

THE EFFECT OF REWARD SYSTEM AND WORK DISCIPLINE ON SALES PERFORMANCE OF PT. KARYA AGUNG MOTOR

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Abstract

This research is motivated by providing a reward system and work discipline in sales. The reward system is very influential in motivating sales to remain enthusiastic about working. Discipline is also needed for the company's progress. This research is a quantitative study where data is obtained through distributing questionnaires and interviews. The results obtained from this study show that rewards have a significant effect on sales performance, and work discipline has a substantial impact on sales performance. The reward system and work discipline are a foundation and initial capital to work in each individual and trigger increasing sales productivity. To increase sales productivity, superiors provide rewards in the form of money/goods to sales who achieve work targets and sanctions for sales who violate disciplinary rules.

Keywords: Reward System, Work Discipline, Sales Performance

1. Introduction

The development of dealers is growing rapidly due to the large demand for motorbikes; therefore, to meet all consumer demand, PT. Karya Agung Motor dealers market their products in cash and credit. Karya Agung Motor Company rewards sales who can sell motorbikes by achieving company targets. Giving rewards is something that the company must give to appreciate sales and provide work enthusiasm for sales. The work discipline of sales at PT. Karya Agung Motor dealers are quite good; the superiors offer good examples of exemplary behaviour.

Bintoro & Daryanto (2017:15) a science or way of managing the relationship and role of resources (workforce) owned by individuals efficiently and effectively and can be used optimally so that the common goals of the company, employees and the community are achieved to the maximum. Awards or appreciation given to someone for achievements or positive things that have been done. In the world of work, rewards are usually in the form of bonuses as a reward for hard work. Types of rewards:

1. Extrinsic

As an award from outside or inside, the company hereby provides an appreciation for sales achievement, whether financial or non-financial.

2. Intrinsic

rewards made for oneself. Or targets set by sales and enforced for their achievement.

Reward benefits:

1. Employees are more productive
Rewards are given in the form of money, praise, and appreciation, which can make employees happy.
2. Bosses are closer to employees.
Bosses who often reward their employees are proven to have good relations with them.
3. Company Target Achieved
The rewards given by the company will create happy, loyal and productive employees.

Work Discipline

Hasibuan (2016) work discipline is a person's awareness and willingness to obey all existing regulations and applicable social norms.

Work Discipline Aspects:

1. On-time
Companies can see the discipline of salespeople by looking at the arrival time set by the company.
2. Obey the rules
Disciplined employees must obey the company's regulations.
3. Responsibility in carrying out duties
Salespeople must have a sense of responsibility in carrying out their duties, such as maintaining all the facilities in the company.

Principles of work discipline:

1. Do not show a lazy attitude at work
2. Be on time
3. Work according to the procedures set by the company
4. Be obedient and comply with the suggestions and orders of superiors
5. Workspace and equipment are always maintained
6. Feel happy when working
7. Using break time
8. On-time

Sales Performance

Bernardin & Russel (2013) provide the following understanding: achievement or performance is a record of the results obtained from certain job functions or activities during a certain period. According to Gibson and Akhmad (2018), job performance results from work related to organizational goals, efficiency, and other performance effectiveness performance. According to Ilyas in Akhmad (2018), performance is the appearance of the work results of personnel in an organization. The appearance of work results is not limited to personnel who hold functional or structural positions but also to all personnel in the organization. Performance factors include:

1. Skills and Abilities
The broader the skills that sales have, the easier it is for them to achieve maximum performance results.

2. Personality
Salespeople who have good personalities can do their jobs well.
3. Work motivation
4. Motivation for sales to do their job. Work motivation is influenced by components such as benefits and salary.

2. Method

This research is a type of quantitative research that uses questionnaires to collect data. The sellers are the respondents in this study. This study used an unintentional sampling technique to collect data, depending on expertise or personal considerations, with sales requirements that have passed a three-month training period.

