

THE ROLE OF MOTIVATION AND JOB SATISFACTION FOR THE PERFORMANCE OF POTTERY CRAFTSMEN IN BANTEN

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ABSTRACT

This study aimed to determine the effect of motivation to the craftsmen's performance, motivation towards job satisfaction, and the effect of job satisfaction on craftsmen performance. This research is included in the type of causal research. The population in this study were all MSMEs pottery craftsmen in Bumi Jaya Village, Ciruas District, Serang Regency, Banten. Samples were taken using non-probability sampling of 78 pottery craftsmen. Data were collected using a questionnaire, then analyzed using SEM analysis with the help of SmartPLS. The results of this study is indicating that motivation has a positive and significant effect on the performance of craftsmen, craftsmen motivation has a positive and significant effect on job satisfaction, job satisfaction has a positive and significant effect on craftsmen performance and motivation has a positive and significant effect on performance through job satisfaction.

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1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) is one of the business sectors that can develop and be consistent in the economy in Indonesia. MSMEs are an excellent place for productive employment creation. MSMEs is a labor-intensive business, does not require specific requirements such as the level of education, skills of workers, and the use of relatively little business capital and the technology used tends to be simple. MSMEs still play a vital role in improving the Indonesian economy, both in terms of business, job creation, and national economic growth as measured by gross domestic product (Ananda & Susilowati, 2017).

Pottery is a well-known handicraft micro, small and medium enterprises (MSMEs) in Banten Province. The most well-known center of earthenware crafts is in the village of Jaya in the district of Ciruas, Serang.

Pottery craftsmen as human resources are an inseparable unit. In the MSMEs pottery there are people with the same goal of becoming an organization where they can earn a living and increase profits and development from year to year. The success of an organization is not solely supported by the availability of investment and the assets it has because it can be used to procure the infrastructure and facilities and technology of its choice, the ease of obtaining raw materials, paying labor costs that can help it, but the main thing is the quality of resources human resources are one of the factors of production in business or industrial operational activities (Sitohang, 2010).

Local governments have a very strategic role in developing MSMEs in the regions. To face all challenges faced by MSMEs, the community is very dependent on government policy to empower the sector to be independent and competitive with other types of businesses. In order to achieve the goals of MSMEs, the government needs to provide impetus for the craftsmen. Motivation arises from within human beings, but its existence is due to stimulation or encouragement by the presence of other elements, which is the drive to achieve goals. Organizations must foster motivation through the process of meeting needs. Unfulfilled needs will create tension that can stimulate certain impulses in the individual concerned (Waruwu, 2017).

The driving force is referred to as motivation, according to Wibowo, (2014) that motivation is the impetus for a series of human behavior processes in achieving goals. Motivation is vital because it encourages hard work and employee enthusiasm to achieve high productivity. Motivation is an essential subject for leaders, because by definition the leader must work with and through other people, the leader needs to understand people behaving in particular to influence him to work as desired by the organization (Siagian, 2009). Motivation cannot be observed directly but interpreted from his behavior. By knowing human behavior, why people want to work and what satisfaction they enjoy from working, a leader will

more easily motivate his subordinates (Waruwu, 2017). Motivation is one of the best tools to improve employee performance. Research conducted by Zameer, et al (2014) states that there is a motivational effect on employee performance in beverage industry companies.

One thing that can smooth the organization's goals is providing work motivation for employees to have high morale. According to Kurnia et.al (2013) that job satisfaction on employees is influenced by high work motivation in the company. Other research according to Noor dan Zainordin (2018) also states that all the independent variables of motivational factors significantly influence the employee's job satisfaction dependent variable. According to Kristianto (2011) job satisfaction is a pleasant state or positive emotions resulting from assessing one's work or work experience. Job satisfaction results from employee perceptions of how well their work is considered necessary.

