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The Influence Of Motivation, Communication And Job Stress On Employees' Job Satisfaction At Glowing Parfumery During The Covid 19 Pandemic

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Abstract

The purpose of this research is to find out whether motivation, communication and work stress have an impact on employee job satisfaction during the COVID-19 pandemic. The sample of this research consisted of 34 employees of Glowing Perfumery. The sampling method is a saturated sampling technique or census method which surveys the entire population because the population is small or less than one hundred. Examples in this study. Data analysis techniques in this study used multiple linear tests, t tests, F tests, and coefficient of determination tests

Based on the problems and processing of the research results, the following conclusions are drawn: (1) Motivation has a positive effect on job satisfaction at Glowing Perfumery. (2) Communication has a positive effect on job satisfaction at Glowing Perfumery. (3) Job stress has a positive effect on job satisfaction at Glowing Perfumery. (4) Motivation, communication and work stress simultaneously affect job satisfaction at Glowing Perfumery. Future researchers doing similar work suggest that future researchers can broaden the scope of the site, view more sources and references, and consider other variables that may affect job satisfaction.

Keywords: Motivation, Communication and Work Stress on Employee Job Satisfaction.

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INTRODUCTION

Organizations need to create quality human resources high and superior to improve performance and subsequently achieve high job satisfaction. Someone with high job satisfaction has a positive attitude towards their work. A person with low job satisfaction has feelings negative about his job. Job satisfaction is an emotional attitude an employee. Employees work well when they are satisfied with what is expected from them. Job satisfaction is a situation where needs fulfilled , such as B. Job demands , level supervision , relations between employees, career opportunities and advancement , and reasonable salaries (Saputra & Adnyani , 2019).

dissatisfaction with the company impact negative towards employee behavior to achieve company goals. Lazy employee behavior causes problems for the company form high rates of absenteeism , tardiness and violations discipline others , which could have an impact negative impact on employee job satisfaction. On the other hand , the behavior of satisfied employees is more profitable for the company or organization.

Based on the researcher's observations of several employees at Glowing Perfumery which is located at Jl. Ki Maja No.3, Sepang Jaya, Kec. Kedaton , Bandar Lampung City, Lampung 35132, that There are several problems related to job satisfaction that can be seen from lack of satisfaction with the type of work performed in organizations and have identified problems related to the frequency of job dissatisfaction among employees. Consequence behavior lazy workers and not enthusiastic in do job , company give tolerance 10 minute delay from the start of work, namely 08.00 am, however Still There is workers who come around at 08.30.

Motivation is a force that arises from inside or outside one's self , awakening enthusiasm and perseverance to achieve something desired. Work motivation can be seen from employee behavior. Employee behavior that shows work enthusiasm can make employees perform optimally. Motivated employees tall feel happier and more willing work for the company. The process that motivates someone to do something something action called motivation (Paramita, 2016).

Based on previous observations , there is evidence that employee dissatisfaction at Glowing Perfumery is caused by low work motivation. This is due to lack of work motivation for himself and his colleagues , boredom at work where employees do not have passion for their work Because feel the job boring and the same kind of work, deep this is the focus of the work. obstacles and shortcomings hobbies in the company can cause lack of employee work motivation.

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Communication as a means to mediate and divide internal tasks organization is a solution to reduce job satisfaction, because with help communication we can learn human behavior (Wakhyuni , Rindi & Andika , 2019). Apart from facing low motivation , Glowing Perfumery has another obstacle , namely poor communication effective. According to some employees, when an employee delegates his job to other colleagues and the results do not match expectations manager , communications between coworkers become no effective. Employees each other blame. These problems cause conflict prolonged between coworkers because communication is not effective. Job stress and job satisfaction are influencing organizational issues efficiency and growth organization in a very environment competitive. Job stress is pressure that employees feel inside Work. This work stress can cause worry , anxiety , emotional instability , difficulty sleeping , smoking overload , loneliness , lack of relaxation , nervousness and high blood pressure. Factor trigger stress is unclear job responsibilities , lack of time to complete tasks, lack service work support , and task conflict (Gofur , 2018).

Based on observations of several Glowing Perfumery employees, it was concluded that the problem of work stress experienced by employees lies in the lack of clarity the role in which the employee works against the field expertise , for example employees in the field administration took jobs in the department certification and validation and vice versa and vice versa , and because psychological workload often addition. Excessive workload cause stress in the work environment. Working employees in stressful atmosphere unable to produce good work results.

