



Training on Job Satisfaction Analysis and Motivation on the Performance of Car Dealer Emloyes in the Cuty of Palangka Raya

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ABSTRACT

Community service activities with analysis of the job satisfaction system for employees in increasing the sense of comfort and belonging at work are unique activities carried out. This activity was carried out on 63 employees who were registered as actively working. This is to improve management and systems between job satisfaction and worker motivation which can improve performance. By analogy, the results of this service become a reference for business owners in providing policies in the workplace. Implementation of the results of service activities with this analysis really helps workers in expressing and showing job satisfaction and motivation in achieving company targets. Theoretical and practical implications are obtained in the results of this research. Where the theoretical implications show the results that job satisfaction and motivation have a significant effect on the performance of Honda Trio Raya employees in Palangka Raya City. This shows empirical support and strengthens the statement regarding the results of previous studies and statements in the literature that job satisfaction and motivation are indeed influencing factors to improve performance. The practical implications can be seen from the results of hypothesis testing showing that between the two independent variables, the job satisfaction variable has the highest influence on performance compared to other variables. In further service activities, this can be carried out at other dealers by including the work environment and service quality as the basis for the analysis.

INTRODUCTION

Currently, various aspects of human life are influenced by many things. It can be seen from the increasing number of agencies or companies being built, including those on a small, medium and large scale. The continuous establishment of new companies results in wider competitiveness so that companies that are less competitive will disappear and be neglected (Nahan et al., 2019). So in today's world of work, skilled and competent human resources are needed. Whether within the scope of government-based companies or private-based companies, of course there are human resources with the expertise that each individual has. Human resources who have these skills have a very important role. This happens because employee job satisfaction and employee motivation are able to have a positive influence on the company. It can be said that motivation greatly influences employees' feelings at work, giving rise to an enthusiastic attitude or vice versa which influences employee job satisfaction (Kristinae, 2021).

The role of analysis in community service activities as well as reliable and quality human resources as the main driver and determinant of the success or progress of a company. Competition in the current era of globalization requires companies to provide skilled, creative and innovative human resources to support company performance (Rahman et al., 2021). The importance of human resources for the survival and progress of a company causes companies to pay special attention to this production factor, because human resources have a greater impact on organizational effectiveness than other resources. How well human resources are managed will determine the future success of the organization. Human resource management itself will be a very important part of organizational management tasks. On the other hand, if human resources are not managed well then effectiveness will not be achieved.

Someone with a high level of job satisfaction shows a positive attitude towards work. Satisfied employees will be able to work well, enthusiastically, actively, and can perform better than employees who do not have job satisfaction. Employees who do not obtain job satisfaction will never achieve psychological satisfaction and ultimately negative attitudes or behavior will arise which in turn will lead to frustration. Job satisfaction is an employee's attitude towards work which is related to the work situation, cooperation between employees, rewards received from work, and matters involving physical and psychological factors (Muafi et al., 2016). Theoretically, the meaning of job satisfaction has been put forward by several experts. Vice versa, employees with poor motivation will hinder the company from operating and developing. Companies realize that employees are an important asset so companies need to pay attention to their existence by facilitating employee needs at work.

One of the places of service is the Honda Trio Raya dealer in the city of Palangka Raya which is located at Jalan Adonis Samad No. 168, Langkai Village, Pahandut District, Palangka Raya City, Central Kalimantan 73111. Honda Trio Raya in the city of Palangka Raya is a Honda car dealer that has The advantage is the availability of a Honda car maintenance network via

Honda service centers or Honda workshops (support) which are available in various regions of Indonesia to service Honda cars for users complete with support for Honda parts and spare parts. This showroom also offers Honda car promos, cash back and discounts, making Honda car prices affordable and cheaper. This Honda store also accepts car purchases by cash and credit. By means of promotions such as holding exhibitions in shopping centers and public facilities (city parks) and through electronic information media (social media, newspapers, radio & television) providing sales of various types of the latest Honda cars such as Honda sedans, MPV cars, SUVs, and cars. Honda hatchback. The types of cars available range from Honda Civic, Brio, Jazz, Honda Fit, Honda City, Honda Mobilio, HR-V, CR-V, Honda Freed, Honda Accord, and others.

This service activity provides an opportunity to provide education with the application of knowledge and theory, can broaden knowledge, especially in the field of management and increase experience, insight and learn as a practitioner in analyzing a problem and then making decisions and conclusions.

