

THE INFLUENCE OF WORK MOTIVATION AND TRAINING ON SALES PERFORMANCE AT PT. ORIENTAL STARS FIELD

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Abstract

PT. Medan Oriental Stars opens job vacancies for Putra/I North Sumatra working in the field of sales marketing via social media. The results show that in January there were 150 Sales people legally accepted as employees at PT. Oriental Stars Field. This month the company has a sales target of 10 cars sold. In the first month the sales level did not reach the target set by the company. In February to September the target level for car unit sales from PT. Medan Oriental Stars Chery rose several percent from the previous target and the results were very unsatisfactory for the company. This research aims to determine and analyze the influence of work motivation and training on sales performance at PT. oriental star field. The population in this research is sales of PT. Medan Oriental Stars, namely 120 respondents. If rounded up, the number of samples taken in this research is 92 samples. The sampling technique used is simple random sampling. The data analysis method uses multiple linear regression analysis. The research results show that motivation has a positive and significant effect on sales performance. Training has a positive and significant effect on sales performance. Motivation and training have a positive and significant effect on sales performance.

Keywords: *Work Motivation, Training, Sales Performance*

1. INTRODUCTION

Performance is the work of a group or the result of a person's work within a company in carrying out tasks and the ability to achieve a goal that has been set consistently in effective and efficient ways. Optimal performance will be realized when the company provides a quality reflection of its employees to achieve organizational goals. Because the role of human resources is a very important factor in a company. The success of a company is greatly influenced by the human resources within it. Companies need competent and professional human resources to achieve their vision and be able to carry out the company's mission through improving employee performance. PT. Medan Oriental Stars is a private company engaged in the automotive industry/distribution services for cars with the Chery label. Early January 2023 PT. Medan Oriental Stars opens job vacancies for Putra/I North Sumatra working in the field of sales marketing via social media. In the first month the sales level did not reach the target set by the company. In February to September the target level for car unit sales from PT. Medan Oriental Stars Chery rose several percent from the previous target and the results were very unsatisfactory for the company. Training is an integrated process used by employers to ensure that employees work to achieve organizational goals. Training or training is a program to increase knowledge and skills that is really needed for companies to achieve the set targets. Apart from that, appropriate instructional methods, techniques and procedures need to be considered in order to achieve training objectives (Purwatiningsih, 2022). The most important purpose of this training is to complement the employee's lack of ability regarding a job due to the possibility of being unable to carry out the job, and at the same time trying to help human resources be more productive in their work. One of the factors that influences the decline in increasing sales performance includes the company's lack of attention, especially to the human resources department, such as the application of work motivation and training to sales. A good work motivation and training process will achieve the company's goals due to the teaching process received by employees so that employees can work effectively and productively.

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Training is related to employees' skills and abilities to face the current era of globalization, which really requires all people to be able to accept developments that occur in the field of science such as knowledge, skills, workmanship techniques, expertise and systematic or organized procedures. Motivation is the desire, desire and driving force in humans which reflects attitudes, needs and satisfaction in humans (Khaeruman et al., 2021). Motivation and job training can encourage each salesperson to create consistent work performance and achieve the targets expected by the company. The main objectives of work motivation management and work training for companies for employees include training and developing workers who have independent, professional skills, a high work ethic and are productive so as to provide a link between input, output, outcome and impact of work motivation and training. itself. So, the training participants will be serious while participating in the training program. Work motivation and training really need to be implemented because of the very rapid changes in times where due to the demands of work and positions in companies, relying only on formal education will not be enough to fulfill it all (Fermayani et al., 2023). based on (Yuliasuti, 2018; Pudjiastuti, 2019) said that job training has an effect on sales performance. However, this is not in line with research conducted by (Suparman, 2018), that job training has no effect on sales performance. Furthermore, (Liliana and Panggang, 2021; Erwin and Suhardi, 2020) stated that work motivation influences sales performance. However, research results (Fatmarida, 2019) show that work motivation has no effect on sales performance. Based on research results (Rizka, 2019; Chandrasari et.al, 2023), motivation and job training influence performance. However, based on research results (Lestari, 2020), motivation and job training have no effect on sales performance.

