

# THE EFFECT OF COMMUNICATION AND MOTIVATION ON EMPLOYEE PERFORMANCE AT PT ESTIKA JASATAMA, CENTRAL JAKARTA

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*Abstract —This study aims to determine the effect of communication and motivation on employee performance at PT Estika Jasatama in Central Jakarta. This research method uses a quantitative and associative approach. The sample in this study were 60 people. Data collection techniques using questionnaires and data analysis techniques used multiple linear regression statistical analysis. Based on the research results, it is known: (1) communication has a significant effect on employee performance with the regression equation  $Y = 7.904 + 0.201 X_1$ , the coefficient of determination is 76.2%, and hypothesis testing is obtained  $t_{count} > t_{table}$  or  $(2,966 > 2.002)$ . Thus,  $H_0$  is rejected and  $H_1$  is accepted, meaning that there is a significant effect of the work environment on employee performance. (2) Motivation has a significant effect on employee performance with the regression equation  $Y = 7.904 + 0.517 X_2$  the value of the coefficient of determination is 76.2% and hypothesis testing is obtained  $t_{arithmetic} > t_{table}$  or  $(6.988 > 2.002)$ . Thus,  $H_0$  is rejected and  $H_2$  is accepted, meaning that there is a significant effect of motivation on employee performance. (3) communication and motivation simultaneously have a significant effect on employee performance with the regression equation  $Y = 7.904 + 0.201 X_1 + 0.517 X_2$  with the coefficient of determination adjusted  $r$  square is 0.76.2 or 76.2%, while the rest  $(100\% - 76.2\% = 23.8\%)$  influenced or explained by other variables not included in this study. Based on the results of the  $F$  test, it is known that the calculated  $F$  value is 95,603 where the calculated  $F$  value is greater than the  $F$  table or  $95,603 > 3.16$ . In addition, it is known that the significant value is less than 0.05 or  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that communication and motivation have a positive and significant effect on employee performance together.*

**Keywords : Communication, Motivation, Employee Performance**

## I. INTRODUCTION

Facing the development of an increasingly advanced and modern era, in line with advances in technology and the scope of operations at the company which is getting wider has brought changes in quite tight competition. Where competition is increasingly complex with variety, intensity and scope that may have never been experienced before.

The development of the times and modern lifestyles make people demand everything in an instant, easy and sophisticated form. This means that companies or organizations need people who are strong, and able to adapt quickly to any changes that occur. And able to work in new ways through his skills and duties.

Facing increasingly fierce competition, not only production and marketing are the most important things in the company, but human resources are also the most important thing that every organization must pay close attention to. Every company that has human resources with good performance will succeed in mastering its target market share. Human resources cannot be separated from the factor of employees who are expected to excel to get maximum results so that the goals of the organization's responsibilities are achieved within a certain period of time. The work environment is one of the factors that can support the achievement of maximum performance, because the work environment is an external state of work situations and conditions that can activate and direct their behavior to certain targets.

Employees need communication and motivation to work harder and enthusiastically to work to achieve optimal results. Low motivation can affect low performance as well. This will reduce employee productivity so that it affects the achievement of company goals. According to Hasibuan (2018:143) Motivation is the provision of a driving force that creates the enthusiasm of one's work so that they are willing to work together, work

effectively, and are integrated with all their efforts to achieve satisfaction. This motivation questions how to direct the power and potential of subordinates, so they want to work together productively, successfully achieve and realize the goals that have been determined. By understanding the tasks and understanding the characteristics of his subordinates, a leader will provide motivation, encouragement and guidance to all members to achieve goals. If the interaction process is successful, then someone will be able to provide satisfaction that can improve his work. In addition, there are no attractive motivating tools for employees, so they will work lazily, lack hard work and responsibility so that employee performance becomes low.