Research by Kartika & Kaihatu (2019) found that Motivation influences employee job satisfaction, while research by Parimita , Khoiriyah & Handaru (2018) found that motivation has no effect on employee job satisfaction.

Research by Harahap & Mahadewi (2017) and Paramita (2016) found that communication influences employee job satisfaction, while research by Wakhyun , Rindi , and Andika (2019) found that communication has no effect on employee job satisfaction.

Gofuri's research (2018) found that Work stress influences employee job satisfaction, while research by Paramita (2016) found that Job stress has no effect on employee job satisfaction. Purwandani & Budiyanto (2020) research results found that Motivation , communication and work stress influence employee job satisfaction simultaneously.

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LITERATURE REVIEW

According to Bintoro and Daryanto (2017) states : " Human resource management (HR) is the science of how to effectively and efficiently manage the relationships and roles of resources or workforce owned by individuals and utilize them optimally to maximize common goals companies , employees, and society."

Winardi (2016) in Aidin (2017) argue that :"Motivation is potential power in a person's self that can be developed by oneself itself or through various external forces , and basically revolves around monetary rewards and non- monetary rewards that can influence a person's performance positively or negatively."

According to Sutrisno (2017), communication is an ambiguous concept. Meaning communication can be separated from communication as a social process, where communication There is in context social sciences. Expert Social sciences conduct research using approaches normal communication focuses on human activities and relationships between messages and behavior. According to Hasibuan (2016), work stress is tension that causes imbalance employee's mental condition , which can influence method their own thoughts , feelings , and circumstances. Work stress arises consequence pressure generated by demands and obligations excessive company. The greater the employee's workload , the worse the impact on employee efficiency and can hinder goal achievement and development organization.

According to Robbins & Judge (2016), job satisfaction is a person's positive feelings and attitudes towards their work , which results from evaluation of its attributes. Feeling This positive is shown when employees point out high commitment to the company , having a high presence and not consider their work duties as a burden that bothers them. If employees don't have feelings positive about their work and generally No satisfied , the employee find their work boring and stressful.

RESEARCH METHODS

This analysis uses numerical methods or what is usually called quantitative methods with statistical analysis. According to Creswell (2012), analysis using quantitative methods requires factors to explain how one variable affects another variable. The analysis of this research is included in the experimental category. According to (Sugiyono, 2017), this research uses research methods that aim to study the influence of a variable on other variables in particular.

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sampling method is a saturated sampling technique or census method which surveys the entire population Because its population small or less than one hundred. This research sample consists of of 34 Glowing Perfumery employees.

Quantitative data is research or data analysis that is used as a form of information in the form of numbers that can be measured or calculated. The aim of this analytical research is to test influence one quantitative data variable against another variable. This analysis uses statistical calculations to facilitate data analysis testing. Therefore , the SPSS 25 application tool was used for the above analysis.

This research uses multiple linear regression analysis or tests that connect (X) and (Y). Useful for predictions the influence of the independent variable on the dependent variable. The t-test is added to prove that the influence of the independent variable on the dependent variable considered the same. Coefficient test determination (R2) shows that the accuracy of simple linear regression analysis show big variation the influence of all independent variables and the dependent variable.

RESULTS AND DISCUSSION

Multiple Linear Regression

Table 1. Multiple Linear Analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,229	3,681		,606	,549
	Motivation	.411	,092	,506	4,472	,000
	Communication	,215	,096	,213	2,231	.033
	Work stress	,326	,115	,335	2,840	,008

a. Dependent Variable: Job Satisfaction

Source: Data processed with SPSS 25, 2023

Interpretation

$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X 3 + e_t$

$Y = 2.229 + 0.411 X_1 + 0.215 X_2 + 0.326 X_3 + e_t$

Interpretation:

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Based on the linear regression equation above, the interpretation is as follows:

1. A constant value (a) of 2.229 means an increase in wealth of only 1.240 if job satisfaction is not taken into account.
2. The regression efficiency value of the motivation variable (X1) is 0.411, which means there is a positive influence between the motivation variable (X1) and the job satisfaction variable (Y). This means that if (X1) increases by 1% with other variables constant, then job satisfaction increases by 4.11.
3. The regression efficiency value of the communication variable (X2) is 0.215, which means there is a positive influence between the communication variable (X2) and the job satisfaction variable (Y). If (X2) increases by 1% with other variables constant, job satisfaction increases by 2.15.
4. The efficiency regression value for the work stress variable (X3) is 0.326, which means there is a positive influence between the work stress variable (X3) and the job satisfaction variable (Y). Thus, if (X3) increases by 1% while the other variables remain constant, then job satisfaction increases by 3.26%.
5. So the regression coefficient that has a greater influence on job satisfaction is motivation.