2. IMPLEMENTATION METHOD**2.1 Performance**

In simple terms, performance is a feeling of satisfaction or sense of achievement that an employee obtains regarding the results of a work process which is measured based on previously established provisions or agreements. Performance is very useful in work life and in organizations (Fermayani, Et all, 2023). According to (Setiono & Sustiyatik 2020) performance is an emotional attitude that is pleasant and loves one's work. Performance standards are set by employee experience and maturity, employees feel proud of their performance. Performance is good management which is expected to maintain employee performance, which will have an impact on increasing the productivity of the company or organization (Said & Firman, 2022).

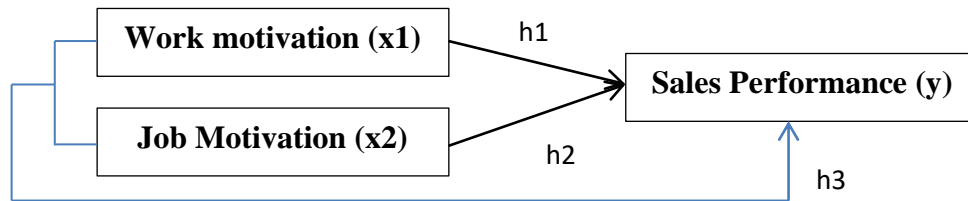
2.2 Training

Training is an activity designed to develop human resources through a series of planned identification, assessment and learning processes (Said & Firman, 2022). Furthermore, according to (Prasodjo, 2021) training is a process of creating a learning culture that will encourage learning for planning learning activities in special employee skills and knowledge programs. Overall, employee training is part of instructional design, which is part of the process of creating instructional materials for developing individual knowledge in the workplace (Sahir et al., 2023).

2.3 Motivation

Motivation is one of the most important factors in providing mental energy to humans in channeling behavior towards achieving needs that provide satisfaction with performance. Providing motivation is very important in every company for employees to create high performance and can encourage employees to work more enthusiastically to make a positive contribution to the work for which they are responsible (Khaeruman et al., 2021). Meanwhile, according to (Tumiwa et al., 2021), individuals who have work motivation will be more alert in their work and produce much better performance than individuals who are not work motivated. Overall, work motivation is a

stimulus or feeling for each employee to work and carry out their duties (Suyanto & Wagiman, 2023).



Conceptual Framework

2.4 Method

This type of research uses quantitative research methods. This research was conducted at PT. Oriental Stars Field. The population in this study is sales of PT. Oriental Stars Field. The sampling technique used was simple random sampling. In determining the number of samples in this research, the Slovin formula was used. So the number of samples that will be taken in this research, if rounded up, is 92 samples. The data analysis method uses multiple linear regression analysis.

3. RESULTS AND DISCUSSION

3.1 Result

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. The results of the multicollinearity test can be seen from the following table:

Table 1
Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.788	.888		2.012	.047		
x1	.642	.098	.654	6.528	.000	.162	6.183
x2	.153	.053	.288	2.869	.005	.162	6.183

a. Dependent Variable: y

Based on table 1 the processing results in the table above, it shows that the VIF and tolerance values for all variables in this study did not experience multicollinearity. This is shown by the VIF value of the two independent variables being less than 10, and the tolerance value far exceeding 0.01. These results indicate that in this regression model all independent variables do not have multicollinearity problems.

Based on the table 1, the multiple linear regression equation in this research is:

$$Y = 1.788 + 0.642X_1 + 0.153X_2 + e$$

From the regression equation above, several things can be interpreted, including:

1. The constant (a) of 1.788 indicates that if the work motivation variable (X1) and the work training variable (X2) are considered to have a value of 0, then sales performance (Y) has a value of 1.788.

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2. Work motivation variable (X1) amounting to 0.642 indicates that the work motivation variable has a positive and significant effect on sales performance, if the work motivation value increases by one unit then sales performance increases by 0.642.
3. The job training variable (X2) is 0.153, indicating that the job training variable has a positive and significant effect on sales performance. If the value of job training increases by one unit, sales performance will increase by 0.153.

Simultaneous Test

The simultaneous test is used to test whether the work motivation variable (X1) and the work training variable (X2) have a joint effect on sales performance (Y). Test criteria:

Table 2
simultaneous test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	243.029	2	121.514	263.194	.000 ^a
Residual	41.091	89	.462		
Total	284.120	91			

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y

Based on the F test results in the table above, it is known that the significance value is 0.000. Where the significance value of F is <5% or 0.05 or the value of $F_{count} = 263,194 > F_{table} = 3.09$. Thus it can be concluded that work motivation (X1) and work training (X2) have a positive and significant effect together on sales performance (Y).

