



The Effect Of Motivation, Employee Engagement And Work Spirituality On Employee Performance At PT. Citra Anugrah Jaya

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Abstract

This study aimed to compile the results of an examination into motivation, employee engagement, work spirituality, and staff performance at PT. Citra Anugrah Jaya, as well as evaluate motivation, Employee Involvement, Work Spirituality and Employee Performance at PT. Anugrah Jaya Image. This research method uses the Descriptive Verification method with multiple regression analysis. Descriptive analysis was processed using Microsoft Excel and Multiple Regression Analysis with SPSS. With sample 50 people. The research findings indicate a 41% influence of motivation on staff performance at PT. Citra Anugrah Jaya, with a correlation coefficient of 0.596. Moreover, employee engagement affects employee performance at PT. Citra Anugrah with an influence of 16% and a correlation coefficient of 0.199, while work spirituality impacts employee performance with an influence of 43% and a correlation coefficient of 0.264. This indicates that the partial impact of work motivation and spirituality affects employee performance, however work engagement does not influence employee performance. The residual factor in this study that was not examined was 62%, thus, data indicates that PT staff' performance can be influenced by additional factors. The Image of Grace.

Keywords: Motivation, Employee Engagement, Work Spirituality, Employee Performance

1 Introduction

Human resources that have good quality and skills can utilize natural resources to the maximum. Optimal employee performance cannot be separated from several factors that influence it, both internal factors in the employee itself and external factors. Research on human resources is very necessary, especially research that refers to Employee Performance. With this human resource management research, it helps companies in creating and optimizing performance within the company.

Advertising is one of the spearheads of a product. There is even a term that if you don't know, you won't love it. One way for the wider community to know about a product is to do advertising. Advertising is not just a promotional tool, but also a means of communication that can create a relationship between brands and consumers. K. T. S. in "Social Media Advertising: A New Era of Advertising" (2015) explains how social media platforms are changing the way companies interact with consumers. With the emergence of influencer marketing, advertising has become more interactive and personal, allowing brands to connect directly with their audiences.

In Karawang, West Java, precisely in Teluk Jambe Timur, Purwadana Village, Karawang Festivale Block B No.10, there is a company engaged in advertising and event organizers that has been operating since 2004. However, during the pandemic, this company experienced a very significant decline,

advertising jobs were quiet and there were no events at all because at that time conditions did not allow for crowds. However, the company did not give up and did not want to lose one of the company's assets, namely employees. At that time, employee communication contacts, especially the marketing team spread in the field, were only through social media WhatsApp. However, over time the economy began to recover, job offers related to advertising began to emerge and until now the turnover has begun to enter its peak phase for the advertising sector. However, for the event organizer sector, there have been no jobs for several years and the marketing team has had difficulty running so that all manpower from the event organizer team was transferred to the advertising team spread throughout Java.

Motivation is a crucial factor in enhancing an individual's performance. The application of motivation in individuals varies and sometimes decreases and this usually occurs along with the different conditions of individual situations. Employee Engagement or the attachment between employees and the company so that it creates passion for the work being carried out. When employees are often involved in various jobs and company activities, it will create enthusiasm and attachment to the company.

Work spirituality is a very important theme in life and is a widespread concern in all societies, both members of the general public, companies and experts. The presence of workplace spirituality in an organization is closely related to employee performance (Ebrahim Moosa, 2020). Work Spirituality Has Meaning and significance when working, harmony in the relationship between work and coworkers that has reciprocal improvements in morals and ethics in employees, increasing creativity, productivity and work attitudes in employees.

Preliminary findings indicate a substantial decrease in events over the past five years, accompanied by fluctuations in advertising transaction targets, suggesting a deterioration in employee effectiveness. This is attributed to insufficient motivation, low employee involvement in contributions, a lack of initiative and commitment to the organization, and a deficiency in work spirituality. This is evidenced by the absence of formal and sustainable training, employee incentives paid per job.

2 Literature Review

2.1 Motivation

Robbins and Judge define motivation as the readiness to invest substantial effort towards organizational objectives, contingent upon the capacity of that effort to satisfy various human needs. According to Chung & Leon (2017). A person's state of fulfilling their own wants to engage in particular actions in order to accomplish a goal can also be seen as motivation. (Rekshohadiprodjo, 2015). Motivation can be defined as an individual's state that enables the conscious execution of an action. (Nawawi & Hadari, 2015). Basically, motivation itself can arise due to various things, there are several theories that explain the basis for the emergence of work motivation.