Motivation needs and expectations in stimulating employee behavior in the company. Thus, job satisfaction represents employees' attitudes and assessments of work and fulfillment of their expectations. Job satisfaction is an expression of one's feelings or attitudes towards work, promotional opportunities, relationships with coworkers, supervision and satisfaction with the work itself (Titisari, 2014). Refer to the research of Krisitianto (2011); Sari dan Heru (2018) states that job satisfaction has a positive and significant effect on employee performance, as well as research conducted by Babalola (2016) which states that the effect of job satisfaction on positive and significant performance.

Many studies have been conducted on the effect of work motivation on employee performance. In this research, there are research gap of the influence of motivation variables on performance. Research results according to (Aruan, 2013; Wijaya & Andreani, 2015) that motivation has a positive and significant effect on employee performance. While research Luhur (2014), suggests that motivation hurts employee performance. According to Murti and Srimulyani's (2013) motivation has a positive and insignificant effect on employee performance. Based on previous research, there is inconsistency from the results of previous studies, these different results, so the researcher is interested in reexamining the relationship between motivation and employee performance and the researcher also uses the job satisfaction variable as an intervening variable

2. METHOD

The population is a generalization area that consists of objects and subjects with specific qualities and characteristics researchers determine to draw conclusions (Sugiyono, 2013). The population in this study were pottery craftsmen in Bumi Jaya Village, District of Ciruas, Serang Regency, Banten among 130 pottery craftsmen.

Whereas in determining respondents using the type of probability simple random. Sampling is taking members of the sample from a population that is done randomly without regard to strata that exist in that population (Sugiyono, 2013). The sample used in this study was determined using the formula (Ferdinand, 2014): minimum sample = Number of indicators X 5 = 13 X 6 = 78 respondents. Then the number of samples used in the study was a total of 78 respondents.

In this study the questionnaire was created using closed and structured questions. Measuring variables using interval scale, a measuring tool that can produce data with a range of values that have meaning and can produce measurements that allow calculation of averages, standard deviations, statistical test parameters, correlations and so on (Ferdinand, 2014). In this study the interval scale is used using the Agree-Disagree Scale technique in which there is a sequence of scales from 1 (Strongly Disagree) to 10 (Strongly Agree) for all variables.

The method used in this research is to use path analysis. Path Analysis is categorized in the context of multivariate analysis techniques as a variant of part analysis, namely structural equation modeling (SEM) which is the development of path analysis. One feature of multivariate analysis techniques is to use more than one independent variable with one or more dependent variables (Hair et al., 2011).

The Partial Least Square (PLS) evaluation model can identify non-linear relationships between latent variables and correct the path coefficient values based on the relationship (Sholihin & Ratmono, 2013). Non parametric emphasizes more on the originality of the data being processed so that it does not require an assumption test

3. RESULT AND DISCUSSION

The SmartPLS SEM test analysis in this study was used to determine the relationship between Work motivation, Job Satisfaction and Craftsman Performance variables. The results of the analysis of the SEM SmartPLS model are as follows:

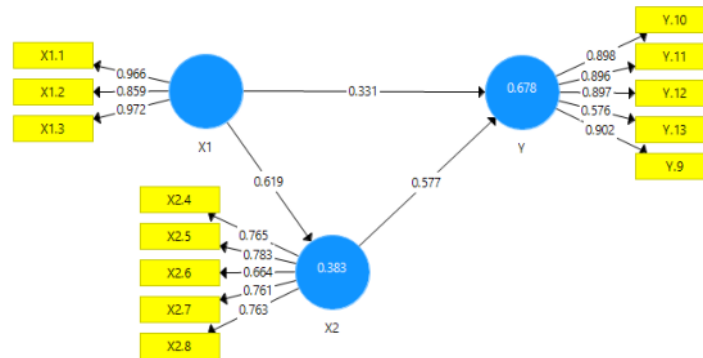


Figure 1. Outer Model Result

Based on the picture. 2 the results of SmartPLS analysis show that the loading factor for the construct of work motivation, job satisfaction and performance of the craftsmen above is required from 0.5 to 0.6. Based on the results of the analysis note that all items have a loading factor value greater than 0.5 so that all constructs of work motivation, job satisfaction and craftsman performance have good validity.

