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The Effect of Self-Actualization Needs, Appreciation and Social Needs on Employee Work Achievement at PT. Nusantara III Plantation Rantauprapat

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Abstract

The influence of self-actualization needs, appreciation and social needs in PT. Perkebunan Nusantara III Rantauprapat plantation by using a quantitative research method with data analysis techniques using the SPPS for windows application with questionnaire data distributed by 57 people at the university, obtained from the results of the study it was seen that the independent variables, namely Self-Actualization, Appreciation and Social Needs, had a ttable > ttable value of (0.776 > 0.679); (2,177 > 0.679) ; (1.791 > 0.679) with probability values of 0.441, 0.34, 0.79 > 0.05, then the Ha hypothesis is rejected which means that partially the variables Self-Actualization, Reward and Social Needs have a positive and significant effect on Work Performance.

Keywords: Self-Actualization, Appreciation and Social Needs.

INTRODUCTION

In the current era of globalization, competition from all organizations or companies is required to compete with each other for the position of a superior company. Not to be left behind in this case is required the ability to develop human resources to be better. This is because technological advances, trade, and so on are determined by human resources as actors and movers of all that. To increase human resources, motivation is needed from superiors to subordinates. Motivation problems are the main motivation of an employee that has an influence to increase the morale and enthusiasm of employees. In connection with this, every company must be able to support the achievement of company goals more effectively and efficiently. (Jamali and al., 2022) ; (Esisuarni, 2024)

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Motivation can be both intrinsic and extrinsic. Motivation that is intrinsic is when the nature of the work itself makes a person motivated, the person gets satisfaction by doing the job not because of other stimuli such as status or money or it can also be said that someone is doing his hobby. While extrinsic motivation is when elements outside the work that are inherent in the job are the main factors that make a person motivated. Motivation also questions how to direct the power and potential of subordinates, so that they want to work together productively and succeed in achieving the goals that have been determined. (Indah, 2018)

Fulfilling the need for self-actualization is the highest level of need. When a person has met his needs, he will also need self-actualization where he is recognized as someone who has an important contribution to a company. The need for self-actualization will cause satisfaction from the individual. The need for self-satisfaction includes; The need to realize oneself is about the value and satisfaction obtained from a job.(Tahier & Nadira Mahmud, 2023)

An award is a reward given in the form of material and non-material by the company to its employees so that they can work with high motivation and achieve the company's goals, in other words the award is intended to increase productivity and retain outstanding employees to remain in the company. The award system is intended as an encouragement for employees to work better and generate motivation so that it can encourage employee performance to be better in accordance with their responsibilities and even exceed the work targets that have been set by the company. (Maharani & Elfiansyah , 2021) (Irawan et al., 2020)

Social needs also have a strong feeling of empathy and effectiveness towards all employees at PT. Nusantara III Plantation Rantauprapat Plantation. They tend to have close personal relationships, more intimate than friendships between most employees. PT. Perkebunan Nusantara III Kebun Rantauprapat is one of the state-owned companies engaged in the management of Rubber Plantations, PT. Perkebunan Nusantara III Kebun Rantauprapat is very concerned about the welfare of its employees. This is realized through the payroll and reward system for employees and managers. This is done as one of the policies that can maintain the loyalty of the company's workers, as well as increase work productivity and individually be able to improve the work performance of these employees.

It is evident in the award system given by the company PT. The Nusantara III Plantation Rantauprapat supports the provision of bonuses in addition to the basic salary. Among others: the provision of the 13th salary, the provision of THR (holiday allowance)

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once a year, and the provision of 'dividends' (sharing of company profits). Where the reward system mentioned above is felt by all employees. Labor productivity in a company is closely related to employee work performance. This is because if an employee's productivity increases, the employee's work performance assessment will also increase in the company.(Nur Bytes & Kustiyah, 2020)

The problem of motivation is not a simple problem but quite complex, so every company should have a guideline in determining the right motivation. With wisdom in terms of providing motivation in the form of self-actualization, rewards and social needs, it is hoped that every employee in the company will be able to improve their work performance and work productivity. The importance of the role of self-actualization, rewards and social needs to improve employee work performance in a company has attracted the attention of the author to find out how actually the implementation of self-actualization, rewards and social needs and the influence on employee work performance. so the author chose PT. Nusantara III Plantation Rantauprapat Plantation. This study aims to determine the influence of self-actualization needs, rewards and social needs on employee work performance at PT. Nusantara III Plantation Rantauprapat Plantation. Needs theory is widely used by people in assessing employee performance, as well as understanding employees' attitudes in achieving in their work environment. In relation to this statement, Maslow's perspective needs theory divides there are at least five needs that hierarchically occur in each human being, as illustrated below. (Riska et al., 2019) (Rahayu et al., 2023)