Afandi (2018:23) defines motivation as an intrinsic desire that emerges within an individual, fueled by inspiration, encouragement, and determination to engage in activities with sincerity, joy, and earnestness, ultimately leading to high-quality outcomes. Motivation in management primarily targets human resources broadly and subordinates specifically. Motivation examines how to channel the capabilities and potential of subordinates to foster collaborative productivity in achieving established objectives. Afandi (2018:24) identifies the variables influencing work motivation as the necessities of living, future aspirations, self-esteem requirements, and the desire for recognition of work accomplishments. Meanwhile, the dimensions of Motivation According to Afandi (2018) are as follows:

1. Remuneration, namely the cash, goods, and services that employees receive in exchange for their labor.

2. Working conditions, namely a comfortable working environment that supports employees in carrying out their activities.
3. Workplace amenities, which include all that staff members can take advantage of for efficient work and directly related to their jobs.
4. Recognition from superiors

2.2 Employee Engagement

Employee engagement is a state of employees who feel a connection to the company, willing to do their best to defend the company so that they voluntarily do their work with the best performance, which promotes their company for the benefit of the company (Cintani & Noviansyah, 2020). Employee engagement can be said to be a positive mental state of employees towards their workers. A positive mental state can be characterized by one of them being dedication to their work. Engagement is a positive construct associated with labor, characterized by enthusiasm, dedication, and absorption (Schaufeli & Bakker, 2003). Employee engagement is seen as a significant activity that might reveal employee perceptions regarding the significance of their work. (Yuswardi & Harsono, 2019).

The explanation above concludes that employee engagement is a condition where employees are often involved and feel satisfied with the company where they work so that there is a connection between employees and the company. The attachment in question is a sense of belonging, making the company a part of oneself, so that it gives rise to an enthusiastic attitude when carrying out tasks given by the company, having high dedication to the company and being serious or earnest in carrying out the work being done.

The dimensions of employee engagement are divided into three, (Schaufeli & Bakker, Work engagement scale, 2003); Cintani and Noviansyah (2020) namely as follows:

1. Vigor

Distinguished by elevated energy levels and mental fortitude in professional endeavors, alongside a commitment to diligence and tenacity under challenging circumstances. The research metrics include elevated energy, work resilience, and perseverance.

2. Dedication

Distinguished by fervor, pride, motivation, and adversity. The research metrics are: Work enthusiasm, pride in work, and inspiration and challenge.

3. Absorption

Marked by complete focus on tasks and a sense of joy when engaged in labor, resulting in the swift passage of time. The research indicators are: Time passes quickly and totality and pleasure when working. Schaufeli, Bakker, and Salanova (2006)

2.3 Work Spirituality

Workplace spirituality refers to the recognition that employees possess an inner existence that is developed and sustained via meaningful work within their community. Spirituality is also an individual's motive and the significance of work that is owned to gain transcendental experiences in life and life activities (Ashmos & Duchon, 2000).

According to Hanafi et al (2022;24) Spirituality can be defined when employees have an inner feeling about their work because it has given them food and income for life. Spirituality is regarded as a fundamental necessity and the pinnacle accomplishment of an individual, irrespective of nationality or origin. These requirements encompass physiological needs, security, safety, love, esteem, and self-actualization. Self-actualization represents a phase of an individual's spirituality characterized by an abundance of creativity, intuition, joy, compassion, peace, tolerance, humility, and a distinct sense of

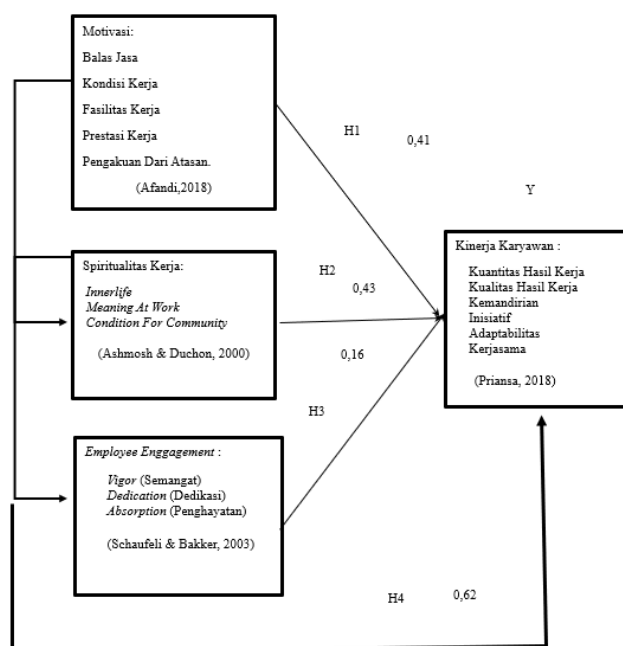
purpose in life. Hanafi et al (2022;25) The dimensions of spirituality in the workplace are three, namely:

1. Inner Life
The inner life which relates to the feelings an individual has about the fundamental meaning associated with who they are, what they do, and what contributions they make. This dimension places more emphasis on the idea that an employee has spiritual needs as well as physical, emotional, and cognitive needs.
2. Meaning at Work
This dimension places more emphasis on the meaning in the workplace which includes the purpose of a person's work and how to interact at the individual level by paying attention to three aspects, namely enjoying work, being energized by work and work providing personal meaning and purpose.
3. Conditions for community
This dimension places more emphasis on the group level which is based on the concept of community or connectedness with others and how employees interact with others at the group level.

