The Effect of Position Promotion and Motivation on The Performance at Aceh Sharia Bank Employees Branch Office Beurawe Banda Aceh City

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ABSTRACT:

This study aims to determine the effect of position promotion and motivation on employee performance at Bank Aceh Syariah at the Beurawe Sub-Branch Office, Banda Aceh City, the hypothesis states that the factors of job promotion (X1) and motivation (X2) affect employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh. The results of this study indicate that job promotion has a significant influence on employee motivation at Bank Aceh Syariah at the Beurawe Sub-Branch Office, Banda Aceh City. Based on the computer output above, the correlation coefficient in the study obtained a value of 0.922 where with this value there is a relationship between the independent variable and the dependent variable is 92.2%. This means that promotion factors (X1) and motivation (X2) have a very strong relationship to employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh.

Keywords: Position Promotion; Motivation; Employee Performance.

JEL Classification: M51; P47; M12.

INTRODUCTION

One of the tangible forms of change in an organization is the human resources itself, namely employees. Employees are human resources who have the biggest role in carrying out company activities. At this time, Bank Aceh Syariah Beurawe Branch Office has low performance. This is a complicated issue for companies because it relates to human resources. So the company needs an activity that can manage human resources in a better direction. As stated by Mangkunegara (2011: 45) which says that human resource planning or manpower planning is defined as the process of determining labor needs and means bringing together these needs so that their implementation is well integrated [1]. Factors that can support employee performance include age, work experience, wages, technology, work environment and work motivation [2]. Promotion is a move from one position to another that has a higher status and responsibility and is usually accompanied by an increase in other

salaries/wages [3,4]. The problem of promotion cannot be separated from the attention of a leader or superior. A leader can give an award for good work implementation even better than before with a promotion, because with the promotion given by a leader or superior is closely related to one's success [5,6]. Work motivation is needed in order to make someone enthusiastic about work so that it can support labor productivity.

LITERATURE REVIEW

Employee Performance

According to Mangkunegara (2016: 67) the term performance comes from the word Job Performance or Actual Performance (work achievement or actual achievement achieved by someone) [1]. While the notion of performance is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. Performance comes from the word To Perform with several entities, namely: (1) doing, (2) fulfilling, (3) carrying out or perfecting responsibilities, (4) doing something that is expected by a person or machine (to do is expected of a person or machine). machines) [7]. According to Edison (2016: 190) performance is the result of a process that refers to and is measured over a certain period of time based on pre-determined provisions or agreements [8]. In general, performance can be interpreted as the whole process of the individual whose results can be used as a basis for determining whether the individual's work is good or vice versa [9]. Robbins (2012:214) "That performance as a function of the interaction between ability or Ability (A) or motivation or Motivation (M) and opportunity or Opportunity (O), so performance = f (AxMxO). This means that performance is a function of ability, motivation and opportunity" [10]. According to Ramdhani (2011: 18) employee performance indicators include:

1. Quality/quantity of work
2. Competence
3. Initiative
4. Troubleshooting
5. Ability to relate to people [11].

Job Promotion

The definition of promotion according to Hasibuan (2015: 90) is a move that increases the authority and responsibility of employees to higher positions within an organization so that their rights, status, and income will be even greater [3]. This means that someone who gets a promotion will have greater authority and responsibility because he gets a higher position. According to Simanjuntak (2015:78) promotion aims to prosper employees, the job promotion service system is by looking at loyalty and work performance allowing employees to have the opportunity to be promoted to their positions, thereby spurring employee performance passion to show the best [12].

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Motivation

Gutisudarmo (2015:109) defines motivation as a factor that encourages a person to carry out certain activities, therefore motivation is often interpreted as a factor driving a person's behavior [13]. Meanwhile, Widodo (2015: 187) states that motivation is a force that exists in a person, which drives his behavior to take action. Motivation is a process that plays a role in the intensity, direction and duration of individual efforts towards achieving goals [14]. According to Parinussa (2011:16) that motivation is defined as an attitude (attitude) of leaders and employees towards work situations in their organizational environment [15]. Those who have a positive attitude towards their work situation will show high work motivation and vice versa low work motivation. Furthermore, Yusuf (2015:264) argues that motivation is a conscious effort to influence one's behavior so that it leads to the achievement of organizational goals [16]. In addition, according to Darojat (2015: 187) motivation is a psychological process that reflects the interaction between attitudes, needs, perceptions, and decisions that occur in a person [17]. Motivation as a psychological process arises due to factors within a person. Based on the theory and the results of previous research used in this study, it can be described a framework that links the relationship between promotion and motivation with employee performance as follows:
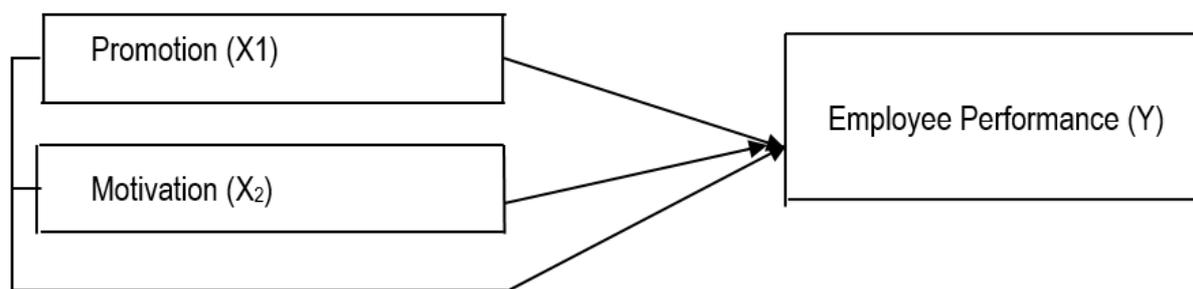
Figure 1. Research Framework

