

THE EFFECT OF GIVING BONUSES ON INCREASING SALESMEN'S WORK IN INCREASING MOTORCYCLE SALES

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ABSTRACT

This study aims to see how much influence and contribution incentives have on improving the performance of motorcycle sales. The research sample used was 30 respondents, and the research method used was a quantitative approach, the data analysis technique in this study used validity, reliability, simple linear regression and hypothesis testing using the coefficient of determination test. The results of the study concluded that there was a positive and significant influence between giving bonuses on sales performance with a constant value of 3.467 or a bonus coefficient value of 0.167. the results of the hypothesis test obtained that the effect of giving bonuses contributed 21.1%, and 78.9% was influenced by other salary and benefit factors.

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1. INTRODUCTION

In the sales industry, one of the factors that influence the performance of salesmen is the incentives or rewards given to them. Bonus is one form of incentive that is commonly given to employees as a reward for certain achievements. Giving bonuses to salesmen is expected to provide motivation and increase their work enthusiasm. A bonus that is fair and linked to good performance can increase salesmen's satisfaction and confidence, which in turn has a positive impact on motorcycle sales. Previous research has tried to examine the effect of giving bonuses on improving salesmen's performance. The results of these studies provide further understanding of the relationship between bonuses and motorcycle sales. Several studies have shown that providing the right bonus can increase salesmen's motivation, improve work productivity, and ultimately increase sales.

Every company, especially in the field of sales, the main core of the company is the target of sales. Where from the sales target the company can take into account the progress or not of the company itself. In other words, companies engaged in sales must be able to select or recruit employees who are professionals and experts in the field of sales so that later the targets given by the company to these employees can be achieved and realized. The recruitment of Human Resources is carried out by HR management in the company.

Meanwhile, HR Management is a process of Procurement, compensation development planning, organization, design, staffing, and monitoring of a series of integrated recruitment decisions that affect employee and organizational effectiveness. Human resource management is an activity carried out to enable the effective use of resources in an organization in achieving goals. Bagi perusahaan apabila target – target penjualan dapat tercapai dan terealisasi maka masing – masing perusahaan sudah menetapkan standar bonus/ insentif yang akan diberikan kepada karyawannya agar karyawan tersebut lebih termotivasi dalam menjalankan pekerjaannya.

Bonus is a wage payment given by the company outside of salary on the basis of the performance targets achieved by the employee. Bonuses are given to employees so that these employees can express their ideas / ideas in developing their skills and skills when doing work. If every employee wants to get or get a bonus from the company then, the employee must improve the performance of his work. Performance is a real attitude of an individual for the work performance given by employees to the company in accordance with the role given by the company to him. For this reason, the main milestone of an employee will become more prosperous if the employee can improve his performance and achieve the work expected by the company. (Abdurahman Sayuti. 2020).

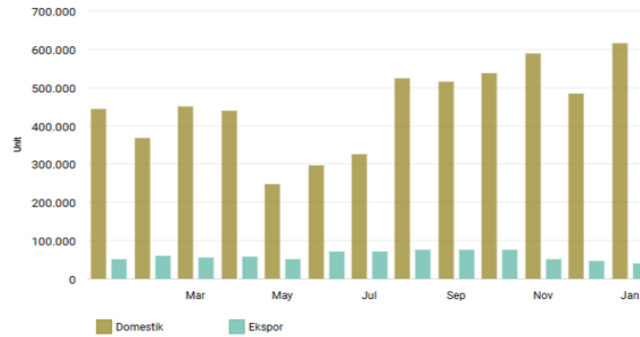


Figure 1. Indonesia Domestic and Export Motorcycle Sales Volume January 2022 - January 2023
Resource : <https://databoks.katadata.co.id/>

Based on the figure above and a report from the Indonesian Motorcycle Industry Association (AISI), the sales volume of motorcycles in Indonesia increased by ± 608,244 units in 2023. Where the increase in motorcycle sales was 25.86% from 2022. The increase in motorcycle sales in Indonesia in 2023 is dominated by scooter, sport, and underbone products. Scooter-type motorcycles make the largest contribution to domestic sales at 90.1% of total domestic sales. This can be seen in Figure 2 below domestic sales by category in 2023.

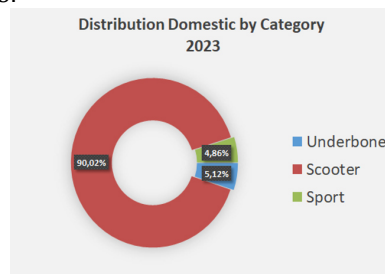


Figure 2. Distribution Domestik By Category 2023
Resource : [Statistic Distribution - AISI](#)

From Figure 2 above, it is very clear that the largest category of motorcycle sales in Indonesia in 2023 is dominated by scooter-type motorbikes with a percentage of 90.02%, then underbone motorbikes of 5.12%, and the last is sports motorcycle products with a percentage of 4.86%.