Furthermore, the reliability measurement can be done by looking at the Composite Reliability and Average Variance Extracted (AVE) value. If the value of Composite Reliability between constructs and its indicators gives good results ie above 0.70 and AVE above 0.05. The results of composite reliability and AVE can be seen in table 2 below.

Table. 1 Composite Reliability dan Average Variance Extracted (AVE)

Variable	Composite Reliability	AVE
Performance (Y)	0,891	0,712
Motivation (X1)	0,953	0,872
Job Satisfaction (X2)	0,864	0,560

Table 1 above shows the results of the composite reliability and AVE of each good construct. This value refers to Chin's opinion then the results of the composite reliability of each construct are good and can be used in the analysis process to show whether there is a relationship between each construct, because the results obtained have values > 0.70 and AVE > 0.05. From the results above, all variables have composite reliability values > 0.70 and Average Variance Extracted > 0.05, which means they have good reliability and average variance extracted values and can be used for different research processes.

Table 2. R-Square

Variable	R-square
Job Satisfaction	0,383
Performance	0,678

Table 2. shows the R-square value for the job satisfaction obtained at 0.383 and the Performance Variable obtained at 0.678. That indicate 38.30% of Job Satisfaction Variables can be influenced by Motivation, while Motivation and Job Satisfaction influence 67.80 % of employee loyalty.

To answer the research hypothesis can be seen the following P values:

Table. 3. Result For Inner Weights

Correlation	Orginal Sampel (O)	Sampel Mean (M)	Standar Deviation	T. Statistics	P Values
Job Satisfaction – Performance	0,577	0,581	0,091	6,329	0,000
Motivation - Job Satisfaction	0,619	0,631	0,062	9,962	0,000
Motivation – Performance	0,331	0,323	0,094	3,505	0,001

Based on Table. 3 above regarding hypothesis testing can be explained that:

1. Hypothesis testing results on the direction of the influence of work motivation variables on Craftsman Performance is 0.331 as shown by the path coefficient. Seen from the t value of 3.505 is more excellent than t_{table} 1,990 and the value of P-values of 0.001 is smaller than the probability value of 0.05 or the

value ($0.001 \leq 0.05$) means that it is significant. This means that there is a positive and significant influence of the variable work motivation individually on the performance of craftsmen, thus the first hypothesis can be accepted.

2. The results of testing the hypothesis of the direction of the influence of work motivation variables on job satisfaction is 0.619 as shown by the path coefficient. Judging from the t value of 9,962 is more significant than $t_{table 1,990}$ and $P_{values} 0,000$ is smaller than the probability value of 0.05 or the value ($0,000 > 0.05$) means significant. This means that there is a positive and significant influence of the variable of work motivation on job satisfaction so that the second hypothesis can be accepted.
3. The results of testing the hypothesis on the direction of the influence of job satisfaction variables on the performance of craftsmen is 0,577 as shown by the path coefficient. Judging from the $T_{Statistics}$ of 6,329 is more significant than $t_{table 1,990}$ and $P_{Values} 0,000$ is smaller than the probability value of 0.05 or the value ($0,000 < 0.05$) means that it is significant. This means that there is a positive and significant influence of the variable job satisfaction individually on the performance of craftsmen, so the third hypothesis can be accepted.

Mediation Effect

The indirect effect of training variables and achievement motivation on performance through competencies in Table 2 is as follows:

Table. 4 Indirect effect

Correlation	Orginal Sampel (O)	Sampel Mean (M)	Standar Deviation	T. Statistics C	P Values
Work Motivation - Job Satisfaction - Craftsman performance	0,357	0,366	0,066	5,374	0,000

Based on Table. 3 above that based on the results of the mediation calculation that the value is 0.420 as shown by the path coefficient. $T_{Statistics}$ of 5.374 is more significant than $t_{table} 1.990$ and P_{value} of 0.000 is smaller than 0.05, thus the positive and significant effect of work motivation on the performance of craftsmen through job satisfaction.

