The Effect of Incentives and Motivation on Employee Performance at CV. Y2K Mobile Computing Medan

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ABSTRACT

One of the factors to achieve company goals is incentives and motivation so that it can improve the performance of each employee. If the company provides bonuses and commissions fairly and carefully, the employee will be even more persistent in completing his duties and the company's goals will also be achieved. Likewise with motivation, each employee has different needs but to meet these needs they have to work even harder, but company support is also needed in this case to improve employee performance, for example by giving awards to employees who excel. Therefore, the authors use incentives and motivation as independent variables and employee performance as the dependent variable.

The method used in this research is quantitative method. The sampling technique in this research is to use saturated samples where all the population is appointed as the sample. In this study, the sample size was 40 respondents. Data collection was carried out by distributing questionnaires to respondents who were employees of CV.Y2K Mobile Computing Medan. The data analysis technique used validity test, reliability test, classic assumption test, multiple linear regression analysis, t test, F test, and determination coefficient test (R^2) which were operated through the SPSS 16 program.

The research results of the incentive variable t test value of 1.066 <t table 2.021 means that the incentive does not affect employee performance and the motivation variable tcount tcount 5.419> ttable 2.021 means that motivation affects employee performance. F test of incentive and motivation variables Fcount 25.299> Ftable 3.26 shows that incentive and motivation together have an influence on employee performance. The coefficient of determination (R^2) of 0.578 shows that the incentive and motivation variables have an effect on employee performance by 57.8% and the remaining 42.2% is influenced by variables not included in this study. The conclusion is that partially incentives do not affect employee performance, while partially motivation affects employee performance. Furthermore, simultaneously incentives and motivation affect employee performance.

KEYWORDS: Incentives, Motivation and Employee Performance

A. Background

A company's goals are achieved or not due to the human resources operating in the company. Human resources are one of the most important factors in determining company goals, so they must be managed properly to increase the effectiveness and efficiency of the company, because human resources are the dominant factor, because the only resource that has the sense, feeling, desire, intention, needs, knowledge and skills, work motivation and achievement. Due to the importance of human resources to achieve company goals, first pay attention to the capabilities of human resources. The ability possessed must be thoroughly tested so that it is able to carry out all the tasks that have been assigned to these human resources.

Indirectly, it can be said that without the existence of human resources the organization will not mean anything because only human resources can achieve the goals of the company. The definition of human resources According to Werther and Davis in Sutrisno (2016: 4), states that human resources are

employees who are ready, capable, and alert in achieving organizational goals. In this case, human resources are required to be able to face and complete challenges or tasks assigned by the company to these human resources. Managing human resources is not the same as managing machines because humans must pay attention to all their needs, desires and interests so that they are able to work optimally and the results of their performance have an impact on the company. However, the needs and desires of each human being are different.

Given the current global competition, companies are required to have good skills in managing their human resources so that the performance of these employees can make the company grow every year. The definition of performance According to Emron Edison (2017: 188), suggests that performance is the result of a process that refers and is measured over a certain period of time based on predetermined terms or agreements. As for what

companies can do in managing human resources so that employee performance increases, namely by providing incentives and motivation for employees and instilling a sense of belonging to the company.

Not only companies have goals but employees also have goals to achieve so that employees are willing to work hard. The employee's goal is to get additional pay outside of salary or also called incentives. According to Simamora in Kadarisman (2018: 182), he states: "Incentive Compensation is compensation programs that link pay with productivity."

If someone needs and wants something, that person will be motivated to do something or an activity so that their needs and wants are met or it is called motivation, as according to Hasibuan in Edy Sutrisno (2016: 110), argues that motive is an incentive to desire and a driving force to work someone because every motive has a specific goal to be achieved. Every employee has different needs and desires, with these differences, the motivation to carry out activities will also be different.

CV. Y2K Mobile Computing is the largest laptop distributor in North Sumatra, selling various laptop brands ranging from Asus, Acer, Apple, Hp, Lenovo and Macbook. In addition, CV Y2K also sells PCs (personal computers) and other components and accessories. CV Y2K has been around for 10 years.

B. Problem Formulation
1. How much influence does incentives have on employee performance at CV. Y2K Mobile Computing?
2. How much influence does motivation have on employee performance at CV. Y2K Mobile Computing?
3. Simultaneously how much influence incentives and motivation on employee performance at CV. Y2K Mobile Computing?

