

The Influence of Work Motivation on Employee Performance at PT. Ramayana Lestari Sentosa TBK Samarinda Central Plaza Branch

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Abstract: This study aims to determine the effect of work motivation on employee performance at PT. Ramayana Lestari Sentosa Tbk Samarinda Central Plaza Branch, a national retail company that serves the community and operates in various regions of Indonesia. The main issue raised in this study is the extent to which work motivation affects employee performance amid operational challenges and work dynamics. To address this issue, this study employs a quantitative approach using a survey method, involving 127 respondents as a sample through an online questionnaire. The analytical techniques used include simple linear regression tests and partial tests (t-tests). The results of the study indicate that work motivation has a positive and significant impact on employee performance, suggesting that the higher the work motivation, the better the employee performance. These findings reinforce previous theories and underscore the importance of managing work motivation in supporting organizational productivity and success. The conclusion of this study is that enhancing work motivation can directly drive more optimal employee performance, so company management must continue to pay attention to motivational factors, both intrinsic and extrinsic.

Keywords: Employee Performance; PT Ramayana; Quantitative; Slovin, Work Motivation

1. Introduction

PT. Ramayana Lestari Sentosa Tbk Samarinda Central Plaza Branch is one of the modern retail companies that plays an important role in providing for the needs of the people of East Kalimantan. In an effort to maintain competitiveness and service quality, this company faces challenges in managing human resources, particularly in terms of improving employee motivation and performance. This study focuses on the relationship between work motivation and employee performance, two important aspects in achieving organizational goals.

Work motivation is a component that drives company performance. Work motivation is the drive that motivates employees to perform their duties with full commitment and effectiveness in order to achieve organizational goals. Work motivation encompasses a synthesis of intrinsic and extrinsic factors related to effort, intensity, and perseverance in relation to work. Dermawan (Lusri & Siagian, 2017) defines motivation as an internal drive that can trigger, guide, and shape behavior. Therefore, it is concluded that motivation is a situation that encourages deliberate involvement in an activity with the aim of improving work performance.

Previous studies on the influence of motivation on employee performance have mostly used quantitative approaches with data collection techniques such as

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questionnaires and analysis methods such as simple linear regression. For example, studies by Manoppo & Rogahang (2021), Ulfa et al. (2022), and Prasetyo et al. (2021) used similar approaches to assess the relationship between these variables.

The strength of quantitative methods lies in their ability to objectively measure relationships between variables using statistical data that can be empirically tested. However, this approach has limitations in capturing subjective contexts, such as the underlying reasons for low motivation or psychological dynamics in the workplace. Some studies also show inconsistent results—for example, Abhirama (n.d.) found that motivation was not significant for performance, so a more exploratory or mixed-method approach is needed to enrich understanding.

The main problem in this study is whether work motivation has a significant influence on employee performance at PT Ramayana Lestari Sentosa Tbk Sa-marinda Central Plaza Branch, given the important role of motivation in encouraging work enthusiasm, productivity, and employee loyalty.

This study proposes a quantitative approach by distributing questionnaires to 127 employees, and using simple linear regression analysis to test hypotheses regarding the relationship between work motivation and performance. This approach is expected to provide a real statistical picture of how much motivation affects performance in a modern retail work environment.

Based on the information that the author has obtained and looking at previous research, the author is interested in raising the title. "The Effect of Work Motivation on Employee Performance at PT Ramayana Lestari Sentosa Tbk, Samarinda Central Plaza Branch.

2. Theoretical Study

Research on the effect of work motivation on employee performance has been conducted by many previous researchers, both in the context of private companies and public institutions. For example, research by Sitorus et al. (2025) showed that work motivation has a positive and significant influence on the performance of Puskesmas employees in South Tangerang. Similar results were found by Nur et al. (2023) who stated that work motivation along with work discipline can simultaneously improve employee performance in the retail sector. On the other hand, re-search by Abhirama (no year) shows different results, namely work motivation does not have a significant effect on performance, giving rise to academic debate regarding the context and intervening variables that can moderate the relationship.

In this study, researchers want to reaffirm how work motivation as an internal factor can have a direct impact on employee performance, especially in the highly competitive modern retail sector such as PT Ramayana Lestari Sentosa Tbk Sa-marinda

Central Plaza Branch. Unlike previous studies, which were mostly conducted in government institutions or educational institutions, this study focuses on a retail work environment that has high dynamics, tight sales targets, and demands for fast customer service.

