

The Influence of Motivation and Work Environment on Employee Performance (At a Fashion Company in Bandung)

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ABSTRACT

This study aims to analyze the impact of motivation and work environment on employee performance. It employs Descriptive and Verification Methods. The data source utilized in this study consists of a questionnaire administered to employees of a fashion firm located in Bandung. The research has a sample size of 35 respondents.

The research employs Descriptive and Verification Methods as its statistical methodologies. The initial step involves employing Correlation Data Analysis, Path Analysis, and Coefficient of Determination Analysis, with assistance from the SPSS (Statistical Product and Service Solution) program version 26. After conducting a comprehensive study of the data collected, the Motivation, Work Environment, and Employee Performance at a fashion company in Bandung are categorized as somewhat reasonable. The R Square number indicates that it is 75.5%. Employee Performance is primarily influenced by Motivation and Work Environment, accounting for 75.5% of the overall impact. The remaining 24.5% is attributed to unexplored factors. In addition, Motivation has a lesser impact, accounting for 42.3% of the total influence, in contrast to the Work Environment, which has a total influence of 50.6%. Companies should prioritize creating a conducive work atmosphere while striving to optimize Motivation in a fashion company in Bandung.

Keywords: Motivation, Work Environment, Employee Performance.

INTRODUCTION

Within a company's operational system, the Human Resources potential is a vital asset that plays a pivotal part in accomplishing the company's objectives. Consequently, organizations must handle Human Resources efficiently. In order to effectively deal with the existing competition, companies must possess exceptional human resources. The role of human resources is vital in bolstering a company's productivity and enabling it to endure the fierce competition in today's business landscape. Therefore, a firm must possess the skills and expertise to efficiently manage its human resources to improve productivity inside the organization.

Employee performance is the outcome of the job accomplished by employees, which is influenced by their abilities. Performance refers to the measurable results that employees produce when carrying out tasks based on the firm's criteria and objectives. Human resources are a vital strategic asset a firm possesses, requiring constant cultivation and enhancement. Every organization aspires to have a competitive advantage, but this goal is challenging. Optimizing human resource management is a crucial aspect of attaining this objective. (Sugiarti, 2022; Basalamah & As'ad, 2021; Mulyana,

Chaeroni, Erlangga, Solahudin, Nurjaya, Sunarsi & Purwanto, 2021)

In addition to human resource challenges, the Covid-19 pandemic has significantly disrupted all external societal activities. The organizations experienced a significant detrimental effect due to many employees being exposed to the COVID-19 virus. This condition led to a decrease in work motivation and an undesirable working environment, which in turn affected the falling performance of the employees. The remaining employees in the company likewise suffer adverse effects due to the company's reduced wages. This condition is due to the failure to reach turnover, resulting in substantial financial losses for the organization. The remuneration received by employees needs to be commensurate with what is expected, leading to a decline in their motivation and performance.

Through careful observations, researchers identified two distinct issues: motivation and the work environment. Employee performance is deemed exceptional when employees attain a score ranging from 85% to 90%, which indicates the successful attainment of client targets. The total performance of CBB only achieved a range of 70-85%. Scoring only 70%, discipline is considered "Fair" and falls short of meeting management's objectives in developing

employees who can deliver exceptional service in their job tasks. A significant number of employees were discovered to have come tardy for work. Concurrently, the evaluation of service orientation, integrity, commitment, cooperation, and leadership attained ratings of up to 84%, indicating a "Good" level. Nevertheless, this needs to meet the requirements for developing human resources capable of delivering exceptional service in their work tasks. (Iis, Wahyuddin, Thoyib, Ilham & Sinta, 2022; Sitopu, Sitinjak & Marpaung, 2021; Dingel & Maffett, 2023)

Performance is influenced by two key factors: ability and motivation. Mangkunegara asserts that an employee's motivation is shaped by their attitude towards work settings. Various internal elements, including intellectual capacity, work ethic, job happiness, and employee motivation, can influence employee performance. External variables encompass elements such as the style of leadership, the work environment, the compensation structure, and the management processes that are in place within the organization. (Zacharias, Rahawarin & Yusriadi, 2021; Mulang, 2021; Riyanto, Endri & Herlisha, 2021)

Leaders should pay attention to these elements in order to enhance employee performance. The suspected cause of subpar employee performance is inadequate employee motivation. Insufficient motivation at work leads to

a decrease in employees' enthusiasm and ability to perform at their best. Low motivation negatively impacts work enthusiasm, which in turn affects the quality of employee performance. Motivation is an internal drive that helps employees strive toward achieving their goals. Consequently, the author carried out a preliminary survey on staff motivation. (Wulandari, Djawoto & Prijati, 2021; Andreas, 2022; Niati, Siregar & Prayoga, 2021) The following presents the outcomes of the preliminary survey carried out by the author on motivation data:

Motivation variables can be categorized into five dimensions: physiological demands, safety needs, social needs, recognition needs, and self-actualization needs. The data yielded an average score of 3.22, indicating a relatively high level of work motivation deficiency at one of the fashion enterprises in Bandung. Regarding the need for recognition, it scored 3.26, suggesting that certain employees perceive a lack of acknowledgment from their superiors or colleagues. Consequently, this absence of encouragement hampers their motivation to enhance performance, ultimately impacting the company's overall effectiveness.