C. Theory Basis
1. Definition of Incentives (X1)
In the face of intense competition between companies, this makes the company must have employees who work optimally. However, the thing that makes employees able to work optimally is due to a motivation in the form of money outside of salary or also known as bonuses or incentives. Because incentives are additional benefits outside of salary or are also called bonuses that are obtained from work performance. So in this case all employees try to work optimally and compete to become employees who excel. Meanwhile, According to Heidjrachman Ranupandoyo, et al. in Mangkunegara (2017: 89), giving the notion of incentives is "a form of motivation expressed in the form of money".

2. Definition of Motivation (X2)
Everyone has an urge to do activities, be it a push from within themselves or from outside. This encouragement is called motivation where motivation is needed to generate employee morale because motivation is an impetus to carry out activities and usually arises because of the desires and needs of employees. However, everyone has different wants and needs, so the results of their performance are different too. The understanding of motivation According to Hasibuan in Edy Sutrisno (2016: 110), Motivation questions how to encourage subordinates' work passion, so that they are willing to work hard by giving all the abilities and skills to realize company goals.

3. Definition of Performance (Y)
The achievement or failure of company goals can be seen from the performance of employees in the company. Because

employee performance is the success of the employee in completing the assigned tasks within the specified time. To make it easier to understand employee performance, the following is an understanding of performance according to experts. The understanding of employee performance According to Irianto in Edy Sutrisno (2018: 171), stating that employee performance is an achievement that someone gets in performing a task. The success of the organization depends on the work of the actors of the organization concerned. Therefore, each work unit in an organization must be assessed for its performance, so that the human resources contained in the units within an organization can be objectively assessed.

4. Framework for thinking

Figure 2.1 Thinking framework
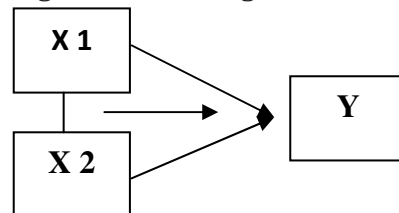
Source: Data processed in 2020

Caption:
A. Incentives (X1) affect employee performance (Y)
B. Motivation (X2) affects employee performance (Y)
C. Incentives (X1) and Motivation (X2) affect employee performance (Y)

5. Prior Research
A.   Rusda Khairati, 2013, in his research explains that there is "the effect of incentives and work motivation on the employee performance of the Regional Financial Management Service of Pesisir Selatan Regency" This can be seen from the amount of contribution incentives to employee performance is 13.69% and the contribution of work motivation to the performance of the Regional Financial Management Office employees is 10.17%. Incentive and motivation factors simultaneously have an influence on employee performance.

B.   Nurani, 2015, in his research explained that there is "The Effect of Incentives on Employee Performance of the Indonesian Metal Cv Sales Department in Tulungagung". This can be seen from the amount of incentives contribution to employee performance of 61.70%, while the remaining 38.30% is influenced by other variables not examined in this study.

C.   Haedar, 2015, in his research explained that there is "The Effect of Incentives on Employee Performance of PT. Suraco Jaya Abadi Motorin Masamba, North Luwu Regency ". It can be seen from the results of the study that the adjusted R square value is 77.6%, while the remaining 22.4% is explained by other variables not proposed in this study.

D.   Rita Puspita Sari, 2017, in her research explains that there are "The Influence of Incentives, Motivation and Work Discipline on Employee Performance at PT Sanbe Farma". It can be seen from the results of the study that partially (t test) the independent variables of incentives and motivation have a significant effect on employee performance, and work discipline has no and insignificant effect on employee performance. And simultaneously (F test) there is a significant influence between the incentive, motivation and discipline variables on employee performance and their contribution is 46.7%.

E. **Rahmadani Fitri Harahap, 2017**, in his research explains that there is "The Effect of Incentives and Work Motivation on the Work Effectiveness of the Employees of the Medan City Government Regional Personnel Agency". It can be seen from the results of the study that the t test (partial) can be concluded that incentives have a significant effect on work effectiveness. while the results of the F test (simultaneous) incentives and motivation simultaneously affect work effectiveness. The Adjusted R Squre value is only 0.328. This value means that the incentive and motivation variables are 0.328 (32.8%). While the remaining 67.2% is explained by variables that are not included, such as work discipline and work environment.