In addition, the method used in this research is a quantitative approach with a Likert scale questionnaire instrument, strengthening the analysis through simple linear regression test, and hypothesis testing (t test). This research also emphasizes the importance of intrinsic and extrinsic motivation as emphasized in the theories of Hasibuan (2020) and Robbins & Judge (2017).

Thus, the gap of this study is the lack of research focus on work motivation in retail companies in East Kalimantan, especially in Sarinda, as well as the need for updated analysis to answer performance challenges in the post-pandemic era and retail digital transformation. Therefore, this research is expected to make practical and theoretical contributions to the development of human resource management in the modern retail sector.

3. Research Methods

3.1 Type of Research

This research is quantitative to provide a clear picture of the methods used. Beryman (2020) says that quantitative research is a way to find out how large-scale variables interact with each other using statistical data.

Population and Sample

Kusumastuti (2020: 33) defines the research population as all entities that are the focus of research, including individuals, regions, organizations, and social groups, which are examined, analyzed, measured, and evaluated before reaching findings. This study includes 186 people who work at PT Ramayana Lestari Sentosa Tbk Samarinda Central Plaza Branch.

Sugiyono (2022: 81) states that the sample must reflect the number and characteristics of the population so that the research results can be generalized properly. Therefore, the sample selection must be done appropriately so that the distribution of questionnaires can be evenly distributed and the research results become valid..

Population: 186 employees of Ramayana SCP.

Sample: 127 employees, determined using the Slovin formula:

$$\left(\frac{N}{1+N(e^2)} \right)$$

Description:

n = Number of Samples

N = Population

e = Maximum error limit tolerated sample aka significant level is 0.05 (5%)

So:

$$n = \left(\frac{186}{1 + 186 (0,5)^2} \right)$$

$$n = \left(\frac{186}{1 + 186 (0,0025)} \right)$$

$$n = \left(\frac{186}{1 + 0,465} \right)$$

$$n = 186 / 1,465$$

$$n = 126,9 \text{ rounded to } 127$$

Based on the Slovin formula, the results of this calculation were obtained as many as 126.9 samples which the researchers then rounded up to n127 samples or respondents.

3.2 Data Collection Technique

Questionnaire method, data collection is carried out via the internet, such as using a web like Google Form, which can be accessed directly by pressing the link provided by the researcher to the respondent.

Direct observation method of employee performance at Pt. Ramayana Lestari Sentosa Tbk Samarinda Central Plaza Branch. The author looks at the way employees work, their level of productivity, their interactions with others, and their own performance. Observations can be made directly at the research site or through video recordings if necessary.

The documentation method is defined as collecting data from the research site, according to Sudaryono (2019: 229). Documentation media such as journals, books, lesson plans, syllabus, notes, transcripts, and photos of activities including regulations, books, activity reports, film documentation, photos, and relevant research data.

3.3 Simple Linear Regression Analysis

Simple linear regression analysis is a useful statistical method that models and examines the effect of one or more independent variables, also referred to as independent variables, on one dependent variable. The research hypotheses were previously tested, to determine if there is a relationship between compensation (x) and employee performance (y). To do this, simple regression analysis was used. The following type of regression equation was used in this study:

$$Y = a + bX + e$$

Description:

Y : Dependent variable (performance)

X : Independent variable (compensation)

a : Constant (the value of Y if X = 0)

b : Regression coefficient (positive and negative influence)

3.4 Hypothesis Test (t Test)

The t test measures the effect of the independent variable on the dependent variable individually. Statistical t test (t test) to perform this test by looking at the significant level, or p value. If the calculation value <0.05 , the hypothesis is rejected.

If the significance > 0.05 then H_0 is accepted and H_1 is rejected. It can be interpreted that the independent variable has no significant impact on the dependent variable.

If the significance <0.05 H_0 is rejected and H_1 is accepted. It means that the independent variable has a significant impact on the dependent variable.

4. Results And Discussion

4.1 Results

4.1.1 Simple Linear Regression Test

The simple linear regression analysis applied in this study has the aim of being able to determine whether there is an influence of the independent variable on the dependent variable.