A business's success and performance hinge on the caliber of its human resources, both leaders and subordinates. Therefore, it is imperative to possess a thorough comprehension and proficiency in performance management. This indicates that the human resources in one of the fashion enterprises in Bandung are not yet at

their optimal level of motivation. This condition is supplementary material that demonstrates the drive of a fashion company in Bandung.

The employee absence rate at a fashion firm in Bandung fluctuated from April to July 2022. Researchers in the field have seen instances that indicate a deficiency in employee motivation to attain high-quality performance, adherence to regulations, collaboration in teamwork, and proactivity. Employee work motivation can be influenced by various factors, including the work atmosphere, work environment, colleagues and partners, relationships with leaders, the absence of recognition for achieving targets, and non-compliance with company regulations.

The work environment is a significant determinant of employee performance and plays a significant role in enabling workers to enhance their performance and productivity. Therefore, organizations must prioritize maintaining a conducive work environment for their employees.

The work environment can be categorized into two distinct aspects: the physical work environment and the non-physical work environment. The physical work environment includes illumination, hues, auditory stimuli, ventilation, and musical accompaniment. On the other hand, the intangible work environment mainly consists of interpersonal dynamics and the overall ambiance within the office. An optimal work environment for employees can enhance employee work performance. Conversely, if the

work environment is unsatisfactory, it will diminish employee productivity.

The identified work environment issues encompass physical aspects, such as the room's unsupportive color composition, inadequate attention given to the workspace's layout, including the disorganized placement of tables, and insufficiently distributed noise and lighting.

Meanwhile, in the intangible realm, several employees need more communication or collaboration with their colleagues outside of work, resulting in a lack of employee harmony. Additionally, many employees feel a sense of unfamiliarity with their superiors, which can lead to a decrease in staff productivity. (Tampi, Nabella & Sari, 2022; Maryani, Entang & Tukiran, 2021; Sapta, Muafi & SETINI, 2021)

The work environment encompasses all factors surrounding an employee that can impact their ability to fulfill assigned tasks. Therefore, organizations must prioritize the maintenance of a conducive work environment, as it directly affects employee performance. Conversely, proper maintenance of the work environment will result in a decrease in employee productivity.

The work environment variable from the pre-survey indicated an average score of 3.51, considered satisfactory. However, the work environment in one of the fashion companies in Bandung could be more optimal, particularly in air circulation, which received a score of 3.66. The air circulation in the workplace remains insufficient,

resulting in a heat sensation despite air conditioning. This condition is due to the unequal distribution of the cooled air produced by the AC system. This demonstrates that the working conditions at a fashion company in Bandung still need improvement. (Sutaguna, Yusuf, Ardianto & Wartono, 2023; Kalogiannidis, 2021)

According to the evidence from the pre-survey data, employee performance is suboptimal, likely due to suboptimal motivation and an inadequate work environment. The research challenge is determining the correlation between motivation and the work environment. Given the information provided, the author intends to undertake a research study named *The Influence of Motivation and Work Environment on Employee Performance (at a fashion firm in Bandung)*.

METHOD

In this study, the researcher employed a quantitative research approach rooted in the positivist philosophy. This approach uses random sampling techniques to investigate specific populations or samples. Data collection was conducted using research instruments, and quantitative data analysis and statistical methods were employed to test a pre-established hypothesis.

Quantitative research is typically conducted to test a hypothesis and is employed when the

researcher aims to determine the factors that impact the occurrence of phenomena. In other words, the researcher seeks to identify the relationship between two or more variables that are the focus of the study. Therefore, in this study, quantitative research methodology was employed to determine the extent of the impact that motivation and work environment had on employee performance at a fashion firm in Bandung.

This study used a survey methodology. Survey research typically involves collecting data from a subset of employees rather than the entire population. It involves selecting a subset of a population and gathering data through the use of questionnaires.

The sample for this study consisted of 35 permanent employees at a fashion firm in Bandung.

Before utilizing the measuring instrument (questionnaire), a preliminary assessment of its validity and reliability is conducted. The validity test aims to determine whether the instrument employed is suitable or has accurately measured what it is meant to measure. Consequently, validity checks were conducted on every item of the questionnaire.

RESULTS and DISCUSSION

This study aims to examine the impact of motivation and the work environment on

employee performance in a fashion company located in Bandung. The study of the data shows that motivation and the work environment substantially impact employee performance. The coefficient of determination (R^2) is 0.755, which means that these factors explain 75.5% of the variation in employee performance. Furthermore, the epsilon value of 0.245 suggests that around 24.5% of the variance in employee performance can be attributed to unexamined factors in this study. This analysis offers valuable insights for firm management to comprehend the aspects influencing employee performance and devise efficacious tactics to improve it.