F. **Aidil Amin Effendy & Armina Fadhilah, 2018**, In their research explains that there is "The effect of incentives on employee performance at PT. Calibramed South Jakarta ". It can be seen from the results of the study that the incentive has an effect of 19.7% on employee performance and motivation has an effect of 47.6%, while the simultaneous effect of incentives and motivation on employee performance is 58.3%.

D. Research Methodology.
1. Place and Time of Research
This research was conducted at CV. Y2K Mobile Computing at Jln. A. R. Hakim No. 183B in front of the hospital. Madani.

The time of this research will be carried out from June to August 2020.

2. Population and Sample
A. Population.
A researcher must have an object in his research, the object is also called a population and usually the object is a group of people or it can be employees in a company.

The following is the definition of population according to Sugiyono in Fadhilah (2018: 89), explaining that population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions. The population in this study amounted to 40 employees at CV. Y2K Mobile Computing.

B. Sample
The sample is a number of elements selected from the population. According to Juliansyah Noor (2017: 151), simple random sampling is the simplest (simplest) technique. Due to the total population in this study as many as 40 employees, the researchers used boring samples and raised all populations as samples.

As for the definition of saturated samples According to Juliansyah Noor (2017: 156), boring samples are samples that represent the total population. Usually done if the population is considered small or less than 100.

3. Variable Operational Definition

Table 3.1 Operational Definition of Variables

Variabel	Definisi	Indicator	Scale
Insentive (X_1)	According to Hazmanan Khair (2017: 73), incentives are direct rewards paid to employees because their performance exceeds the specified standards.	1. Bonus 2. Commission 3. Remuneration 4. Social security	Likert
Motivation (X_2)	Motivation is a need that drives to achieve goals. Emron Edison, Yohny Anwar and Imas Komariyah (2017).	1. The level of living needs received by employees 2. The comfort level of acceptance (pleasant feeling) towards colleagues. 3. The level of attention of the leader to the work and employees 4. The level of appreciation or attention from the leader to the achievements obtained by his employees 5. Level of support from leaders for employee self-development.	Likert
Employee Performance (Y)	According to Emron Edison (2017: 203), performance is the result of a process that is referred to and measured over a certain period of time based on predetermined terms or agreements.	1. Focus on achieving targets 2. Quality is in accordance with predetermined standards 3. Work is completed on time 4. Transparent and accountable.	Likert

Source: Data processed in 2020

4. Data Collection Techniques
A. Primary data
The data collection techniques in this study are:
➢ Data obtained directly by distributing questionnaires to all respondents or employees of CV. Y2K Mobile Computing.
➢ Data obtained from the results of observations, namely by making direct observations.

B. Secondary Data
The data collection techniques in this study are:
➢ Literature study.
Data obtained from books, scientific works and expert opinions that are relevant to the phenomenon under study.

➢ Documentation studies.
Data is obtained from written and image records or documentation relating to the phenomenon of the researcher.

5. Variable Measurement Scale
Table 3.2 Likert Scale Instrument

Information	Score
Strongly agree(SA)	5
Agree (A)	4
Disagree less(DL)	3
Disagree (D)	2
Totally Disagree (TD)	1

Source: Sugiyono 2016

E. RESEARCH RESULTS AND DISCUSSION
1. Instrument Test Results
A. Validity Test
Based on the results of the SPSS16 program output in the Item-Total Statistics table, it can be seen that the Corrected Item-Total Correlation value is greater than r table 0.444. Thus it can be concluded that the statement is valid.

B. Reliability Test.
Based on the output of the SPSS 16 program in the Reliability Statistics table, it can be seen that the Cronbach's Alpha value is 0.946 which means it is greater than 0.60. It can be concluded that the measuring instrument is reliable.

2. Classical Assumption Test Results
A. Normality Test
Based on the output of the SPSS 16 program in the Normal P-Plot of Regression Standardized Residual image, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line which shows the normal distribution pattern so that the normality test is fulfilled.

B. Multicollinearity Test.
Based on the results of the SPSS 16 program output in the Coefficients table, it can be seen in the Collinearity Statistics that all VIF values are <10, this means that there is no multicollinearity. So, it can be concluded that the multicollinearity test is fulfilled.

C. Heteroscedasticity Test
Based on the results of the spss 16 program output in the Scatterplot image, it can be seen that heteroscedasticity does not occur because the distribution of dots does not show a clear pattern so that it can be said that the heteroscedasticity test is fulfilled.

