

The Effect of Job Promotion on Work Motivation: Evidence from PT. Beiersdorf Indonesia

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Abstract.

Promotional opportunities offered by companies to employees will create a desire for employees to motivate themselves. This study aims to determine the effect of job promotion on employee performance at PT. Beiersdorf Indonesia by using a saturated sample of 50 respondents, where all the population is used as a sample with a significance level of error of 5% and with an r table of 0.284. Data processing is assisted by SPSS version 25 and Microsoft Excel. This study uses quantitative methods where data collection is done by observation, questionnaires, and documentation study methods. The test results showed the correlation coefficient of job promotion to work motivation was 0.699, which means it is strong and in the same direction because it is positive. In addition, the coefficient of determination is 0.488 (48.8%) and the rest (51.2%) is influenced by other factors that are not included in the variables of this study. The regression equation ($Y = 7.051 + 0.431X$) shows that there is a positive influence between job promotions and employee motivation at PT. Beiersdorf Indonesia.

Keywords: Job Promotion, work motivation, employees and awards.

I. INTRODUCTION

Human resources are the most important factor in determining the success or failure of a company because any sophisticated technology used without being supported by humans as implementers, it is impossible to produce results in accordance with the expected level of efficiency. In this case the role of personnel management is needed in utilizing human resources so that goals can be achieved. A leader must continue to try to motivate his employees so that they want to work enthusiastically and responsibly; This is very important because their work motivation is not only determined by the knowledge and skills, they have but has also influenced the magnitude of their work spirit. Therefore, the growing work spirit applied by the company can achieve its goals effectively and efficiently. Previous researchers [1] conducted research with work engagement variables as a mediation. The results show an increase in the indirect relationship between quality of work life and organizational agility, compared to the direct relationship between each component and organizational agility due to various indicators in the quality of work life variables, such as job security, occupational health, compensation, and pride, will offers millennial employees' enthusiasm and a connection to their work. A factor that encourages someone to work for a company with the hope of obtaining a career advancement at the company is often known as a promotion or career advancement. Therefore, with the promotion opportunities offered by the company to employees, this will create a desire for employees to motivate themselves. Promotion is a company award by increasing the position of employees in a government or private organization [2]. Promotion is a condition in which a person is transferred from one type of job to another with greater responsibilities than before with greater income as well [3].

Work motivation is a level of how well the employee's mentality in doing the given task [4]. Motivation is a series of work processes that can generate and direct and maintain behavior in this case employees towards achieving company or organizational goals [5]. Motivation is a set or collection of behaviors that provide a rationale for employees to act in a way that the company has directed to them for a specific purpose [6]. In general, the company expects the best output from its operational activities. Employees with a high level of commitment to their work will be able to work optimally and be able to achieve maximum goals and success in the company. Promotion is one of the efforts of Beiersdorf, Inc. Indonesia in Jakarta to increase employee motivation in achieving the mission provided. PT. Beiersdorf

Indonesia is a multinational company from Germany which is engaged in cosmetics and medical devices, with its main products including NIVEA and Hansaplast. The company continues to apply the best standards in its field, provides a clear career path and ensures employee health and social welfare based on the applicable human resource management system. This study aims to determine the effect of job promotion on employee motivation at PT. Beiersdorf Indonesia. The research focused on employees at this company by analyzing the effect of job promotion variables on work motivation variables.

II. METHODS

The data analysis method used in this research is quantitative analysis method using primary data. Data was collected using a questionnaire method which was distributed to employees of the sales division at PT. Beiersdorf Indonesia Jakarta with the sampling technique is a saturated sample involving 50 employees, where all the population is used as a sample. The distribution of the questionnaires was carried out in April 2022. Correlation, determination, and regression coefficient tests were carried out. To measure each employee's answer, a Likert scale was used with significance at an error level of 5% and data management was assisted by using SPSS version 25 and Microsoft Excel. This study consists of two variables, namely, Job Promotion (X) and Work Motivation (Y).

III. RESULT AND DISCUSSION

Validity test results

Tests were carried out by comparing the calculated r value with r table. The calculated r value is the result of the correlation of respondents' answers to each question. The number of r tables the number of respondents is 50 people with a 5% significant level is 0.284.

Table 1. Job Promotion Validity Test Results and Work Motivation

Variable	Indicator	r count	r table	Note
Job Promotion (X)	X1	0.616	0.284	Valid
	X2	0.688		Valid
	X3	0.513		Valid
	X4	0.600		Valid
	X5	0.738		Valid
	X6	0.735		Valid
	X7	0.718		Valid
	X8	0.719		Valid
Variable	Indicator	r count	r table	Note
Work Motivation (Y)	Y1	0.680	0.284	Valid
	Y2	0.710		Valid
	Y3	0.729		Valid
	Y4	0.647		Valid
	Y5	0.674		Valid

Table 1 explains that if the number of respondents is 50 then the value of r table can be obtained through r product moment person with the formula df (degree of freedom) = $n - 2$. Therefore, $df = 50 - 2 = 48$, and with an error rate of 5% then the table will be obtained 0.284. Thus, it can be concluded that the indicators of job promotion and work motivation are VALID and can be used for research.

Reliability Test Results

Reliability test is a test used to determine whether the instrument is reliable or not. Table 2 is the result of the job promotion reliability test. Table 3 is the result of the work motivation reliability test (Y)

Table 2. Reability Instrument of Job Promotion Variable (X)

Cronbach's Alpha	N of Items
.813	8

To determine whether the instrument is reliable or not, Cronbach's Alpha limits can be used with a scale of 0.81 – 1.00 which is stated to be very reliable. Table 2 shows the acquisition of Cronbach's Alpha value of 0.813 or 81.3%. Then the Job Promotion variable (X) the results are very reliable, which means this research can be continued.