2.4 Employee performance

Performance is the display of skill via actual labor (Priansa, 2018). Performance is what workers accomplish when they complete duties and jobs that come from the company (Priansa, 2018). Performance refers to the outcomes produced by an individual or group inside an organization, aligned with their designated powers and responsibilities, aimed at achieving organizational objectives in a lawful manner, without contravening legal standards or ethical norms (Afandi, 2018). Performance is the outcome of work accomplished in relation to job requirements, reflecting both the quality and quantity of an employee's efforts in fulfilling assigned obligations (Mangkunegara, 2016). Performance can be assessed using the following dimensions: Quantity of Work, Quality of Work, Dependability, Initiative, Adaptability, and Cooperation (Priansa, 2018).

The research paradigms are as follows:



Picture 1 : The research paradigms

H1 : The Influence of Motivation on Employee Performance at PT. Citra Anugrah Jaya

H2: Employee Performance Is Affected by Employee Engagement at PT. Citra Anugrah Jaya

H3 : The Influence of Workplace Spirituality on Employee Performance at PT. Citra Anugrah Jaya

H4 There exists an impact of motivation, employee engagement, and work spirituality on employee performance at PT. Citra Anugrah Jaya.

3 Research Methods

This study employs an explanatory approach utilizing a quantitative method that is descriptive in nature, and verification approach. Researchers want to know the influence between variables. This study employs multiple regression analysis to examine the impact of Motivation, Employee Engagement, and Work Spirituality on employee performance. The analysis is conducted using SPSS software.

The independent factors in this study are motivation, employee engagement, and work spirituality. Employee Engagement in this independent variable is symbolized by (X1), (X2) and Work Spirituality is symbolized by (X3). The symbol or variable (Y) denotes the independent variable in this study, specifically employee performance.

The research population comprised all employees engaged in labor at the PT. Citra Anugrah Jaya office, totaling 50 people. The population includes the sample, because the population is all employees of PT. Citra Anugrah Jaya, The sampling method employed in this study is non-probability sampling. 50 respondents made up the study's sample size, according to the census methodology. This means that the population is used as a sample in accordance with the opinion of Sugiyono (2019) who stated that a feasible sample in a study is 30-500 samples. Based on this opinion, the sample meets the requirements for research using multiple regression.

4 Results and Discussion

The Influence of Motivation, Employee Engagement and Work Spirituality on Employee Performance

The output coefficients table derived from data processing with SPSS is as follows:

Table 1 : Coefficient

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	96,597	8,092		1,433	0,159
Motivation	0,411	0,210	0,368	3,231	0,002
Employee Engagement	0,161	0,235	0,135	1,685	0,006
Work Spirituality	0,428	0,201	0,458	2,674	0,010

a. Dependent Variable: Employee Performance

Multiple regression equation analysis

The multiple regression equation that follows is derived from the output coefficients table:

$$: 96,597+0,411X_1+0,161X_2+0,428X_3$$

1. The regression coefficient for variable X1 is 0.411, indicating a positive value of 41%. This indicates that a rise in motivation will correspondingly elevate the Employee Performance variable, and conversely, a decrease in motivation will diminish it.
2. The regression coefficient for the Employee Engagement variable (X2) is 0.161, equivalent to 16%. An increase in the X2 variable will result in a corresponding increase in the Y variable.

3. The regression coefficient for the Work Spirituality variable (X3) is positive at 0.428, representing 43%. An increase in the X3 variable will result in a corresponding increase in the Y variable.

Correlation Coefficient Analysis

The correlation coefficient analysis assesses the strength of the relationship between independent and dependent variables. According to the outcomes of SPSS data analysis as follows:

Tabl2 2 : Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	0,644	0,621	4,147

The subsequent table clearly indicates a correlation among the four variables examined. The R value of 0.803 signifies a robust association, as it exceeds 0.6. The research indicates a correlation among Motivation, Employee Engagement, Work Spirituality, and Employee Performance at PT. Citra Anugrah.

Determination Coefficient Analysis

The coefficient of determination quantifies the extent to which the model elucidates the dependent variable. The subsequent section elucidates the outcomes of data processing utilizing SPSS:

Table 3 : Model Summary

Model Summary		
Model	Adjusted R Square	Std. Error of the Estimate
1	0,621	4,147

From the output results obtained a figure of 0.621, This indicates that the motivational factors can account for the variance in the performance measure, employee engagement, and enhance spirituality by 62%. The remaining 38% is attributed to variables not analyzed in this study.

