022)

From table 1.6 it can be explained that each question of the Work Motivation Variable has Cronbach's alpha xxx with reliable information. Organizational Culture Variables have Cronbach's alpha xxx with the description Reliable. Variable Job Satisfaction has Cronbach's alpha xxx with Reliable information.

Description of Research Results

Descriptive analysis is used to find out the results of the respondents' responses used through the questionnaire items submitted. In this descriptive analysis the writer presents opinions respondents related to research with the title Effect of Communication, Justice, and Sanctions The Law on Work Discipline for Teachers of SMPN 1 Kerinci.

Work Motivation Variable (Y)

To see the results of the questionnaire from the variable Work Motivation of Industrial Service Employees and Trading of Sungai Penuh City, the answers from 34 respondents to 9 questions consisting of three indicators. Following are the results of the description of the Work Motivation variable:

Table 1.7 The description of Work Motivation Variable
The Description of Work Motivation Variable

No	Question	Total	Average	TCR	Criteria
I. Indicators of the Need for Performance					
1	There is a desire to promotion	145	4,26	85,29	Very Good
2	There is a desire to get an award	146	4,29	85,88	Very Good
3	There is a desire to be acknowledged the performance	146	4,29	85,88	Very Good
	Indicator Average	145,67	4,28	85,69	Very Good
II. Indicators of the Need for Affiliation					
4	Strive for good relations with superiors	145	4,26	85,29	Very Good
5	Maintain good relations with fellow employee	141	4,15	82,94	Very Good
6	Always want more than others	137	4,03	80,59	Very Good
	Indicator Average	141,00	4,15	82,94	Very Good
III. Indicators of the Need for Power					
7	Want to be in the most position	141	4,15	82,94	Very Good
8	Always provide feedback to superiors so it will promoted	139	4,09	81,76	Very Good
9	Give directions to another employee	110	3,24	64,71	Enough
	Indicator Average	130,00	3,82	76,47	Good
	TCR Work Motivation Variable	138,89	4,08	81,70	Very Good

Source: Attachment

Based on table 1.7 above, it can be obtained an overview of the respondents' answers on motivation Work (Y) as follows:

1. Respondents' Total Achievement Average (TCR) variable is Work Motivation 81.70% or are in good conditions or criteria. Indicator of Work Motivation which consists of three indicators, the average value of Total Achievement is obtained. The lowest respondent (TCR) is on the "Need Will Power" with the Average Total Respondents Achievement (TCR) of 76.47% was in pretty good condition.
2. Questions with the highest average score of Respondents' Total Achievement (TCR). Low is found in question item No.9 on work motivation about "Giving directions to other employees" that is equal to 64.71% is at Unfavorable conditions.
3. The question with the highest TCR value is the "Need Will Achievement" with the question "There is a desire to be recognized for their performance" with a TCR of 85.88%.

CONCLUSION

Based on the results of the TCR calculation, it can be suggested as follows:

1. In the organizational culture variable, the lowest TCR value was found on the question regarding "The leadership encourages me to increase my creativity so that work can be completed quickly and safely" in the "Innovation" indicator which is equal to 64.71%. Then it can be suggested for the Head of Service to provide time for employees to improve their abilities or regular training.
2. In the job satisfaction variable, there is the lowest TCR value on the question about "I feel that my current job is in accordance with my abilities" in the "suitability" indicator with work" that is equal to 64.71%. Therefore, it can be suggested that the head of leadership for provide work according to the skills and abilities possessed by employees.
3. For future researchers to be able to develop this research because there are indicators the lowest that affects work motivation, namely the indicator of "need for power" ie of 64.71%.

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