Figure 1. Hierarchy of Needs according to Maslow

An accomplished worker, according to Maslow, is first driven by the basic (physiological) needs that he or she must meet. Such as the need for food and drink

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(food), clothing, education, land, housing and medicine. If basic needs have been met, then an employee seeks to demand the fulfillment of the need for a sense of security, such as an employee demanding a Decree of his appointment as an employee with various benefits such as pregnancy allowance, annual leave allowance, marriage allowance, old age allowance, child allowance, education and training allowance, hajj allowance, and even price increase allowance. Another example, a student gets a payment receipt as a need for security. Abraham Maslow About Motivation Deep Learn et al., 2022) (Herman, 2020)

DISCUSSION

Data Analysis Techniques

Three Predictor Regression Analysis

A study was conducted to find out the regression equation of the relationship between self-actualization needs, awards, and social needs together on work performance at PT. Nusantara III Plantation RantauPrapat Plantation. With the formula

Y' = a + b1 X1 + b2 X2 + b3 X3

Where:

Y = Work Performance
a = Constant
b... 3 = Regression coefficient
X1 = Self-Actualization Needs
X2 = Awards
X3 = Social Needs

Simultaneous Test (Test F)

The simultaneous test aims to determine the joint influence of independent variables (X) on dependent variables (Y). The test criteria are as follows:

- Ho : b1 =b2= 0, meaning that independent variables (X) together affect variables (Y).
- H1 : b1≠b2≠ 0, meaning that the independent variables (X) together have no effect on the variable (Y).

Partial Test (t-Test)

The partial test (t-test) aims to determine the magnitude of the influence of each independent variable individually (partial) on the dependent variable. The test criteria are as follows:

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- Ho:b1 = 0, meaning that the independent variable (X) partially affects the variable (Y).
- H1 : b1 ≠ 0, meaning independent variable (X) partially has no effect on variable (Y).

Determinant Coefficient (R2)

Determinant identification (R^2) is used to see how much influence independent variables have on dependent variables. In the SPSS output, the determination coefficient is located in the Model Summary table and it is written R Square. However, for the Regression of the Three Predictors, it is better to use Adjusted R Square, because it is adjusted to the number of independent variables used in the study. The R square value is said to be good if it is above 0.5 because the R Square value ranges from 0 to 1.

RESULTS OF RESPONDENT CHARACTERISTICS ANALYSIS RESEARCH

Regression Equation Results

Regression Analysis of Three Predictors was conducted to find out the regression equations of the relationship between self-actualization needs, awards, and social needs together on work performance at PT. Nusantara III Plantation RantauPrapat Plantation can be seen in table 1 as follows: Inferential Statistical Analysis

Regression Equation Results

Regression Analysis of Three Predictors was conducted to find out the regression equations of the relationship between self-actualization needs, awards, and social needs together on work performance at PT. The Nusantara III Plantation of RantauPrapat Plantation can be seen in table 1 as follows:

Table 1. Results of Regression Analysis of Three Predictors

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Mr.
1	(Constant)	28,295	7,811		3,622	,001
	X1	,119	,154	,103	,776	,441
	X2	,252	,116	,286	2,177	,034
	X3	,241	,134	,236	1,791	,079

a. Dependent Variable: Y

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Based on table 1. shows that the models used to estimate these influences are:

Y= 28,295 + 0,199 + 0,252+ 0,241 + e

The constant regression coefficient of 28.295 means that if there are or variables of Self-Actualization, Reward and Social Needs, then the Work Achievement will be 28.295, the Regression Coefficient of Self-Actualization of 0.199 means that every time there is an addition of Self-Actualization of 0.199, the Work Achievement is 1 time. The regression coefficient of the Award of 0.252 means that for every additional Award of 0.252, the Work Achievement is 1 time. The regression coefficient of Social Needs of 0.241 means that for every additional Social Needs of 0.241, the Job Achievement is 1 time.

Determination Coefficient Analysis (R2)

Determinant coefficient analysis was used to see how much the variables Self-Actualization, Reward and Social Needs had an effect on the Work Performance variable. The results of the determination coefficient test can be seen from the table as follows:

Table 2. Determination Coefficient (R2) Results

Model Summaryb

Model						Change Statistics		
	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1
dimension0 1	,386a	,149	,101	5,36788	,149	3,097	3

a. Predictors: (Constant),X3,X2,X1

b. Dependent Variable: Work Performance

Based on Table 2. The results of the determination coefficient test can be known, among others, the R and R Square values as follows: The R value of 0.386 is equal to 38.6% which shows that the relationship between the variables Self-Actualization, Reward and Social Needs on Work Achievement is very close. The magnitude of the determination coefficient value is 0.149 or equal to 14.9%. This value means that 14.9% affirms that Work Achievement can be explained through the variables Self-Actualization, Reward and Social Needs.

