

The Influence of Work Motivation and Work Discipline on the Performance of Employees (Marketing Division) Insurance XYZ Jabodetabek Area

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Abstrak

This study examines how Work motivation and discipline are both important factors in achieving success influence The performance of employees is important Marketing Division of XYZ Insurance in the Jabodetabek area, focusing particularly on Branch B, which has failed to meet its performance targets. The study aims to identify the reasons for this and propose solutions. Quantitative methods and purposive sampling techniques were employed to data Questionnaires were used to collect the data to 98 respondents. Linear regression, t-tests, F-tests and the coefficient of determination are used to analyse data are all used were then used to analyse the data. Find out what the results are showed that work Employee performance is positively and significantly impacted by motivation and discipline, which in turn can lead to improved productivity and enhanced organisational outcomes (t count = 2.739, sig. = 0.007 and t count = 5.495, sig. <0.001, respectively). Additionally, the combined effect Motivation and work discipline are both important factors influence performance was Positive and significant, with a strong impact (F-count = 40.890; sig. <0.001). The obtained regression equation ($Y = 9.132 + 0.206X_1 + 0.419X_2$) indicates that work discipline exerts a stronger influence. The coefficient of determination (R^2) of 0.457 indicates that these two variables can explain 45.7% of the variation in performance. Therefore, this study concludes The Work motivation and discipline have a positive impact on employee performance and significant marketing division. Consequently, companies are advised to enhance employee motivation and discipline to encourage continuous performance improvement.

Keywords: *Work Motivation, Work Discipline, Performance Employees*

1. Introduction

Insurance companies are one of the important roles in providing protection from unexpected risks that can cause mild to fatal losses. However, along with the times the number of insurance companies is increasing rapidly so that competition is getting tougher and each company is competing to be the best in its field. (Bhegawati, 2022).

Human Resources (HR) are key to a company's progress, especially with regard to employee performance. In order to optimize performance, it is necessary to have quality, professional HR. This process can begin during the recruitment of new employees. (Putri et al., 2022).

Employees will inevitably face boredom when confronted with routine tasks, which can result in decreased enthusiasm and motivation, impacting their performance. One aspect of good performance is work motivation, which encourages employees to perform at their best. Work motivation usually takes the form of bonuses, gatherings, or other awards for

employees. (Adinda et al., 2023).

Additionally, work discipline is important so that employees are rewarded and obligated to obey the rules. This discipline forms a sense of responsibility for employees to complete and carry out their work according to standard operating procedure (SOP). (Chusminah & Haryati, 2021).

This statement regarding work motivation and discipline is also supported by previous studies where one of the insurance companies, PT Astra Aviva, also tried to provide motivation in the form of family gathering awards. And uniquely, the award is not only intended for employees but customers also have the opportunity to participate (Ariyanti, 2021). Meanwhile, work discipline is supported by a study at PT Asuransi Tri Pakarta Denpasar where there is a phenomenon of employees who do not comply with regulations such as using working hours to chat casually until their work is delayed. (Tody Dewa et al., 2022).

There is a gap in performance results in branch a and branch b in xyz company, especially from 2022 to 2024 with the same target of 6 billion per year. At the branch a there is stability in performance each year and an increase in achieving the target while at branch b it is far from the target even from the minimum company performance of 60%. This is because branch b is a branch that has only been officially established since 2022 and lacks efforts to provide work motivation and discipline to employees, especially in the Marketing Division.

This research focuses only on the marketing division at XYZ Insurance Company in the Jabodetabek area

1. Does the marketing division have a positive and significant impact This is about employee performance?
2. Does work discipline have a positive and significant effect on the erformance is the key here of employees in the marketing division?
3. Will work motivation and discipline have a positive and significant effect on the performance of marketing division employees when considered together?

The aim of this research is to contribute to the identification of problems effective solutions, provide valuable insights, and serve as a useful reference for companies that are facing similar challenges. It will also enrich literature on employee performance for students and the public. Material and Method

1.1. Research Design

This research uses statistical and quantitative methods to convert raw data into meaningful information. The main goal is to identify patterns, relationships, or trends in data that can be used to solve research problems or test theories. The non-probability sampling technique focuses only on the specified sample. According to (Sugiyono, 2019), the population size is 130, and since the population is known, the sample size can be calculated using the Yamane formula.

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{130}{1 + 130 \times 0,0025}$$

$$n = \frac{130}{1,325}$$

$$= 98$$

Description:

N = total population

N= number of samples required

e = Sample error rate (sampling error), typically 5%

Therefore, the sample results used were from 98 respondents.