Table 3. Reliability Instrument of Work Motivation Variable (Y)

Cronbach's Alpha	N of Items
.719	5

To determine whether the instrument is reliable or not, Cronbach's Alpha limits can be used with a scale of 0.61 – 0.80 which is declared reliable. Table 3 shows the acquisition of Cronbach's Alpha value of 0.719 or 71.9%, then the Work Motivation variable (Y) is reliable, which means that this research can be continued.

Correlation Coefficient Test Results

The correlation coefficient test is used to find out how strong the relationship is between the promotion variable and the work motivation variable which can be seen through the level of significance, if there is a relationship, then we will look for how strong the relationship between the two variables is. The hypotheses of this research are:

Ho : There is an effect of promotion on employee work motivation at Beiersdorf Indonesia Inc., Jakarta.

Ha : There is no influence between job promotion on employee work motivation at Beiersdorf Indonesia Inc., Jakarta.

Testing Criteria:

If the significance < 0.05 then Ho is accepted, Ha is rejected.

If the significance > 0.05 then Ho is rejected, Ha is accepted.

Calculation of the correlation coefficient test was carried out using SPSS Version 25 presented in Table 4.

Table 4. Correlation Coefficient Test Results

		Correlations	
		Job Promotion	Work Motivation
Job Promotion	Pearson Correlation	1	.699**
	Sig. (2-tailed)		.000
	N	50	50
Work Motivation	Pearson Correlation	.699**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4 shows a significance of 0.000 < 0.05, which means that there is a significant correlation between job promotion and work motivation, therefore, Ho is accepted, and Ha is rejected. It can be seen that the calculated r value is 0.699 based on the correlation interpretation guide table that the value is stated to be strong and unidirectional because it is positive. So it can be concluded that there is a strong relationship between job promotion and employee motivation at Beiersdorf Indonesia Inc., Jakarta.

Test Results of the Coefficient of Determination

The coefficient of determination test is used to determine how much influence the job promotion variable has on the work motivation variable at PT. Beiersdorf Indonesia. The calculation of determination coefficient test is carried out using SPSS Version 25 and the results are presented in table 5.

Table 5. Test Results of Determination Coefficient

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.699 ^a	.488	.478	1.495	2.059

a. Predictors: (Constant), JOB PROMOTION

b. Dependent Variable: WORK MOTIVATION

Table 5 shows the R Square value of 0.488. It can be concluded that job promotion influences employee motivation at PT. Beiersdorf Indonesia, Jakarta, by 48.8% and the rest (51.2%) is influenced by other factors not included in this research variable. Other variables that may affect work motivation such as compensation, performance appraisal, and others. So it is necessary to do further research to discuss these possible variables.

Regression Equation Test Results

Regression equation test is used to predict how far the changes in the promotion variable (X) if the work motivation variable (Y) is manipulated or changed. The results of the regression equation test using SPSS Version 25 are presented in table 6.

Table 6. Regression Equation Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.051	2.163		3.260	.002		
	Job Promotion	.431	.064	.699	6.769	.000	1.000	1.000

a. Dependent Variable: WORK MOTIVATION

Table 6 shows the values of a and b based on the numbers in column B. The a value in the Constant row is 7.051 and the promotion value (b or regression coefficient) is 0.431. Thus, it can be formulated as follows where the regression equation obtained is:

$$Y = a + bX = 7.051 + 0.431X \quad (1)$$

Based on this equation, the constant number is 7.051 and the regression coefficient is 0.431, while the X variable acts as a promotion and Y acts as work motivation. The meaning of the regression equation is a constant number of 7.051 which means that the effect of job promotion is 0, then the value of work motivation is 7.051 or in other words the value of job promotion is 7.051 without being influenced by work motivation variables. The regression coefficient number is 0.431, which means that for every addition of 1 (one) value of promotion, work motivation will increase by 0.431 or vice versa, if there is a decrease for promotion, it will affect work motivation by 0.431 or will experience a decrease of 1 (one). This shows that there is a positive influence between promotion and employee motivation at PT. Beiersdorf Indonesia, Jakarta.

Several previous studies concluded the same thing but with different results. Promotion has a significant effect on employee work motivation with a score of 56.1% [7]. Promotion has a positive impact of 26.7% on increasing work motivation [8]. Researchers [4] & [10] reported that there was a positive influence between job promotion and work motivation at PT. Kereta Api Indonesia (Persero). There is a positive influence between job promotion on work motivation also reported by several other studies [9]-[15].

Based on several previous research results, it can be seen that the promotion variable has a considerable influence on the work motivation variable, similar to the results of this study.

IV. CONCLUSION

The calculations results with SPSS for the Correlation Coefficient Test was $0.000 < 0.05$, which means that there is a significant correlation between job promotion and work motivation, so the decision is H_0 is accepted and H_a is rejected. With a correlation of 0.699, it can be concluded that the promotion and work motivation of employees at PT. Beiersdorf Indonesia, Jakarta, has a strong and unidirectional relationship because it is positive. Based on the calculation of the SPSS Coefficient of Determination, the coefficient of determination is obtained, including the R Square value of 0.488, which means that the job promotion variable has an influence of 48.8% on employee work motivation and the rest is influenced by other factors not included in this research variable. Based on the calculation of the SPSS Regression Equation Test, the equation $Y = 7.051 + 0.431X$ shows that without being influenced by promotion, work motivation is 7.051. The regression coefficient number is 0.431, which means that for every addition of 1 (one) value of promotion, work motivation will increase by 0.431 and if there is a decrease for promotion, it will affect work motivation by 0.431 or will experience a decrease of 1 (one). This shows that there is a positive influence between promotion and employee motivation at PT. Beiersdorf Indonesia, Jakarta.

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