Based on observations, it was found that one of the factors causing the growth of motorcycle sales in Indonesia is the provision of incentives / bonuses to employees who work in marketing or sales. Where the provision of incentives / bonuses is considered the most powerful thing to stimulate and motivate employees to be able to improve their sales performance. This is in line with research conducted by (Dinda Tamara & Tukimin Lubis. 2021) the results of his research state that partially giving bonuses has a very positive and significant effect on employee morale at PT Telkom Medan City.

Furthermore, research conducted by (Novianto Eko Nugroho. 2020) where the results of his research state that there is a positive and significant influence between compensation on employee performance. Next research conducted by (Sahzir, Muhammad Amir, Arifin Utha. 2021) states that the provision of incentives is already at a good stage in accordance with the regulations they have set. They show that incentives can really motivate them to work, because employees feel helped by incentives in meeting their needs. Research (Gilang Suryah Syah. 2022) states that providing incentives has a very positive and significant effect on improving employee performance at PT. Agung Toyota, Pangkalan Kerinci branch.

2. METHOD

This research uses a quantitative approach. The sample in the study amounted to 30 respondents consisting of motorcycle sales. The data sources in the study are primary data, data obtained based on the results of interviews and filling out questionnaires. And secondary data obtained from motorcycle sales volume data in Indonesia based on the Indonesian Motorcycle Industry Association (AISI), as well as

published journals and scientific research related to bonus payments and motorcycle salesman performance. Data is collected using observation, survey and literature study methods. Furthermore, the data is analyzed using validity, reliability and multiple linear regression tests. As well as hypothesis testing using the coefficient of determination test. Secondary research data can be seen in the table presented below:

Table 1. Previous Research

No.	Name	Title	Result
1	Dinda Tamara & Tukimin Lubis. 2021	The effect of bonuses and benefits on morale Di Pt. Telkom Medan City	Partially, the provision of bonuses has a very positive and significant effect on employee morale at PT Telkom Medan City.
2	Novianto Eko Nugroho. 2020	The effect of work discipline and compensation on the performance of sales employees in Pt. Surya Timur Sakti Jatim	The results of his research state that there is a positive and significant influence between compensation on employee performance.
3	Sahzir, Muhammad Amir, Arifin Utha. 2021	Incentive System in Improving Employee Performance at Pt. Hasjrat Abadi Yamaha Kendari Branch	Providing incentives is already at a good stage in accordance with the regulations they have set. They show that incentives can really motivate them to work, because employees feel helped by incentives in meeting their needs.
4	Gilang Suryah Syah. 2022	The Effect of Incentives and Work Ability on the Performance of Marketing Employees at PT. Agung Toyota Kerinci Base Branch	Providing incentives has a very positive and significant effect on improving employee performance at PT Agung Toyota, Pangkalan Kerinci branch.
5	Murti-saputra dan Ratnasari. 2018	"The Effect of Work Environment, Incentives, Communication and Seniority on Employee Morale"	The independent variables consisting of work environment, incentives, communication and seniority together affect the morale of employees of Ramayana Department Store City Branch. Tanjungpinang.
6	Iwan Perwira. 2020	The Effect of Compensation on the Morale of Cinema Xxi Employees in Makassar City	Compensation has a significant effect on employee morale. Meanwhile, financial compensation indicators have a more dominant effect than non-financial compensation on employee morale.

3. RESULTS AND DISCUSSION

Validity Test

The validity test measures whether a list of questions is valid or not A survey is said to be valid if the statements in the questionnaire can reveal something that is measured by the questionnaire. A test is said to have high validity if the value is significant below 0.05 is considered correct. Validation is done using SPSS, ie. as follows:

Table 2. Correlations

	B1	B2	B3	B4	K1	K2	K3	K4	Total
Pearson Correlation	1	.211	-.119	.289	.345	-.115	-.119	-.238	.504**
B1 Sig. (2-tailed)		.262	.530	.121	.062	.545	.530	.205	.005
N	30	30	30	30	30	30	30	30	
B2 Pearson Correlation	.211	1	.141	.187	-.029	.117	.141	-.010	.506**