Primary data is information that researchers collect directly from the source. Understanding respondents' responses depends heavily on this type of data. For this study, a Likert scale questionnaire was distributed to the marketing division of XYZ Insurance in the Jabodetabek area for this purpose. This It is a method of collecting data involves asking respondents A series of questions is presented or presenting them with written statements that require answers. In this study, the Likert scale was used to evaluate individuals' or groups' attitudes, views and perceptions regarding various social issues.

1.2. Data Analysis

The data were analysed and The product has been put through its paces with IBM SPSS Statistics version 29. We carried out the following tests:

- validity and reliability tests
- tests of the classical assumptions of normality and multicollinearity
- multiple regression tests
- T-tests and F-tests are used for hypothesis testing
- a test of the coefficient of determination

The conceptual framework's objective is to assess the degree to which work The performance of employees is influenced by motivation and work discipline, either partially or in tandem. Therefore, the study's hypothesis is that Employee performance is positively influenced by work motivation and work discipline, which have significant, partial and simultaneous effects.

- H1 Having a strong Performance by employees can be measured in a number of ways significantly impacted by motivation at work
- H2 Similarly, a strong work Ethics Performance among employees is positively and significantly impacted
- H3 Both work motivation and discipline The performance of employees is positively and significantly impacted, which is something that should be celebrated performance

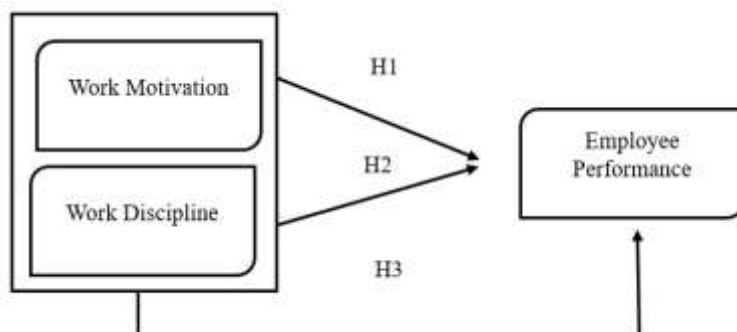


Figure 1. Research Model

2. Results

2.1. Respondent Identity

Table 1. Respondents Gender

Gender	Respondents Respons	
	Respondents	Percentage
Male	55	55%
Female	45	45%
Total	100	100%

Table 2. Respondents Characteristic

Age	Frecuency	Percentage
18 – 30 years.	73	73%
31 – 40 years	17	17%
41 – 50 years	5	5%
51 – 60 years	5	5%

Table 3. How long the respondent has worked for

Length of Work	Frecuency	Percentage
1 – 4 years	76	76%
5 – 9 years	17	17%
10 – 14 years	2	2%
15 – 19 years	2	2%
20-24 years	3	3%

2.2. Data Analysis

1. Validity Test

Table 4. Validity result of Work Motivation

Item	r count	r table	Description
X1_1	0.685	0.1966	Valid
X1_2	0.705	0.1966	Valid
X1_3	0.747	0.1966	Valid
X1_4	0.628	0.1966	Valid

Table 5. Results of the work discipline test

Item	r count	r table	Description
X2_1	0.725	0.1966	Valid
X2_2	0.751	0.1966	Valid
X2_3	0.598	0.1966	Valid
X2_4	0.637	0.1966	Valid
X2_5	0.664	0.1966	Valid
X2_6	0.706	0.1966	Valid

Table 6. Validity result of Employee Performance

Item	r count	r table	Description
Y1	0.482	0.1966	Valid
Y2	0.615	0.1966	Valid
Y3	0.611	0.1966	Valid
Y4	0.688	0.1966	Valid
Y5	0.622	0.1966	Valid
Y6	0.676	0.1966	Valid

The above results indicate That all items on the work motivation, work discipline Performance scales are valid and appropriate for measuring these constructs.

2. Reliability Test

Table. 7 Reliability Result

Cronbach's Alpha	N of Items
.732	6
0.767	6
0.672	6

3. Classical Assumption Test

Table. 8 Normality Test

Asymp. Sig. (2-tailed)	0.149
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The significant value is 0.149, meaning Sig. is greater than 0.05. Therefore, it can be concluded that the residual data is normally distributed.

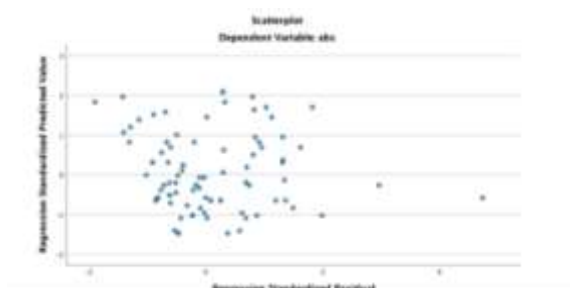
Table 9. Multicollinearity Test

	Tolerance	VIF
(Constant)		
Work Motivation	.672	1.489
Work Discipline	.672	1.489

The significant value is 0.149, meaning Sig. is greater than 0.05. Therefore, it can be concluded that the residual data is normally distributed.