Research Hypothesis

Based on the background, objectives and literature review, it can be formulated tentative assumptions or hypotheses of this research are:

H_1: Position promotion has a partial effect on employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh.

H_2: Motivation partially affects the performance of employees of Bank Aceh Syariah KCP Beurawe Banda Aceh.

H_3: Promotion and motivation simultaneously affect the performance of employees of Bank Aceh Syariah KCP Beurawe Banda Aceh.

RESEARCH METHODS

Data Analysis Method

This study uses multiple linear regression analysis model with the following formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:
Y	=	Employee performance
α	=	Constant
X_1	=	Job Promotion
X_2	=	Motivation
β_1, β_2	=	Koefesien X_1, X_2
ε	=	*Error Term*.

Validity and Reliability Testing

According to Sugiyono (2018:78) Validity is to test the validity of the construct by correlating the score of the question items with the total score [18]. An instrument is said to be valid if it measures what it is supposed to measure. To find out whether the instrument that has been compiled has validity or not, a test will be carried out using construct validity, namely the concept of measuring validity by testing whether an instrument measures the construct as expected. A data measurement scale is said to be valid if the scale is used to measure what should be measured [18], the determination of validity is based on a comparison of the correlation value, the product of the moment (r table). If the calculated correlation value (r count) is greater than (r table) at the 95% confidence level, it can be interpreted that the question items are valid.

Reliability Test

The definition of reliability is basically the extent to which the results of a measurement can be trusted. If the results of repeated measurements are relatively the same, then the measurement is considered to have a good level of reliability. Basically it is not a reliable measuring instrument, but the data because we are testing data is not a measuring instrument, the notion of a reliable measuring instrument means that the measuring instrument is able to reveal data that is quite reliable, but to improve the term it is often stated that the measuring instrument is reliable. In this study, the benchmark of reliability is Cronbach's alpha value obtained through statistical calculations. (Sukma Dinata, 2012:56) states that the minimum accepted Cronbach alpha value is 0.60. This means that a questionnaire is said to be reliable if the Cronbach alpha value obtained is above 0.60 [19].

F Test (Simultaneous)

To test the significant level of the independent variable (X_1, X_2) with the F test together (simultaneously) on the dependent variable (Y) provided that if $F_{count} > F_{table}$, at the level of confidence 95% Ha is accepted and Ho is rejected. If $F_{count} < F_{table}$, then the hypothesis Ho is accepted or vice versa the hypothesis Ha is rejected.

H_0 : If $\beta_1 = \beta_2 = 0$; then H0 is accepted, Ha is rejected. This means that promotion and motivation simultaneously have no effect on employee performance at Bank Aceh Syariah KCP Beurawe.

Ha   : If $\beta_1 \neq \beta_2 \neq 0$; then Ha is accepted, H0 is rejected. This means that promotion and motivation simultaneously affect employee performance at Bank Aceh Syariah KCP Beurawe.

T Test

To test whether the independent variable has a partial effect on the dependent variable, the t-test is used with the condition that if the value of $F_{count} > F_{table}$ at the 95% confidence level Ha is accepted and Ho is rejected. On the other hand, if $F_{count} < F_{table}$ Ho is accepted and Ha is rejected. Hypothesis testing in this study is:

H_0 : If $\beta_1 = 0$; then H0 is accepted, Ha is rejected. This means that promotion does not partially affect the performance of employees at Bank Aceh Syariah KCP Beurawe.

H_a : If $\beta_1 \neq 0$; then H0 is rejected, Ha is accepted. This means that the promotion of positions has a partial effect on the performance of employees at Bank Aceh Syariah KCP Beurawe.