LITERATURE REVIEW

The term "Satisfaction" refers to a general attitude an individual towards his work. Someone with a high level of job satisfaction high indicates a positive attitude towards work. Satisfied employees will be able to work well, enthusiastically, actively, and be able to perform better than employees who do not get job satisfaction (Supiyandi et al., 2022). Employees who do not obtain job satisfaction will never achieve psychological satisfaction and ultimately negative attitudes or behavior will arise which in turn will lead to frustration. Job satisfaction is an employee's attitude towards work which is related to the work situation, cooperation between employees, rewards received from work, and matters involving physical and psychological factors. Theoretically, the meaning of job satisfaction has been put forward by several experts. It is also stated that job satisfaction is a general attitude towards one's work as the difference between the amount of reward a worker receives and the amount of reward he believes he should receive. Job satisfaction is an important thing that individuals have at work. Job satisfaction is a positive attitude from workers including feelings and behavior towards their work through assessing one's work as a sense of appreciation in achieving one of the important values of work (Kim, 2020).

Employee job satisfaction must be created as well as possible so that employee work morale, dedication, love and discipline increase. Job satisfaction is a statement that describes a person's general attitude towards work. When someone feels satisfaction at work, of course they try as hard as possible with all their abilities to complete their work tasks. In this way, employee productivity and work results will increase optimally. A person will feel satisfied if there is no difference between desires and the reality obtained (Hage, 1965). Job satisfaction is an emotional attitude that pleases and loves work. The indicators of job satisfaction include: 1. Enjoying work. 2. Love work. 3. Work Morale. 4. Discipline. 5. Performance.

Motivation comes from motive or in English "motive" which comes from the word "motion" which comes from the Latin word "movere" which means mover. From the origin of the word, motive is defined as a moving force which includes encouragement, reason and will. In essence, humans need encouragement either within themselves or from outside themselves to do something in order to fulfill their needs. This encouragement is called motivation.

Motivation talks about how to encourage someone's work enthusiasm, so that they want to work by providing their abilities and skills optimally to achieve organizational goals (SAKS & ASHFORTH, 1997). Motivation is important because with motivation it is hoped that every employee will work hard and be enthusiastic to achieve high work productivity. A person's behavior is influenced and stimulated by desires, fulfilling needs as well as goals and satisfaction. Stimulation arises from within and from outside. This stimulation will create encouragement for someone to carry out activities.

Work motivation is the provision of motivation that creates enthusiasm for someone's work so that they want to work together, work effectively and integrate with all efforts to achieve satisfaction. Motivation is what causes, conveys and supports human behavior, so that they are willing to work hard and enthusiastically achieve optimal results.

Work motivation is the provision of driving force that creates a person's enthusiasm, so that they want to work together, work effectively and integrate with all their efforts to achieve goals. Work motivation is an asset in moving employees or workers so that they can carry out their respective goals with full awareness, enthusiasm and responsibility. There are 5 motivation indicators, namely: Physical Needs, Safety Needs, Social Needs, Esteem Needs, and Self-Embodiment Needs.

Performance is performance, where performance is influenced by several factors. Performance in an organization is greatly influenced by conditions both within the organization and outside the organization (internal and external environment). Human performance factors have a large role in determining the success of an organization. Conceptually, the results of human work are often a mental attitude that always has the view that today is better than yesterday and tomorrow is better than today. Therefore, in order for employee performance to be improved, various factors must be met.

There are four ways to measure employee performance, namely:

1. Quality of work: related to skills, personality and punctuality in carrying out work.
2. Quality of work: related to additional tasks given by superiors and their completion.
3. Resilience: related to taking time off, tardiness and level of attendance at work.
4. Attitude: related to the employee's responsibility towards superiors or co-workers in completing tasks. Employee performance consists of four indicators, namely: 1. Reliability, 2. Quality, 3. Quantity, 4. Ability to work together

CONCEPTUAL FRAMEWORK

A conceptual model of how theory relates to various factors that have been identified as important issues. The framework of thinking in a research needs to be stated if the research concerns two or more variables (Kristinae et al., 2019). The framework of thought in this Service Activities research describes the influence of Job Satisfaction and Motivation on the Performance of Honda Trio Raya Employees in Palangka Raya City.

This research is quantitative research that uses populations and samples. Quantitative research is a type of research that produces discoveries that can be achieved or obtained using statistical procedures or other methods of measurement (Meitiana & Tuwuh Sembhodo, 2022). This research approach uses an associative approach. Associative research is research that aims to determine the influence between two or more variables (Hindratno et al., 2021). This research also uses a Likert scale from respondent data in the form of a questionnaire. Information sources are anything that can provide information about data. The sources of information used are primary data and secondary data (Meitiana, 2017). The population of this research is all employees at the Honda Trio Raya office in the city of Palangka Raya, totaling 62 people.