Relationship of Motivation to Craftsmen Performance

The first hypothesis proposed in this study is that if work motivation is high, the performance of craftsmen is higher. The test results show that the relationship of work motivation and craftsman performance has a positive and significant effect or this hypothesis can be accepted. This shows that the driving force of human resources is the existence of motivation, the performance of craftsmen will improve and provide high-value products on the pottery results.

This is in line with research conducted by Sitohang (2010) which found that to increase work motivation shown by employees can affect the performance of craftsmen. Research from Gardjito et.al. (2014) shows that employees who are motivated or motivated to do a job will have the enthusiasm to do their jobs, so that employees will be able to achieve performance. Motivation has a positive and significant effect on the performance of employees (Pebrianti, 2013).

A craftsman who is motivated or motivated to do a job will have the enthusiasm to do his job, so the craftsman will be able to achieve performance. High and low motivation given by grabah collectors to craftsmen will also affect the high and low levels of performance obtained by craftsmen, where craftsmen who get high motivation will also have high performance. Vice versa, if the motivation given to employees is low then the performance will also be reduced.

Relationship of Motivation to Job Satisfaction

The second hypothesis proposed in this study is that job satisfaction will be higher if work motivation is high. The test results show that the relationship of work motivation and job satisfaction has a positive and significant effect or this hypothesis can be accepted. This shows that the driving force of human resources, namely the existence of motivation, job satisfaction will increase.

This is in line with research conducted by (Kurnia et al., 2013; Maghfiroh, 2014; Ogunnaike et al., 2014) that there is a positive and significant effect between work motivation on employee job satisfaction.

Work motivation is essential for craftsmen to carry out tasks that have become their responsibility.

Without a high work motivation and work environment, the craftsmen will not get reasonable job satisfaction. If work motivation is applied well, the craftsmen will get reasonable job satisfaction too.

Relationship between Job Satisfaction and Craftsman Performance

The third hypothesis proposed in this study is that when job satisfaction is high, the performance of craftsmen is higher. The test results show that the relationship of job satisfaction and craftsmen performance has a positive and significant effect or this hypothesis can be accepted. This shows that the driving force of human resources, job satisfaction, the performance of craftsmen will improve.

This is in line with research conducted by (Kristianto, 2011; Sanuddin & Widjojo, 2013; Sari & Susilo, 2018) that job satisfaction significantly affects employee performance. The relationship means that the more satisfied the employee is to the company, the better work performance and work results shown, or vice versa. Wibowo (2014) argues that job satisfaction is a predictor of performance, because job satisfaction has a moderate correlation with performance.

The relationship between job satisfaction and performance implies that the more satisfied the craftsman is with the results obtained and the government from the government, the better the performance of work and the results shown will be better or vice versa. If someone feels satisfied, his enthusiasm for work will increase. This drive can make it easier to achieve the goals set by the craftsman.

The Relationship of Work Motivation to Craftsman Performance Through Job Satisfaction

The results of the mediation testing hypothesis indicate that the relationship of Work Motivation to Craftsman Performance through job satisfaction has a positive and significant effect. This shows that the work motivation of craftsmen on the performance of craftsmen through the variable job satisfaction will increase in MSMEs craftsmen Bumi Jaya Village, Ciruas District, Serang Regency, Banten

4. CONCLUSION

Work motivation has a positive and significant influence on the performance of the craftsmen. The greater the chance of meeting work motivation indicators, the indicated performance of the craftsmen will be more robust. Work motivation has a positive and significant effect on job satisfaction. The more robust collectors and local governments will motivate work to craftsmen, the job satisfaction will be optimal. Job satisfaction has a positive and significant effect on the performance of craftsmen. The more satisfied the craftsmen are with indicators such as the performance of employees shown through quality, quantity and accuracy will increase height. Job satisfaction of craftsmen is able as an intervening variable in the relationship of work motivation to the performance of craftsmen in Grabah MSMEs in Bumi Jaya Village, Ciruas District, Serang Regency, Banten

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