Employee performance is a variety of activities carried out by employees and plays a direct role in the development of the business. As mentioned earlier, whether or not employees are productive can have a big impact on the development of the company. Therefore, companies must be able to continuously monitor the performance of each employee and find out whether the level of employee productivity in carrying out their duties is in accordance with expectations or not. Employee performance is very important for the organization, because whether they are productive or not will greatly affect the success of the company. To maintain productivity, companies should conduct an assessment of employee performance.

## **II. LITERATURE REVIEW**

### **A. Communication**

Communication is the process through which the management functions of planning, organizing, directing and controlling can be accomplished. Second, communication is for managers to devote a large proportion of their time to. Communication is needed so that employees know their position in the company, so the communication mechanism can create an integrated behavior of each employee in the group, in order to achieve one goal.

According to Achmad (2014: 65) communication is a process of transferring and exchanging messages, where these messages can be in the form of facts, ideas, feelings, data or information from one person to another. According to Arni (2016: 4), suggests that communication is the exchange of verbal and non-verbal messages between the sender and the recipient of the message to change behavior. According to Sutrisno (2017:17), communication is a multi-meaning concept. The meaning of communication can be distinguished based on communication as a social process. Communication on this meaning is in the context of social science. According to T. Hani Handoko (2013:272) Communication is the process of transferring understanding in the form of ideas or information from one person to another. Meanwhile, according to Wibowo (2014: 241) Communication refers to the process by which information is sent and understood between two or more people.

### **B. Motivation**

The term motivation (motivation) comes from the Latin, namely 'move' which means "to move" (to move). According to Maslow (2012: 220) motivation is the driving force from within that causes humans to do something or try to fulfill their needs. Gray (in Winardi, 2012:2) defines motivation as the result of a number of processes that are internal or external to an individual, which causes an attitude of enthusiasm and persistence in carrying out certain activities.

Stevan Ivanko (2012:70) defines motivation as a person's desire and energy that is directed towards the achievement of a goal. Motivation is the cause of action. Motivation can be said as a potential force that exists within a human being, which he can develop himself or be developed by a number of outside forces which essentially revolves around monetary rewards and non-monetary rewards, which can affect the results of his performance positively or negatively depending on the situation and conditions faced. the related person.

### **C. Employee Performance**

According to Hasibuan, (2017:94), employee performance is a work achieved by a person in carrying out the tasks assigned to him based on skills, experience and sincerity and time. Meanwhile, according to Mangkunegara (2017: 9) states that performance is the result of work in quality and quantity that can be achieved by an employee in carrying out tasks in accordance with the responsibilities given to him.

According to Sedarmayanti (2018:260) performance is the result of one's work, an overall management process, where the results of one's work must be shown concrete and measurable evidence. Performance or performance is a description of the level of achievement of the implementation of a program of activities or policies in realizing the goals, objectives, vision, and mission of the organization as outlined in an organization's strategic planning.

### **E. Hypothesis**

- H1 There is an influence of communication on employee performance at PT. Estika Jasatama
- H2 There is an influence of motivation on employee performance at PT. Estika Jasatama

- H3 There is an effect of communication and motivation on employee performance at PT. Estika Jasa Tama simultaneously.

### III. METHOD

#### A. Types Of Research

The type of research used in this study is a quantitative method, according to Sugiyono (2017:8) "Research methods based on the philosophy of positivism are used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative or statistical, with the purpose of testing the established hypothesis".

The place of research is PT. Estika JasaTama Graha Mandiri, at JL. Imam Bonjol NO. 61. Central Jakarta. This research has been carried out at PT.Estika JasaTama, the research time is starting in August 2021.

#### B. Population and Sample

According to Sugiyono (2017:80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. According to Handayani (2020), population is the totality of each element to be studied which has the same characteristics, it can be individuals from a group, event, or something to be studied. Based on the research location that has been determined, the population that is used as the object of this research is the employees who work at PT. Estika Jasatama with 60 employees.