3. Results and Discussion

Validity Test

Based on the results of the validity test using SPSS 24.00 for Windows on the reward questionnaire, it was found that all six questions were declared valid and feasible to use, as evidenced by the correlation value of each question item being greater than 0.254. Next, the results of the validity test of the questionnaire on work discipline will be presented. Based on the results of the validity test using SPSS 24.00 for Windows for the work discipline questionnaire, it was decided that all six questions on the questionnaire were valid and feasible to be given. The correlation value of each question item was greater than 0.254

Based on the results of the validity test using SPSS 24.00 for Windows on the sales performance questionnaire, it was decided that all six questions in the questionnaire were valid and worthy to be given. The correlation value of each question was greater than 0.254.

Reliability Test

a. Reward Questionnaire Reliability Test Results

Statistical reliability	
Cronbach's Alpha	Nof Items
.614	6

Table 1. Reliability Test Results of the Reward Questionnaire

An instrument is reliable if the Cronbach's Alpha value in the SPSS 24.00 for Windows results is greater than 0.6. Based on the Reliability test results through SPSS 24.00 for Windows, the Cronbach's Alpha value was $0.614 > 0.6$. So, the reward questionnaire used as a research instrument is declared reliable and suitable for use as a measuring tool.

b. Work Discipline Questionnaire Reliability Test Results

Statistical reliability	
Cronbach's Alpha	Nof Items
.668	6

Table 2. Test Results of the Reliability Test of the Work Discipline Questionnaire

An instrument is considered reliable if the Cronbach's alpha value in the SPSS 24.00 results for Windows is greater than 0.6. Based on the results of the SPSS 24.00 reliability test for Windows, Cronbach's alpha value of 0.668 is greater than 0.6, so the work discipline questionnaire used for the study is considered reliable and suitable for use as a measuring instrument.

c. Sales Performance Questionnaire Reliability Test Results

Statistical reliability	
Cronbach's Alpha	N of Items
.811	6

Table 3. Test Results of Sales Performance Questionnaire Reliability Test

An instrument is reliable if the Cronbach's alpha value in the SPSS 24.00 results for Windows is greater than 0.6. The SPSS 24.00 reliability test results for Windows show that Cronbach's alpha value of 0.811 is greater than 0.6. Thus, the sales performance questionnaire used as a research tool is stated to be reliable and suitable for use as a measurement tool.

Multiple Linear Regression Analysis

The regression equation formed is as follows:

$$Y = 0.6003 + 0.528 X_1 + 0.231 X_2 + e$$

From the equation above, it can be explained that:

- The constant value is 0.6003. This means that sales performance, if not influenced by rewards or work discipline, is at a value of 0.6003.
- The coefficient value of $b_1 = 0.528$. This shows that rewards influence sales performance with an influence of 52%.
- The coefficient value of $b_2 = 0.231$. This shows that work discipline influences sales performance with an impact of 23%.

4. Conclusion and Suggestions

Conclusion

Based on the data test conducted, the provision of rewards and work discipline affect sales performance at PT. Karya Agung Motor:

- 1) The results of the hypothesis test affect sales performance. The calculation results show that rewards influence 52% of sales performance, with a coefficient value of 0.528 and a calculated t-value of 2.585 with a distribution value of 0.05 of 2.002. So, rewards have a major impact on sales performance.
- 2) The results of the hypothesis test show that work discipline affects sales performance. The calculation results show that the calculated t value is 2.249, and the t table value with a distribution of 0.005 is 2.002. In short, work discipline greatly affects sales performance.

Suggestion

Based on the results of the research conducted by the researcher and the conclusions that have been made, the suggestions that the researcher can convey to the parties related to this research are as follows:

- 1) For PT. Karya Agung Motor, continue to strive to improve rewards and work discipline to increase the motivation of sales enthusiasm and provide rewards for sales to continue to be disciplined in their performance.
- 2) For further research, it is expected to conduct better research. The addition of the number of samples and research variables, as well as literature reviews, is expected to be carried out by further researchers.

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