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Simultaneous Test Results (Test F)

This F test is carried out to test simultaneously whether Self-Actualization, Reward and Social Needs affect Employee Work Performance, which can be seen in Table 3 below:

Table 3 Simultaneous Test Results (Test F)

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	267,693	3	89,231	3,097	,034[a]
	Residual	1527,149	53	28,814		
	Total	1794,842	56			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on Table 3, it shows that the result of the F test is 3.097 with a significant level of 0.034 while the F value of the table is 2.882. When comparing the values of Fcal (3.097) > Ftabel (2.882) at alpha 5%, it is concluded that simultaneously the variables of Self-Actualization, Reward and Social Needs have a positive and significant effect on Work Performance.

Partial Test Results (t-Test)

A partial test (t-test) is carried out to test partially (individually) whether Self-Actualization, Reward and Social Needs have an effect on Work Performance, which can be seen in Table 4 below:

Table 4. Partial Test Results (t-Test)

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr
	B	Std. Error	Beta		.
1 (Constant)	28,295	7,811		3,622	,001
X1	,119	,154	,103	,776	,441
X2	,252	,116	,286	2,177	,034
X3	,241	,134	,236	1,791	,079

a. Dependent Variable: Y

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Based on Table 4, it can be seen that the tcal value for the Self-Actualization variable is 0.776 with a significant value of 0.441, Award is 2.177 with a significant value of 0.034 and Social Needs is 1.791 with a significant value of 0.079. As for the ttable value in the statistical table of t distribution with the level of test α = 5% and df1 = 75 of 0.679 Based on the criterion that if the tcount value> ttable is (0.776 > 0.679); (2,177 > 0.679); (1.791 > 0.679) so that it can be concluded that partially the variables Self-Actualization, Reward and Social Needs have a positive and significant effect on Work Performance.

From the results of the simultaneous test (F test) that the value of Fcal (3.097) > Ftabel (2.882) at alpha 5%, it was concluded that simultaneously the variables of Self-Actualization, Reward and Social Needs had a positive and significant effect on Work Performance. The need for self-actualization, appreciation and social needs today is very important for several reasons:

1. The need for self-actualization greatly affects work performance conveyed by Maslow, there are 5 basic human needs that form a hierarchy of needs that can increase the motivation of a worker to continue to excel, namely the need for Self-Actualization. The fulfillment of the need for self-actualization is the highest level of necessity in Maslow's theory. When a person has fulfilled the 4 needs below, he will also need self-actualization where he is recognized as someone who has an important contribution to a company. If these needs can be provided by the company, then employee achievement is expected to increase, and provide benefits to the company.
2. An award greatly affects work performance, because an award is a reward given by the company in the form of material and non-material given by the company to its employees so that they can work with high motivation and achieve company goals, in other words the award is intended to increase productivity and work achievement and maintain outstanding employees to remain in the company.
3. Social needs are needs recognized by the work environment which include harmonious relationships with colleagues. Social needs are theoretically the need for love, friendship, interaction, affection, a feeling of belonging, group acceptance, kinship and association. So it can be concluded that social needs in a company have an important role to improve employee work performance.

So it can be concluded that the need for self-actualization, appreciation and social needs for work performance are very interrelated. From the results of the study, it is seen that the independent variables, namely Self-Actualization, Reward and Social Needs, have a ttable > ttable tcount value of (0.776 > 0.679); (2,177 > 0.679) ; (1.791 > 0.679)

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with probability values of 0.441, 0.34, 0.79 > 0.05, then the Ha hypothesis is rejected which means that partially the variables Self-Actualization, Reward and Social Needs have a positive and significant effect on Work Performance. This can be explained as the basic characteristics possessed by an individual who is causally related in meeting the criteria required in occupying a position.

CONCLUSION

Based on the description of the results of the research and the discussion of Self-Actualization has a positive and significant effect on Work Performance, this can be seen from the magnitude of the tcount value rather than the ttable value of 0.776>0.679. Awards have a positive and significant effect on Work Achievement, this can be seen from the magnitude of the tcount value rather than the ttable value of 2,177>0.679. Social Needs have a positive and significant effect on Work Performance, this can be seen from the magnitude of the ttable value of 1,791>0,679. Self-Actualization, Reward and Social Needs have a positive and significant effect on Work Performance

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