

# Design of Work Motivation Strategy as a Determining Factor of Work Goals for Embroidery Industry Employees in Tasikmalaya City

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## ABSTRACT

The purpose of this study was to determine the effect of work motivation and work environment in maintaining employee job satisfaction. The method used in this study is the causal method, with a research sample of 85 respondents and the analytical tool used in this study is multiple regression using SPSS version 25. The final result of the regression table shows that the relationship between work motivation, work environment and job satisfaction is positive and significant. Work motivation has a greater influence on job satisfaction. The results of this study indicate that employees who feel their motivation is low have more desire to quit.

**Keywords:** Work Motivation; Work environment; Job satisfaction.

## 1. INTRODUCTION

The development of the embroidery industry in Tasikmalaya can absorb a large number of workers, reduce unemployment and increase people's income, especially people in Tasikmalaya. Embroidery companies are very dependent on the productivity of their human resources which will produce quality products. But besides that, embroidery in Tasikmalaya cannot be separated from technological advances. The emergence of computer embroidery machines not only affects the development of the embroidery business but also affected manual embroidery craftsmen. When compared to manual embroidery machines, in the production process computer embroidery machines are much faster and more economical. This computer embroidery machine eliminates the need for manual embroidery craftsmanship. The creative industry is also affected. The development of this industry was observed to slow down caused by the decline in people's purchasing power, the consumer confidence index (IKK), and the closure of places to sell. Even though the economic situation in Indonesia declined in the middle of 2020, the creative industry, especially embroidery in Tasikmalaya City, still survives. The city of Tasikmalaya has a fairly good and diverse potential for MSMEs. One of them is the embroidery craft industry. Competition in the world of embroidery companies in the Tasikmalaya area is currently very tight, this situation is marked by the

number of embroidery companies in the city of Tasikmalaya. The following data shows that embroidery companies are the largest companies in the creative industry of Tasikmalaya City.

**Table 1.** Recapitulation of the Industrial Potential Development of the City of Tasikmalaya

No	Industrial commodity (superior)	Number of business units
1	Embroidery	1400
2	Processed food	561
3	Footwear	526
4	Furniture	214
5	Mendong craft	174
6	Bamboo craft	75
7	Batik	41
8	Geulis umbrella	7
<b>Total</b>		<b>2998</b>

Source: Ministry of Cooperatives and SMEs of The Republic of Indonesia

From the table above, the number of embroidery industry business units in Tasikmalaya City occupies the highest position among other industries. This shows that the potential of the embroidery business in Tasikmalaya City is quite promising.

Companies are constantly investigating their business priorities and finding ways to provide more value to their customers, employees, and the communities in which they exist. Every entrepreneur is well aware of the importance of loyal customer satisfaction. However, not all employers understand the importance of creating satisfaction and loyalty at the employee level. Job satisfaction is also related to organizational performance. The case mainly occurs in the service industry, where dissatisfied workers often trigger the dissatisfaction of many customers [1].

Vecchio states job satisfaction as a person's thoughts, feelings, and actions tendencies which are a person's attitude towards work [2]. Managers can potentially increase employee motivation through various efforts to increase job satisfaction [3]. Based on a pre-survey conducted on 30 employees of the embroidery industry in Tasikmalaya City, it was found that there were still 50% of employees who were not satisfied with the pay received and promotion opportunities. However, employers, as well as directors/managers are trying to create a comfortable environment for their workers. Because almost all employees come from the same area. For this reason, although from a financial point of view, they are not satisfied, in terms of the employee environment - the embroidery employees in Tasikmalaya are quite comfortable. In addition, entrepreneurs also often motivate their employees to stay enthusiastic at work. So that employees can feel satisfaction at work, even though the income is not optimal. Based on this condition, the researcher is interested in doing research on this topic.