According to the survey results, it is clear that the motivation component has a more significant impact on performance compared to the work environment. In this study, motivation is an independent variable that is not influenced by other variables. Employees with elevated levels of motivation typically exhibit superior performance due to their robust internal drive to accomplish organizational objectives. However, the study suggests that the work environment variable does not play a dominant role, implying that the work environment alone does not substantially impact employee performance. This result implies that while a favorable work environment might improve employee motivation and morale, motivation is still the primary factor in determining employee performance. Hence, firm management must prioritize cultivating employee motivation as

a strategic approach to enhance overall performance and efficiency.

Employee performance is significantly influenced by motivation. Employees with elevated levels of motivation typically exhibit superior performance due to their robust internal drive to accomplish organizational objectives. Motivation can arise from diverse origins, such as individual success, acknowledgment of achievements, and the ambition to progress and excel in one's profession. By possessing a strong drive, personnel will be incentivized to exert significant effort, enhance productivity, and contribute substantially to the company's success.

Aside from motivation, the work environment also significantly influences employee performance. An environment conducive to work can foster a positive culture in the workplace, where people feel supported and appreciated and have chances for advancement. Effective communication, strong leadership, and chances for participation in decision-making are critical factors in establishing a healthy work environment. Employees in a conducive work environment are inclined to exhibit higher levels of motivation and more excellent performance due to the appreciation and support they receive from their colleagues and superiors.

Nevertheless, while motivation and the work environment exert a substantial impact on employee performance, additional factors

influence it. These elements may encompass personnel skills and competencies, compensation and incentive systems, economic situations, and other external considerations. The epsilon value derived from this study suggests that around 24.5% of the variability in employee performance can be attributed to unexplored factors. Hence, it is crucial for firm executives to diligently focus on and effectively handle these additional aspects in order to enhance total employee performance.

The findings of this study suggest that the management of a fashion company in Bandung should acknowledge the significance of motivation and a favorable work environment in improving employee performance. Management must formulate measures to enhance employee motivation, which can be achieved through training and development programs, acknowledging accomplishments, and fostering a conducive work atmosphere. Furthermore, it is crucial to consistently observe and assess other variables that may impact employee productivity and implement suitable measures to handle them.

The results of this study can assist management in a fashion company in Bandung in developing more efficient policies and programs to enhance employee performance. For instance, organizations can offer additional training and development programs to employees in order to boost their enthusiasm and strengthen their abilities. Furthermore, they have the potential to enhance communication and collaboration

between the managerial staff and the workforce while also fostering an inclusive and supportive work atmosphere. Consequently, the organization can enhance its performance and attain a competitive advantage in the market.

Nevertheless, it is essential to acknowledge the limitations of this study. A significant constraint is the utilization of specific data collection techniques, which can impact the accuracy and consistency of the research findings. Moreover, the study was exclusively carried out within a singular company, limiting the research findings' applicability to that particular environment. Hence, it is advisable to carry out additional studies encompassing a broader sample size and employing more advanced methodologies to comprehend better the aspects that impact employee performance.

Ultimately, this study establishes that motivation and the work environment substantially impact employee performance within a fashion company located in Bandung. Nevertheless, additional variables also influence their performance. Hence, it is crucial for firm management to diligently observe and effectively handle these aspects to enhance the overall performance of employees. Therefore, the organization can attain its objectives and acquire a competitive advantage in the market.

CONCLUSION

The research findings validate that motivation and work environment are the primary determinants that substantially impact employee performance at a fashion company in Bandung. The results of the analysis indicate that motivation significantly influences individual performance more than the work environment. Nevertheless, additional variables impact employee performance, including individual competencies, incentive structures, economic circumstances, and various external influences.

Within this particular framework, the organization's management must possess the capability to effectively address and incorporate a multitude of aspects that have a comprehensive impact on the performance of employees. Focusing on motivation and consistently creating a supportive work atmosphere is essential. Additionally, it is crucial to stay aware of any changes or dynamics in both the internal and external environment that may impact performance. Therefore, management can formulate suitable methods to enhance the overall performance of employees.

Furthermore, management must comprehend that each individual possesses distinct requirements and motivations. Hence, it is imperative to implement a customized and distinct method in human resource management. This conclusion entails the identification and acknowledgment of individual requirements, together with the provision of suitable assistance

and incentives to effectively encourage personnel.

Hence, the primary inference drawn from this study is that successful leadership necessitates a profound comprehension of the variables that impact employee productivity and, ultimately, the capacity to oversee these variables. By adopting a holistic and responsive approach, companies can only achieve optimal and sustainable performance and preserve a competitive advantage in a complex and changing market.

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