Coefficient Of Determination Test

The coefficient of determination test was carried out to find out how much influence work motivation (X1) and job training (X2) have on sales performance (Y).

Table 3
Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.855	.852	.679

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y

Based on the table above, it can be seen that the value (R2) is 0.855 (85.5%). So it can be said that 85.5%, work motivation (X1) and job training (X2) influence sales performance (Y), while the remaining 15.5% is influenced by other variables outside this research.

Discussion

Influence of Work Motivation (X1) on Sales Performance (Y)

Based on the results of research tests, it is known that work motivation (X1) has a direct influence on sales performance (Y), where the significant value is $0.000 < 0.05$, meaning that the research results show that work motivation (X1) has a positive and significant influence on sales performance (Y). The motivation that exists within a sales person can further improve the

performance of PT sales. Oriental Stars Field. With the competence possessed by sales, they can fulfill the trust of consumers when explaining the product. Chery car sales also have the ability or skills to understand the feelings of their customers. By understanding what customers feel, sales can respond appropriately so that customers can be helped and feel sincerity. New sales can have high enthusiasm with the motivation provided by old sales. that Chery brand car sales are capable of completing their own tasks and can meet the workload given. This is in line with research conducted by (Liliana and Panggang, 2021; Erwin and Suhardi, 2020) that work motivation influences sales performance.

Effect of Job Training (X2) on Sales Performance (Y)

Based on the results of research tests, it is known that job training (X2) has a direct effect on sales performance (Y), where the significant value is $0.005 < 0.05$, meaning that the research results show that job training (X2) has a positive and significant influence on sales performance (Y). Training provided by PT. Medan Oriental Stars can further improve sales performance. In general, Chery car sales are able to adjust their work without supervision. Salespeople have skills in accordance with current developments and in accordance with what consumers need. Sales can have sufficient knowledge about the car products that will be sold to consumers. Sales can adapt the theory given during training to the field conditions they are facing. Chery brand car sales always prioritize the neatness of the work carried out because the documents from potential customers are very important. This is in line with research conducted by (Yuliasuti, 2018; Pudjiastuti, 2019) that job training has an effect on sales performance.

Influence of Work Motivation (X1) and Job Training (X2) on Sales Performance (Y)

Based on the results of research tests on the influence of work motivation (X1) and work training (X2) on sales performance (Y), where the significant value is $0.000 < 0.05$, meaning that the research results show that work motivation (X1) and work training (X2) have an effect on sales performance. (Y). The work motivation and job training that a sales person has can improve the sales performance. In an effort to achieve targets, in general Chery car sales can be completed well because the targets set by the company are clear. Chery brand car sales are able to complete their own tasks and can meet the workload given. Sales can adapt the theory given during training to the field conditions they are facing. Salespeople can have sufficient knowledge about the car products they will sell to consumers. Salespeople also have skills in accordance with current developments and in accordance with what consumers need. This is in line with research conducted by (Rizka, 2019; Chandrasari et.al, 2023) that motivation and job training influence sales performance.

4. CONCLUSION

Based on the conclusions outlined above, there are several practical implications proposed, namely:

1. Based on the results of the analysis above, it is known that the factors that can improve sales performance are motivation and training. Based on the path coefficient value, the value that has the greatest influence on PT's sales performance. Medan Oriental Stars is motivation. Providing proper motivation will create enthusiasm, passion and sincerity in a person's work. Increased enthusiasm and willingness to work voluntarily will result in better work, thereby increasing work productivity. Motivation will encourage the performance of an organization (both in the comfort of team/group work and in the comfort of individual work) to become more advanced or speed up the process of completing tasks and responsibilities in work to achieve its goals. So that the targets that have been determined can be achieved.
2. The second factor that can influence PT's sales performance. Medan Oriental Stars is training. Training and development programs will influence the level of achievement of PT employees. Oriental Stars Field. Because training and development will improve employee performance in carrying out their work duties, so that in the end it will increase the quantity and quality of employees. To continue to improve training, because training can increase the competence of sales personnel. Moreover, the quality of infrastructure is more

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important to improve, following the improvement of the quality of training materials and the quality of trainers. So it is hoped that it can improve the competence of the sales force and improve the performance of the sales force.

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