According to Sugiyono (2018:81) the sample is part of the number and characteristics possessed by the population, the sample taken from the population must be truly representative or representative of the population being studied. According to Arikunto (2019:109) the sample is part or representative of the population to be studied. It can be concluded that the sample is part or representative representative of the population to be studied.

According to Sugiyono (2017:82) "saturated sampling is a sampling technique when all members of the population are used as samples". Another term for saturated sample is census, where members of the population are sampled. In this study, the samples used were all employees of PT. Estika Jasatama totaling 60 employees.

### IV. RESULT AND DISCUSSION

#### A. Research Object Overview

Estika Jasatama is an insurance brokerage/consulting service company that has been running its business since 1982. Estika Jasatama has experience in handling various types of loss insurance. We are supported by experienced experts and registered with the Financial Services Authority (OJK). Estika Jasatama is headquartered in Jakarta-Indonesia and has a historical relationship with PT Bank Mandiri (Persero) Tbk., (formerly PT Bank Bumi Daya). We have a network of branch offices and representatives spread across several major cities throughout Indonesia. We have long established good cooperative relationships with Insurance companies, Re-Insurance, Loss Adjusters, Re-Insurance Brokers and other insurance support service companies, both local and joint ventures. Our mission is to protect customers' financial interests against the risk of loss that may occur at any time. This is in accordance with our motto, namely "Protection" PT Estika Jasatama was established on August 11, 1982 with Notarial Deed A. Hamidy, SH No.20 and has been ratified by the Minister of Justice of the Republic of Indonesia with Decree No. C2-1446HT01.TH83 dated February 15, 1983. Operational license from the Minister of Finance of the Republic of Indonesia with SK No. 310./KMK.017/1994 dated 27 June 1994, confirmed PT Estika Jasatama as an insurance brokerage company and incorporated in APPARINDO with member number 014-1986/APPARINDO/2017. PT Estika Jasatama is headquartered in Jakarta with branch offices in Surabaya and representative offices in Medan, Semarang, Bandung, Makassar, Palembang and Pekanbaru. PT Estika Jasatama shares are owned by the Bumi Daya Welfare Foundation and the Bank Mandiri one pension fund. PT Estika Jasatama was established on the basis of the market's potential and needs for consulting/intermediary services specifically for loss and health insurance. With more than 3 decades of experience and support from personnel who have expertise, competence and high professionalism in the fields of Insurance Management, Risk Management and Insurance Brokers, PT Estika Jasatama has proven its role in assisting customers in designing the right, complete and premium insurance program. fair and reasonable settlement of claims.

Vision and Mission of PT Estika Jasatama Vision and Mission of PT Estika Jasatama include: Vision and Mission of PT Estika Jasatama Vision and Mission of PT Estika Jasatama include:

#### **Vision**

Customer Satisfaction, Our Success

#### **Mission**

To provide quality insurance services with adequate coverage, reasonable premiums and fast claims service and to employ high quality, creative employees to improve company performance and organize services based on goals and objectives.

## B. Discussion

### 1. The Effect of Work Communication on Employee Performance

The results of the validity test of the work communication variables of all questionnaire instruments were declared valid because the calculated  $r$  value  $>$   $r$  table, while the reliability test was known to have Cronbach's alpha value  $>$  the limit of  $6.988 > 2.002$  then the questionnaire was declared reliable. Based on the results of the  $t$  test, the value of  $t$  arithmetic  $>$   $t$  table ( $6.988 > 2.002$ ), besides that it is known where the significance value is less than 5% ( $0.00 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that work communication has a positive and positive effect. significant to employee performance.