Table 10. Heteroscedasticity Test

	t	Sig.
(Constant)	-2.850	.005
Work Motivation	.521	.603
Work Discipline	3.017	.603



These Findings are consistent with those of the heteroscedasticity test using the Glesjer technique. Thus, It can be concluded that work motivation is an important factor in achieving success varies exhibit symptoms of heteroscedasticity because it is the only variable that does not significantly affect the absolute residual value (abs). However, the residuals are significantly affected by the work discipline variable, indicating that the variable exhibits heteroscedasticity symptoms. Furthermore, when viewed based on the scatterplot between standard residuals and standard predictions, the points appear to spread irregularly and form a pattern, which strengthens the suspicion There is a heteroscedasticity problem with this regression model. Therefore, this model is not entirely free from symptoms of heteroscedasticity. However, it can still be used as it passes the other tests.

4. Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Analysis

	B	t	Sig.
(Constant)	9.132	5.171	<.001
Work Motivation	.206	2.739	.007
Work Discipline	.419	5.495	<.001

The equation The model is as follows: $Y = a + \beta_1 X_1 + \beta_2 X_2 + e$

$$Y = 9.132 + 0.206 X_1 + 0.419 X_2 + e$$

Description:

Y = employee performance

X1 = work motivation

X2 = work discipline

a = constant

β = regression coefficient

e = error

Table 11. Simultaneously Test

	F	Sig.
Regression	40.890	<.001 ^b

The variables representing work motivation (X1) and work discipline (X2) have a significant, partial and simultaneous impact on employee performance (Y).

5.Coefficient of Determination Tests

Table 12. Coefficient Determination Test

R-Square	.457
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The R-squared value is 0.457, or 45.7%. This indicates that 45.7% of the variation in employee performance can be explained by work motivation (X1) and work discipline (X2) variables. The remaining 54.3% is influenced by factors not included in the study.

3. Discussion

The effect of work motivation on employee performance in the marketing division is examined.

The results of The data analysis is complete, which I used multiple linear regression tests, show that work motivation It has a positive and significant effect impact on performance improvement. This finding shows that highly motivated individuals are more likely to

perform well. This aligns with Maslow's (Stoyanov, 2017) hierarchy of needs theory, which states that the desire for rewards and self-actualization encourages individuals to work optimally. Additionally, this result aligns with Mangkunegara's (Edward, 2022) and Wibowo's in (Supriyadi, 2023) statements. The concept of work motivation is the internal drive that directs individuals to act in order to achieve their goals organisational.

The effect of work discipline on employee performance is as follows. This is in the marketing division.

Meanwhile, Work discipline significantly influences performance, which is why it is so important to maintain good discipline at work. The employees with high discipline tend to consistently follow rules, arrive on time, and complete tasks by their deadlines. This finding reinforces Rivai's (in Amirudin, S.E., 2024) opinion that work discipline is an important aspect of shaping a positive work ethic. In practice, discipline reflects a professional attitude, showing not only compliance with the rules but also commitment to assumed responsibilities. These findings are This is also Findings from the study support this (Hidayat et al., 2024), who revealed that discipline directly increases employee efficiency and productivity.

The influence of work motivation. The influence of work discipline. The influence on employee performance. This is in the Marketing Division.

The results showed that work motivation and discipline were important factors were important positively influenced performance of XYZ Insurance Marketing Division employees in the greater Jakarta area. Work motivation encourages employees to be more active and responsible in achieving targets, while work discipline ensures that tasks are consistently carried out according to established rules and deadlines. These findings reinforce the theory, as stated in previous research, that motivation and discipline are important factors in optimal work performance.

Additionally, the two variables were found to significantly influence performance. With a coefficient of determination of 45.7%, almost half Of the variation in employee performance, attributed to their level of motivation and work discipline. These results confirm that improving performance requires a combination of internal drive (motivation) and behavioral control (discipline). Therefore, companies are advised to continuously develop these two aspects.

4. Conclusion, Implications, and Suggestions

The analysis indicates that improving the performance of the marketing division at XYZ Insurance in the Jabodetabek area is strongly influenced by work motivation and discipline. Both factors positively and significantly influence performance. To foster a productive work environment, management must review internal policies related to these two aspects.

Additionally, the company must strengthen supervision and enforcement of regulations to ensure work discipline is applied evenly throughout the organization. This is important so that all employees develop a high sense of responsibility and awareness when carrying out their

duties independently.

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