Hypothesis testing is used to find out more clearly about the results of this study. Basically there is one hypothesis that will be discussed in this study, namely partial hypothesis testing and simultaneous hypothesis testing as follows: The calculated F value of 27.770 is derived from the ANOVA table and is compared to the F table using the decision rule.

Table : 4 Coefficient

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	1432,788	3	477,596	27,770
	Residual	791,132	46	17,199	
	Total	2223,920	49		

a. Dependent Variable: Kinerja Karyawan

b. Predictors: (Constant), Sppiritualitas Kerja , Motivasi , Keterikatan Karyawan

The validation of the primary hypothesis is either affirmed or dismissed. The hypothesis is as follows:

H1: Motivation, Employee Engagement. Work Spirituality Has a Positive Influence on Employee

Performance

According to the F test data, the computed F value is F 27.770, which exceeds F table 2.81. The rejection of H0 indicates that motivation, work engagement, and work spirituality significantly affect employee performance at PT. Citra Anugrah Jaya.

The Influence of Motivation on Employee Performance

H1: Accepted Motivation affects employee performance

The preceding table indicates that variable X1 significantly influences the variable, since its significance value is 0.002, which is less than 0.05. H0 is rejected if the calculated t value of 3.231 exceeds the tabulated t value of 1.677. This indicates a correlation between motivation and employee performance.

The Influence of Employee Engagement on Employee Performance

Based on the results of data processing, the following data were obtained:

H1: Accepted There is an influence of Work Engagement on Employee Performance

The significance value of the employee engagement variable (X2), as seen in the table above, is 0.006, which is less than 0.05. This indicates that the employee engagement variable (X2) significantly influences the Employee Performance variable (Y). The t value is 1.685, exceeding the t table value of 1.677. This indicates that H1 is validated, signifying a correlation between job engagement and employee performance at PT. Citra Anugrah Jaya.

The Influence of Work Spirituality on Employee Performance

H1: Accepted Work Spirituality has an effect on employee performance

The table indicates that the significance value of variable X3 is 0.010, which is less than 0.05, signifying that variable X3 exerts a substantial influence on the variable. H0 is rejected if the calculated t value of 2.674 exceeds the t table value of 1.677. This signifies a correlation between employee performance and workplace spirituality.

5 Conclusion and Recommendations

In light of the study's findings, Motivation at PT. Citra Anugrah Jaya is considered very high. The table indicates that the significance value of variable X3 is 0.010, which is less than 0.05, signifying that variable X3 exerts a substantial influence on the variable. H0 is rejected if the calculated t value of 2.674 exceeds the t table value of 1.677. This signifies a correlation between employee performance and workplace spirituality. However, there are several indicators that must be improved, namely giving rewards to employees, a pleasant work environment and it is hoped that the Company will routinely conduct performance assessments because basically humans like to be appreciated for their struggle to achieve targets and a performance assessment event is needed to motivate them to create the best performance when there is competence between employees.

Employee Engagement at PT. Citra Anugrah Jaya is considered high but there are several indicators that need to be improved. In hypothesis testing using the t-test It can be stated that Employee Engagement positively influences Employee Performance at PT. Citra Anugrah Jaya. However, there are several indicators that need to be improved, namely happiness when working and enjoying the work being done. Because happiness will create optimal performance and enjoying work will make us feel relaxed when achieving targets.

Work Spirituality has excellent ratings; yet, it is essential to comprehend the potential of employees and their viewpoints regarding the organization. The t-test results indicate that Work Spirituality positively influences employee performance at PT. Citra Anugrah Jaya. However, some aspects need

improvement, particularly the indicator of changing others' perceptions positively about their work. Essentially, when we decide to work for a company, we should have a positive outlook and act as advocates for the company when negative issues arise.

The F test in the model assessment indicates that the research model is deemed appropriate, demonstrating a relationship and influence of both independent variables on the dependent variable. This indicates that to enhance staff performance, the organization must optimize effectively. Work Motivation and Spirituality in Physical Therapy. Employees of Citra Anugrah Jaya.

The suggestions that the author can provide, both practically and theoretically, are as follows:

1) Suggestions for Companies

- a. Practical advice for companies that in order to improve performance, companies need to increase high work enthusiasm, invite employees to devote their abilities to work, pay attention to the level of seriousness of employees when working, make employees understand the potential and abilities of each individual employee, and change employees' views of the company so that employees always think positively about the company.
- b. In addition, it is necessary to make scheduled targets and evaluate targets consistently so that each company target is achieved in order to improve employee performance and provide direction and training for employees to always be flexible in overcoming problems at work on Employee Performance

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