The purpose of this study was to determine the effect of work motivation and work environment in maintaining employee job satisfaction

## 2. METHODS

Respondents in this study were employees of the embroidery industry in Tasikmalaya City as many as 105 respondents. However, only 85 respondents can use it. This study only explains the general picture that how are the factors that affect employee job satisfaction. This study uses a convenience sampling technique to collect data. The dependent variable is job satisfaction and the independent variable is work motivation and work environment, and all of these items are measured using a scale [4], in which they use eleven questions to measure

these variables. using the Likert scale (1 = strongly disagree and 5 = strongly agree)

## 3. RESULTS AND DISCUSSION

Table 2 describes the demographic data of the respondents, most of the respondents are male, 63 percent and 37 percent are female. Most of the respondents are under 40 years old (93%), 55 percent of the respondents are unmarried.

**Tabel 2.** Characteristics of Respondents

Age	Percent
18-25	37
26-35	54
36-45	09
>46	0
Gender	
Male	63
Female	37
Marital status	
Married	45
Unmarried	55

In Table 3. Explains the calculation of the mean, standard deviation, and correlation of all variables used in hypothesis testing. To test the reliability of the variables using the Cronbach alpha technique. Cronbach alpha values for all variables (job satisfaction  $0.770 > 0.70$ ), work motivation ( $0.739 > 0.70$ ), work environment ( $0.897 > 0.70$ ), the results were significant at 0.70 and this level was recommended by (Nunnally, 1978) and this level was also recommended by (Ndubisi, 2006)

**Table 3.** Mean Standard deviation, Alpha reliability and Correlation

	Mean	SD	JS	Mtv	En
JS	3.04	0.955	(0.770)		
Mtv	3.22	0.99	0.783**	(0.739)	
En	3.26	1.08	0.794**	0.862**	(0.897)
**. Correlation is significant at the 0.01 level (2-tailed).					
N=85,					

JS=JobSatisfaction

Mtv=Motivation,

En= Environment

From the table above, the correlation between job satisfaction and work motivation, job satisfaction, and work environment is positively correlated at the level of 0.01.

Table 4 describes the regression analysis between the dependent variable of job satisfaction and the independent variables of responsibility, achievement, and security. The relationship between the dependent variable and all independent variables is significant. The regression equation is

Job satisfaction = + 1 (work motivation) + 2 (work environment

**Table 4.** Regression Analysis Results

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R <sup>2</sup>
	B	Std. Error	Beta			
(Constant)	0.339	0.131		2.581	0.011	0.731
Mtv	0.236	0.073	0.244	3.248	0.001	
En	0.208	0.072	0.237	2.903	0.004	
*** Dependent Variable: Job Satisfaction						

The final result of the regression table shows that the relationship between work motivation and job satisfaction is positive and significant ( $\beta = 0.244$ ,  $<0.05$ ). The beta value of Work Motivation illustrates that if one unit of Work Motivation increases or decreases, job satisfaction will increase or decrease by 24 percent. This value is significant because it is lower than 0.05 so that (H1, work motivation has a positive effect on job satisfaction) is accepted. This study confirmed the findings of previous research [5], [6].

The relationship between work environment and job satisfaction is significant ( $\beta = 0.237$ ,  $<0.05$ ) this illustrates that if the work environment of one unit increases, job satisfaction will increase by 23.7 percent; (H2, work environment has a positive effect on job satisfaction) accepted. Our findings give similar results to previous studies [7], [8], [9].

## 4. CONCLUSIONS

The purpose of this study was to determine the effect of intrinsic motivation factors (work motivation, work environment,) on job satisfaction. The results showed that the intrinsic motivation factor was significantly related to employee job satisfaction.

Work motivation has a big effect on employee job satisfaction. The results of this study indicate that employees who feel their motivation is low have more desire to quit. While high motivation will increase

employee satisfaction and performance and are less likely to quit, organizations can do this at a low cost.

This study shows a more consistent and stronger relationship between work environment and job satisfaction reported in previous studies. This study reflects that a higher work environment will involve employees in many diverse tasks and encourage their active participation in problem-solving. Organizations that focus on continuous learning, more job responsibilities, and problem-solving activities for employees will lead to decreased set-up time and increased employee engagement for process improvement. Which in turn expands the capabilities, knowledge, and skills of employees to improve the production of complex products.

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