RESULTS AND DISCUSSION

Multiple linear regression analysis is used to test the linear relationship between two or more independent variables (Kristinae et al., 2020). Based on the results of data analysis using a computer program, namely SPSS version 22, a multiple linear regression calculation was obtained between job characteristic variables and work environment on employee performance variables.

Table 1. Results of Multiple Linear Regression Equations
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.319	.034		.691	.321		
Job Satisfaction (X1)	.581	.045	.595	4.117	.000	.701	1.234
Motivation (X2)	.426	.057	.428	3,796	.000	.712	1.234

a. Dependent Variable: Employee Performance (Y)

The results show that the coefficient of the job satisfaction variable is significant at $\alpha = 0.05$, because $t \text{ count} > t \text{ table}$ ($4.117 > 1.675$) or the sig value. $0.000 < 0.05$. This means that the influence of the job satisfaction variable on employee performance is significant. This means that the hypothesis which states that job satisfaction influences employee performance can be accepted.

The coefficient of the motivation variable is significant at $\alpha = 0.05$, because t count $>$ t table ($3.796 > 1.675$) or the sig value. $0.000 < 0.05$. This means that the influence of motivation variables on employee performance is significant. This means that the hypothesis which states that motivation influences employee performance can be accepted.

This test basically shows whether all the independents included in this model have a simultaneous influence on the dependent variable. In this test, F count $>$ F table then the hypothesis is accepted, which means the independent variable simultaneously has a real influence on the dependent variable, and vice versa if F count $<$ F table then the hypothesis is rejected. The results of the F test can be seen in table 2 below

Table 2. F Test (Simultaneous)
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	7,738	2	4,796	63,435	.000 ^b
Residual	4,432	61	.074		
Total	13,185	63			

Dependent Variable: Employee Performance (Y)

b. Predictors: (Constant), motivation (X2), job satisfaction (X1)

This test is used with the aim of proving whether the independent variables have a joint effect on the dependent variable. The results of calculations via SPSS show that F count is 63.435 and F table = 3.175 (using a significance level of 0.05% and degrees of freedom (df); $n - (k + 1)$; $64 - (2 + 1) = 61$). This states that f count (63.435) $>$ F table (3.175) so the hypothesis is accepted. This means that the independent variables consisting of job satisfaction and motivation simultaneously influence the performance of Honda Trio Raya employees in Palangka Raya City.

Table 3. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.878 ^a	.762	.751	.26173	2,231

Table 3. Coefficient of Determination

Dependent Variable: employee performance (Y)

Source: Primary data processed in 2022

The coefficient of determination R Square (R²) value of 0.751 indicates that variations in employee performance are explained by job

satisfaction variables and motivation variables by 75% while 25% are explained by other variables not analyzed in the model.

CONCLUSION

Community service with job satisfaction analysis is a positive attitude from workers including feelings and behavior towards their work through assessing one's work as a sense of appreciation in achieving one of the important values of work. Based on the results of the partial analysis, it was found that the β coefficient of job satisfaction is positive, the positive sign indicates that the relationship between the job satisfaction variable and the employee performance variable is unidirectional, meaning that the more satisfied the employee is at work, the better his or her performance will be. After testing, it turns out that the sig value is significant, thus meaning that there is a significant influence between the job satisfaction variable on employee performance

Based on the results of simultaneous analysis, it was found that the β coefficient of job satisfaction and motivation is positive, the positive sign indicates that the relationship between the job satisfaction and motivation variables and the performance variable is unidirectional, meaning that the more satisfied an employee is, the higher his performance, and the higher his motivation. an employee, the higher his or her performance will be.

Theoretical and practical implications are obtained in the results of this research. Where the theoretical implications show the results that job satisfaction and motivation have a significant effect on the performance of Honda Trio Raya employees in Palangka Raya City. This shows empirical support and strengthens the statement regarding the results of previous studies and statements in the literature that job satisfaction and motivation are indeed influencing factors to improve performance. The practical implications can be seen from the results of hypothesis testing showing that between the two independent variables, the job satisfaction variable has the highest influence on performance compared to other variables. In further service activities, this can be carried out at other dealers by including the work environment and service quality as the basis for the analysis.

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