H_0 : If $\beta_2 = 0$; then H0 is accepted, Ha is rejected. This means that motivation does not partially affect employees at Bank Aceh Syariah KCP Beurawe.

H_a : If $\beta_2 \neq 0$; then H0 is rejected, Ha is accepted. This means that motivation has a partial effect on employees at Bank Aceh Syariah KCP Beurawe.

RESULTS

Instrument Validity Test

Testing the validity of the data in this study was carried out statistically, by using the Pearson product-moment coefficient of correlation test with the help of SPSS. The results of the validity test can be seen in the following table:

Table 1. Validity Test Results

No	Question	Variable	Coefficient Correlation	Critical value 5% (N=35)	Description
1	A1	Y	0,866	0,334	Valid
2	A2		0,764	0,334	Valid
3	A3		0,522	0,334	Valid
4	A4		0,696	0,334	Valid
5	A5		0,484	0,334	Valid
6	B1	X1	0,627	0,334	Valid
7	B2		0,770	0,334	Valid
8	B3		0,827	0,334	Valid
9	B4		0,853	0,334	Valid
10	B5		0,853	0,334	Valid
11	C1	X2	0,407	0,334	Valid
12	C2		0,621	0,334	Valid
13	C3		0,518	0,334	Valid
14	C4		0,493	0,334	Valid
15	C5		0,554	0,334	Valid

Source: Processed data (2021)

Table 2. Reliability test of research variables (Alpha)

No	Variable	Variable Items	Alpha Value	Reliability
1.	Employee Performance (Y)	5	0,846	Reliable
2.	Promotion (X1)	5	0,914	Reliable
3.	Motivation (X2)	5	0,730	Reliable

Source: Processed data (2021)

Table 3. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Description
Promotion (X1)	0,950	1,053	Non Multicollinearity
Motivation (X2)	0,950	1,053	Non Multicollinearity

Source: Processed data (2021)

Discussion
Hypothesis Test

The hypothesis states that the factors of promotion (X1) and motivation (X2) affect employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh. The model used to estimate the effect is:

Table 4. Effect of independent variables on employee performance

Variable Name	B	Standard Error	Tcount	Ttable	Sig.
Constant	1,118	0,570	1,960	2,037	0,059
Job Promotion	0,692	0,071	9,746	2,037	0,000
Motivation	0,212	0,091	2,329	2,037	0,034

Source: Research Results, 2021 (Data processed)

Based on table 4. then the multiple linear regression equation is obtained as follows:

$$Y = 1{,}118 + 0{,}692X_1 + 0{,}212X_2 + e$$

From the regression equation above, it can be seen that the research results are as follows:
1) Regression Coefficient (β)
   a. In the study, the constant value was 1.118, meaning that if promotion (X1) and motivation (X2) were considered constant, then the performance of employees at Bank Aceh Syariah KCP Beurawe Banda Aceh was 1.118 on a Likert scale unit.
   b. The regression coefficient for promotion (X1) is 0.692. This means that every 100% change in the promotion variable will increase employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh by 69.2% with the assumption that the motivation variable (X2) is considered constant.
   c. The motivation regression coefficient (X2) is 0.212. This means that every 100% change in the motivation variable will relatively increase employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh by 21.2% with the assumption that the promotion variable (X1) is considered constant..

Based on the results of the analysis above, it can be seen that from the two variables studied, it turns out that the promotion variable has a dominant influence in improving employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh, because the regression coefficient is 69.2%.

2) Correlation Coefficient (R) and Determination

To find out how much the increase in a linear can be explained through the relationship between the variables (correlation). If all the values of these variables can fulfill an equation correctly, it can be said that there is a perfect correlation in this analysis model. From the output of SPSS, it can be seen that the level of the relationship between the independent variable and the dependent variable, among others:

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922ᵃ	.851	.841	.35308

a. Predictors: (Constant), Motivation (X2), Job Promotion (X1)

Based on the computer output above, the correlation coefficient in the study obtained a value of 0.922 where with this value there is a relationship between the independent variable and the dependent variable of 92.2%. This means that promotion factors (X1) and motivation (X2) have a very strong relationship to employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh.

CONCLUSION

The results of this study indicate that job promotion has a significant influence on employee motivation at Bank Aceh Syariah at the Beurawe Sub-Branch Office, Banda Aceh City. Based on the computer output above, the correlation coefficient in the study obtained a value of 0.922 where with this value there is a relationship between the independent variable and the dependent variable is 92.2%. This means that promotion factors (X1) and motivation (X2) have a very strong relationship to employee performance at Bank Aceh Syariah KCP Beurawe Banda Aceh.

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