3. Result of Multiple Linear Regression Equation
Y = a + B1X1 + B2X2

Based on the results of the SPSS 16 program output on Coefficients describing the regression equation:

Y = 14.227 + 0.142+ 0.446

Where:

a: The constant number of Unstandardized Coefficients is 14.227

B1: The number of the first regression coefficient on X1 (Incentive) is 0.142

B2: The second regression efficiency number at X2 (Motivation) is 0.446

4. Hypothesis Results
1. The Effect of Incentives on Employee Performance
To find out whether the regression coefficient is significant or not, the t test is used to test the significance of the constant and price variables used to influence employee performance variables. Based on the criteria using a significant level of 0.05 so that the t table value of 2.021 is obtained with the following criteria:

a: If tcount >Ttable, then H0 is rejected and H1 is accepted

b: If the value of thiting < Ttable then H0 is accepted and H1 is rejected

Based on the results of the spss 16 program output coefficients on the first regression coefficient of the incentive variable, the results of the tcount was 0.868 <ttable 2.021 so that H0 was accepted and H1 was rejected, this means that the incentive had no effect on employee performance.

2. The Effect of Motivation on Employee Performance
To find out whether the regression coefficient is significant or not, the t test is used to test the significance of the constant and the motivation variable used to influence the employee performance variable. Based on the criteria using a significant level of 0.05 so that the ttable value of 2.021 is obtained with the following criteria:

a: If tcount > Ttable, then H0 is rejected and H1 is accepted

b: If tcount < Ttable, then H0 is accepted and H1 is rejected

Based on the results of the SPSS 16 program output on Coefficients on the regression coefficient of the two motivation variables, it shows the results of the value of tcount 4.992 > T table 2.021 so that H0 is rejected and H1 is accepted, this means that motivation affects employee performance.

3. The Influence of Incentives and Motivation on Employee Performance
To find out whether it is true that the first regression coefficient and the second regression coefficient on the independent variables of incentives and motivation affect the dependent variables to employee performance. Calculating the F test using a significant level of 0.05 so that the F table value is 3.25 with the following criteria:

a: If the value of Fcount > Ftable, then H0 is rejected and H1 is accepted

b: If the value of Fcount < Ftable, then H0 is accepted and H1 is rejected

Based on the output of the SPSS 16 program in the ANNOVA table, it shows the value of Fcount 20.907 > Ftable 3.25 so that H0 is rejected and H1 is accepted, this means that the incentive and motivation variables jointly affect employee performance.

5. Coefficient of Determination (R2)
Based on the output of the SPSS 16 program in the summary model table, it shows that the R square value is 0.531. This means that incentives and motivation affect employee performance by 53.1% and the remaining 46.9% are influenced by other factors not examined in this study.

F. Closing
1. Conclusion
Based on research and the results of data processing that have been carried out in this study which aims to determine "The Effect of Incentives and Motivation on Employee Performance". Then the following conclusions are obtained:

A. Based on the results of the hypothesis on the results of the t test for the incentive variable, it was obtained a significant value of 0.391> 0.05, so it can be concluded

that the incentive had no effect on employee performance.

B. Based on the results of the hypothesis on the results of the t test for the motivation variable, it was obtained a significant value of 0.000 <0.05, so it can be concluded that motivation has an effect on employee performance.

C. Based on the results of the hypothesis on the results of the F test, the incentive and motivation variables obtained a significant value of 0.000 <0.05, so it can be concluded that incentives and motivation jointly affect employee performance.

D. Based on the results of the coefficient of determination (R2), the R Square value is 0.531, so it can be concluded that incentives and motivation53.1% effect on employee performance and the remaining 46.9% is influenced by other variables not studied.

2. Suggestions
Based on the research results "The effect of incentives and motivation on employee performance at CV. Y2K Mobile Computing ". Then the researchers provide suggestions relating to research that has been done to be taken into consideration for other parties. as for the researchers' suggestions as follows:

A. For CV. Y2K Mobile Computing.
Based on the results of the research that has been done, it can be seen that incentives and motivation together have an effect on employee performance. For this reason, the company must be more careful in giving bonuses to employees so that employees are satisfied and can work optimally. Furthermore, for motivation, it is hoped that the company will reward employees who excel and also build relationships with employees so that these employees feel comfortable working in the company.

B. For further researchers.
Further researchers are expected to be able to analyze the incentive and motivation variables further and other variables which are factors of employee performance for better research results in the future.

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