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	Sig. (2-tailed)	.262	.457	.321	.878	.539	.457	.958	.004
	N	30	30	30	30	30	30	30	30
B3	Pearson Correlation	-.119	.141	1	-.129	-.230	.428*	.659**	.830**
	Sig. (2-tailed)	.530	.457		.498	.221	.018	.000	.021
	N	30	30	30	30	30	30	30	30
B4	Pearson Correlation	.289	.187	-.129	1	.492**	.359	-.129	.009
	Sig. (2-tailed)	.121	.321	.498		.006	.051	.498	.962
	N	30	30	30	30	30	30	30	30
K1	Pearson Correlation	.345	-.029	-.230	.492**	1	.365*	-.066	-.066
	Sig. (2-tailed)	.062	.878	.221	.006		.047	.730	.730
	N	30	30	30	30	30	30	30	30
K2	Pearson Correlation	-.115	.117	.428*	.359	.365*	1	.099	.428*
	Sig. (2-tailed)	.545	.539	.018	.051	.047		.604	.018
	N	30	30	30	30	30	30	30	30
K3	Pearson Correlation	-.119	.141	.659**	-.129	-.066	.099	1	.659**
	Sig. (2-tailed)	.530	.457	.000	.498	.730	.604		.000
	N	30	30	30	30	30	30	30	30
K4	Pearson Correlation	-.238	-.010	.830**	.009	-.066	.428*	.659**	1
	Sig. (2-tailed)	.205	.958	.000	.962	.730	.018	.000	
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.504**	.506**	.421*	.618**	.544**	.585**	.378*	.378*
	Sig. (2-tailed)	.005	.004	.021	.000	.002	.001	.039	.039
	N	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of Table 2 above, it shows that the statement of giving to improve sales performance is valid. This can be seen from the statement that is significant <0.05 , which means that in theory the statement of giving bonuses to improve sales performance is valid. This means that there is a match or determination of the statement given to the respondent.

Reliability Test

The reliability test is used to measure the questionnaire which is a variable declaration. A study is considered reliable if Cronbach's alpha > 0.50 . The test results are shown in Table 3 as follows:

Table 3. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.715	.734	9

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
B1	59.5333	12.740	.300	.	.705
B2	59.4000	12.938	.367	.	.698
B3	59.2667	13.030	.401	.	.696
B4	59.1667	12.351	.479	.	.681
K1	59.2333	12.944	.409	.	.694
K2	59.2333	12.599	.519	.	.682
K3	59.2667	13.237	.334	.	.703
K4	59.2667	13.099	.378	.	.698
Total	33.9000	4.093	.979	.	.578

Based on Table 3 above, it shows that all statements of improving sales performance have Cronbach alpha > 0.05 , so it can be concluded that all statements are reliable or reliable. This means that the reliability test is used to determine the consistent level of data that exists for each statement item and whether the data can be continued or not.

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Simple Linear Regression

Multiple Linear Regression is used to test and predict or predict sales performance variables with bonuses. Based on the data processing process that has been carried out using the help of the SPSS program, there are the following results:

Table 4 Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3.467	.590		5.875	.000
	Bonus	.167	.146	.211	1.144	.262

a. Dependent Variable: Kinerja Sales

Based on the results of simple linear regression testing, it shows that the constant coefficient is 3.467. while the bonus coefficient value is 0.167, meaning that

1. If the constant value of 3.467 indicates that if the variable of bonus provision (X1) is considered constant, then the increase in sales performance (Y) will also be constant at 3.467.
2. If the Bonus Coefficient Value is 0.167, if the variable increases by Rp. 1 percent, then the increase in sales performance is 0.167. meaning that if the bonus increases, the sales performance will also increase.

These results are very relevant to research conducted by (Asriani, Devia Lorensa, Febrida Saputri, Tetra Hidayati. 2020) where the results of their research state that compensation and motivation simultaneously have a significant effect on employee performance. The following research conducted by (Abdul Fatah, Yasinta Suhandini 2019) states that the study found that providing incentives has a significant impact on employee performance, and providing rewards has a significant impact on employee performance.

Coefficient of Determination

The Coefficient of Determination test is used to answer the research hypothesis and measure the level of accuracy of simple linear regression, which can explain the percentage contribution of the bonus provision variable to the increase or decrease in the value of the sales performance variable by looking at the R Square value if it is said to be good above 0.05. The following are the results of the coefficient of determination test as follows:

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211 ^a	.045	.011	.50474

a. Predictors: (Constant), Bonus

Based on the results of the coefficient of determination test in the Table, the R-Square value is 0.211, namely the provision of bonuses contributes 0.211 or contributes 21.1% to improving sales performance. While the remaining 78.9% is explained by other variables such as allowances, and salaries.

4. CONCLUSION

In this study, it has been identified that giving bonuses to salesmen has an effect on improving their performance in selling motorbikes. Based on the analysis of the data obtained, it can be concluded that giving bonuses to salesmen has a positive influence on motorcycle sales. This research shows that giving bonuses can be an effective incentive in motivating salesmen to work better and more productively. When salesmen feel that they will get extra rewards for their sales performance, they tend to be more excited and try harder to achieve sales targets. Increased salesmen performance in motorcycle sales also has a positive impact on the company. With the bonus as a reward for sales achievement, the company can encourage salesmen to achieve higher sales targets and increase company revenue.

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