Coefficient of Determination

Table 2. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,888 [a]	,789	,768	2,870

a. Predictors: (Constant), Job Stress, Communication, Motivation

Source: Data processed with SPSS 25, 2023.

The table above shows the close influence of motivation, communication and work stress variables on job satisfaction. The calculation results obtained R = 0.888 and the coefficient of determination R2 = 0.789 or 78.9%. The large coefficient of determination means that the size of the change in the job satisfaction variable is 78.9% motivation,

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communication and work stress, the remaining 21.1% is influenced by other factors that the author did not examine, such as B. work ability. , employee performance and others.

Hypothesis testing

Partial Hypothesis Test or t Test

Partial hypothesis testing can be used to determine the effect of each independent variable on the dependent variable if the significance value is <; 0.05 then the proposed hypothesis is accepted, or Ho is rejected and Ha is accepted.

Table 3. Partial Hypothesis Test (t Test)

Influence	t_{count}	t_{table} (n-2;α0.05)	Condition	Conclusion
X_1 to Y	4,472	2,040	$t_{count} > t_{table}$ (0.000<0.05)	Ho is rejected and Ha is accepted
X_2 to Y	2,231	2,040	$t_{count} > t_{table}$ (0.033< 0.05)	Ho is rejected and Ha is accepted
X_2 to Y	2,840	2,040	$t_{count} > t_{table}$ (0.008< 0.05)	Ho is rejected and Ha is accepted

Source: Data processed with SPSS 25, 2023

Based on the hypothesis test above, it can be seen that the t_{count} for the Motivation, Communication and Work Stress variables is greater than the t_{table} with a significance level much smaller than 0.050, so:

1) The first hypothesis " Motivation has a positive effect on job satisfaction at Glowing Parfumery" is accepted.
2) The second hypothesis " Communication has a positive effect on job satisfaction at Glowing Perfumery" is accepted.
3) The third hypothesis "Job stress has a positive effect on job satisfaction at Glowing Parfumery" is accepted.

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Anova Hypothesis Test or F Test

Table 4. Simultaneous Hypothesis Testing (F Test)

ANOVA [b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	923,456	3	307,819	37,380	,000 [a]
Residual	247,044	30	8,235		
Total	1170,500	33			

a. Predictors: (Constant), Job Stress, Communication, Motivation

b. Dependent Variable: Job Satisfaction

From the Anova test or F test, the F number is 37.380 with an F table of 2.92 and a significance level of 0.000 because the probability is far below 0.050 that motivation, communication and work stress influence affective job satisfaction, meaning that Ho is rejected, Ha is accepted. So the third hypothesis: "Motivation, communication and work stress simultaneously influence job satisfaction at Glowing Perfumery" is acceptable.

CONCLUSION

Based on the problems and processing of research results, the following conclusions are drawn:

1) Motivation has a positive effect on job satisfaction at Glowing Perfumery.
2) Communication has a positive effect on job satisfaction at Glowing Perfumery.
3) Job stress has a positive effect on job satisfaction at Glowing Perfumery.
4) Motivation, communication and work stress influence job satisfaction at the Bright Perfume Factory simultaneously

Suggestion

Based on the research results, suggestions that can be given are as follows:

a) The incentives given must be in accordance with the company's or employee's productivity results and paid according to the employee's workload. Good, correct and fair motivation increases employee job satisfaction in the workplace.

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b) Companies are expected to provide wages, incentives and benefits commensurate with employee workload.
c) Companies should be able to provide more information about good communication between people so that employee satisfaction with work in the company can increase further.
d) It is hoped that companies will provide benefits to employees, first by improving communication, showing good behavior, being honest and giving employees the freedom to express their opinions, so that employees are not stressed at work, thereby increasing job satisfaction.

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