This is in accordance with previous research conducted by Asriyah Iyah, Adha Suhroji and Wandu Didi (2019) entitled "The Influence of Work Communication on Employee Performance at the Banten Regional Disaster Management Agency" obtained the results of research that Work Communication has an effect on employee performance. This is in accordance with previous research conducted by Vemmi Kusuma Dewi (2021) entitled "The Effect of Communication on Employee Performance at PT. Indosurya Kencana" research results show that Work Communication has a significant effect on employee performance. This is in accordance with previous research conducted by Suseno Hadi Purnomo, Heslina, Awanda, Maulana, Yuni Wulandari, Fitri Ramayan (2016) entitled "The Influence of Communication and Work Motivation on Employee Performance at PT. Trans Kalla Makassar", the research results show that Work Communication has an effect on employee performance.

### 2. The Effect of Motivation on Employee Performance

The results of the validity test of the motivational variables of all questionnaire instruments were declared valid because the calculated  $r$  value  $>$   $r$  table, while the reliability test was known to have Cronbach's alpha value  $>$  the limit of  $0.254 > 0.600$  then the questionnaire was declared reliable.

Based on the results of the  $t$  test, the value of  $t$  count  $>$   $t$  table ( $2,966 > 2.002$ ), besides that it is known where the significance value is less than 5% ( $0.000 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, meaning that motivation has a positive and significant impact on performance. employee.

The results of this study are in accordance with research conducted by Sudarso (2020), Ummul Chair (2020) and Hafis Laksamana (2020) which state that motivation has a positive and significant effect on employee performance.

### 3. The Effect of Simultaneous Communication and Motivation on Employee Performance

Based on the results of multiple linear regression analysis, the regression equation  $Y = 7.904 + 0.201 X_1 + 0.517 X_2 + e$ .

The coefficient of determination adjusted  $r$  square is 0.76.2 or 76.2%, while the rest ( $100\% - 76.2\% = 23.8\%$ ) is influenced or explained by other variables not included in this study. Based on the results of the  $F$  test, it is known that the calculated  $F$  value is 95,603 where the calculated  $F$  value is greater than the  $F$  table or  $95,603 > 3.16$ . In addition, it is known that the significant value is less than 0.05 or  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that Communication and Motivation have a positive and significant effect on employee performance together.

## V. CONCLUSION

Based on the results of the research that has been described in the previous chapter, it can be concluded as follows:

1. Partially, work communication has a positive and significant effect on employee performance, this can be seen because the value of  $t$  count  $>$   $t$  table ( $6,988 > 2,002$ ), other than that it is known where the significance value is less than 5% ( $0.00 < 0.05$ ) ) then  $H_0$  is rejected and  $H_a$  is accepted, meaning that work communication has a positive and significant impact on employee performance.
2. Partially, motivation has a positive and significant effect on employee performance, this can be seen because the value of  $t$  count  $>$   $t$  table ( $2,966 > 2.002$ ), besides that it is known where the significance value is less than 5% ( $0.000 < 0.05$ ) then  $H_0$  rejected and  $H_a$  accepted, meaning that the environment has a positive and significant impact on employee performance
3. Simultaneously, communication and motivation have a positive and significant effect on employee performance. This can be seen because the calculated  $F$  value is 95,603 where the calculated  $F$  value is

greater than the F table  $95,603 > 3.16$ . In addition, it is known that the significant value is less than 0.05 or  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the work environment and work communication have a positive and significant effect on employee performance together.

## VI. SUGESSTION

1. The lowest work communication statement is number 4 with a score of 4.03, namely, lack of communication and openness between co-workers. For the better in the future the company must always provide information to employees who explain the contents of the appropriate information, so that it is not confusing and complete enough so that the information conveyed in the sense of not much or less.
2. Motivation on the security indicator of statement number 5 where the average value is 4.1. In addition, there are also employees who do not provide motivation to co-workers, this can be seen in the social indicator statement number 8 where the average value is 4.1. The company should give freedom of opinion and provide motivation to employees to be an example for employees to motivate each other between colleagues so that employee performance becomes more.
3. Employee Performance The lowest statement is number 9 with a score of 3.80 that is, the lack of cooperation between employees. to be even better in the future working together is very important so that it becomes a tough task for the company.

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