Table 1. Simple Linear Regression Analysis

Model	<i><u>Unstandardized Coefficient</u></i>	
	B	Std. Error
(Constant)	12.083	1.734
Work Motivation	1.284	0.108

(Source: Researcher, 2025)

Based on table 1 above, a simple linear regression equation is obtained as follows:

$$Y = 12.083 + 1.284X + e$$

The equation above shows that the constant of 12.083 is a value that represents the Employee Performance variable if it is not influenced by the Work Motivation variable. If there is no influence from the independent variable, the Employee Performance variable will have a constant value score of 12.083.

The regression coefficient value of the Work Motivation variable (X) is positive, namely 1.284, which states that the Work Motivation variable has a positive effect on Employee Performance. This means that if there is an increase of 1 unit in the Work Motivation score, the Employee Performance will increase by 1.284 units.

4.1.2 Hypothesis Test (t Test)

Table 2. T-test Results (Partial)

<i>Model</i>	<i>t</i>	<i>Sig.</i>	<i>Description</i>
(Constant)	6.968	.000	-
Work Motivation (X)	11.880	.000	Significant Effect

(Source: Researcher, 2025)

Based on the partial t-test results in table 1.2, the calculated t value is 11.880, greater than the t table value of 1.979 (with degrees of freedom = 125 and $\alpha = 0.05$). In addition, the significance value (Sig.) of 0.000 is less than 0.05. This shows that work motivation factors affect employee performance. So, the hypothesis was accepted and it can be concluded that employee performance is better with higher work motivation.

4.2 Discussion

4.2.1 The Effect of Work Motivation on Employee Performance

Based on statistical data processing, this study found that work motivation variables have a significant effect on the performance of employees of PT Rama-yana Lestari Sentosa Tbk Samarinda Central Plaza Branch. Then the first hypothesis is accepted.

Strong motivation encourages staff to get up early with enthusiasm, perform tasks deftly, and maintain commitment even under pressure. This view is in line with Dermawan's Motivation Theory cited by Lusri and Siagian (2017), where they assert that internal reasons guide almost all work behavior. Work motivation can come from two sources, namely intrinsic motivation (encouragement from within) and extrinsic motivation (encouragement from outside). The higher the work motivation a person has, the greater the willingness of effort made to achieve maximum work results.

Work Motivation is also able to encourage employees to work more actively, enthusiastically, committed to their work. This is in line with Motivation Theory from Robbins and Judge's (2017) research also underlines a similar thing by calling motivation the main key that drives productivity up, where work motivation is stated as a significant factor that can increase work productivity. Employees with high levels of motivation are generally more focused, rarely give up when difficulties arise, and always want to learn so that targets are achieved and company goals are realized.

This study agrees with research conducted (Sitorus et al., 2025) saying that work motivation has a positive and significant effect on employee performance. therefore it is necessary to pay attention to how to maintain work motivation in employees because it will affect employees on services that will cause dissatisfaction with consumers.

5. Conclusion

This study aims to determine the effect of work motivation on employee performance at PT Ramayana Lestari Sentosa Tbk Samarinda Central Plaza Branch. The results of the analysis show that work motivation has a positive and significant effect on employee performance. The synthesis of these findings strengthens the research hypothesis that the higher the work motivation, the better the employee

performance. This is in line with the motivation theories used in the study and reinforced by the results of previous studies which also found a significant relationship between the two variables. Thus, this finding supports the argument that work motivation is one of the important factors in improving labor productivity and efficiency in the modern retail sector.

The implications of this study suggest that increasing work motivation can be an effective managerial strategy in improving employee performance. Practically, companies can use these results as a basis for designing motivation enhancement programs, such as training, providing incentives, and creating a conducive work environment. On the theoretical side, this study contributes to strengthening the literature on the relationship between motivation and performance in the Indonesian retail sector, particularly in large companies such as Ramayana.

However, this study has several limitations. (i) data collection was conducted online, so it cannot ensure respondents' thorough understanding of the contents of the questionnaire; (ii) the research was only conducted at one branch of the company, so generalization of the results to other branches needs to be done carefully; (iii) the independent variable used is only one, namely work motivation, while employee performance in reality can also be influenced by many other factors such as leadership style, organizational culture, or compensation system.

This study has several suggestions, (i) for companies, it is recommended that they continue to maintain and improve employee motivation, for example by providing rewards, training, and creating a positive work atmosphere; (ii) for future researchers, they should consider using mixed methods (quantitative and qualitative) so that the results are more in-depth and comprehensive; (iii) future research can also add other variables such as job satisfaction or leadership in order to get a broader picture of the factors that influence employee performance.

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