
THE INFLUENCE OF MOTIVATION AND JOB COMPETENCE ON EMPLOYEE PERFORMANCE IN THE MARKETING OF ABC INSURANCE

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ABSTRACT

This study aims to determine the effect of the motivation and work competence of ABC Insurance telemarketing through the Vinnocomm application on employee performance. The research design and methods were tested using multiple regression, and the instruments for each variable were tested using a descriptive presentation analysis before the partial effect test was carried out. The research sample was ABC Insurance exceptional telemarketing employees who had used the Vinnocomm Application as many as 65 respondents filling out a questionnaire. Validity and reliability tests, normality tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination were carried out in the analysis phase. From the study results, telemarketing work motivation is quite influential in achieving performance but not too strong. Meanwhile, telemarketing work competence through the vinnocomm application has a significant and robust influence on the process of achieving the performance of telemarketers. This research has implications that it is necessary to increase enthusiasm and enthusiasm from telemarketing in carrying out work processes such as training, refreshment, periodic motivation, or in the form of bonuses and compensation that is in line with the results achieved from telemarketing.

Keywords: motivation, work competence, performance, telemarketing, vinnocomm application.

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INTRODUCTION

In the organization's current development, there are various types of business models, both in services and manufacturing (Fauzan, 2018). Service companies that provide human resources are quite extensive with certain uniqueness that helps large companies achieve their goals and targets (Subyantoro & Suwanto, 2020). The company provides human services, or it is called outsourcing. The variety of company demands on employees makes it necessary to look for unique capabilities to meet existing demands (Julyanthry et al., 2020). Outsourcing companies with strength in HR are a driving factor in achieving optimal performance (Devi & Putri, 2019). Apart from the factors of ability, potential, and systems that support the achievement of work result both from individuals and organizations (Akbar, 2018). Some things are no less important, namely the will and motivation of workers to achieve optimal work results (Can & Yasri, 2016). This condition is in line with PT. MIS is a company that provides telemarketing services needed by large companies that provide insurance services to achieve targets for both prospective customers and numbers. Employees will contribute according to the duties and responsibilities that have been assigned to them in order to achieve the success of the company. Optimal employee work results will impact the employees themselves as well as company performance and company image in the eyes of customers.

Enthusiasm and desire to succeed are often motivations that can affect work results (Meidita, 2019). Motivation is an important thing to pay attention to because, with motivation, an employee or employee will be able to have high enthusiasm in carrying out the assigned tasks (Gardjito et al., 2014). Without motivation, an employee cannot fulfill his duties properly; the work results contributed will not be satisfactory and perfect as expected, as cited in research (Azis, 2019). Motivation must be owned by an employee and supported by competence or workability, and skills possessed are thought to influence work results (Ainanur & Tirtayasa, 2018). Workability, in this case, is a competency or competence that a person must have in carrying out work processes (Pasaribu, 2019). An employee can work better with competence in accordance with the profession or work. However, according to the attached table, this still needs to be improved.

Table 1. Number of Insurance TSOs and Achievements Per Quarter 2013

Month 2013	Total TSO	Monthly Target	Achievement
Quarter 1 (January – March)	40	750 Million Per Month	670 Million Per Month
Quarter 2 (April – June)	48	950 Million Per Month	775 Million Monthly
Quarter 3 (July - September)	56	1 Billion Monthly	794 Million Monthly
Quarter 4 (October – December)	65	1.2 Billion Monthly	750 Million Per Month

Source: PT. MIS Insurance marketing division data, 2013

The logic is that an increase in the number of employees should be accompanied by an increase in the monthly work target premium generated by telemarketing (Klingebiel & Joseph, 2016). The development of the industrial world is relatively rapid, both services and non-services (Tarantang et al., 2019). If employees succeed in bringing progress to the company, both parties will reap the benefits (Zurnali & Sujanto, 2020). This is in line with the statement (Prastowo, 2014), which states that developing technology forces employees to be able to adapt to these changes quickly. In support of the performance of telemarketing employees (TSO) at PT. MIS, which is the spearhead, needs an optimal application system to achieve targets. The Vinnocomm system is the company's choice because it makes it easier for TSO to run and presents good customer data, daily target achievement from TSO, and lack of monthly targets achieved. This phenomenon is the reference for researchers to research the influence of work motivation and work competence of ABC insurance TSO on employee performance through the Vinnocomm application at PT. MIS - Tangerang).

This study aims to determine the extent to which the influence between competence and work motivation can affect performance in telemarketing using the Vinnocomm system.

METHODS

In this research design, namely testing the influence of motivational variables and telemarketing competence on performance through the Vinnocomm application, employees of PT. MIS with quantitative methods. Respondents or samples used were 65 Telemarketing PT. MIS, Tangerang. Conditions and response characteristics are according to the table below.

Table 1. Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Man	36	55 %
Woman	29	45 %
Amount	65	100%

Source: Processed Primary Data, 2014

The data analysis technique used is the multiple regression analysis technique, in which each instrument of each variable is tested using a descriptive analysis of the percentage before the partial effect test is carried out and performed by testing the validity and reliability.

RESULTS AND DISCUSSION

Validity test

The validity test results were calculated by comparing the value of the r count (correlated item-total correlation) with the value of the r table. If $r \text{ count} > r \text{ table}$. r table obtained a value of 0.244. Based on the calculation results above, it is known that 46 items have validity following the provisions. Where these items are obtained, the statement value r count above 0.244, meaning that all of these instruments are valid and do not need to be omitted. Meanwhile, five items have low validity, namely below the r count with a value of 0.244, namely the Variable Motivation in the dimension of achievement motivation in the 3rd statement and Affiliation Motivation in item 14. Then the Competency Variable in the Knowledge dimension in the statement item, namely the 1st item 5. While the Attitude dimension in statement items 16 and 18 is on Competency Variables. These invalid items are not used to continue in the following research process and are said to be invalid.

Reliability Test

Reliability testing is carried out only on construct indicators that have gone through validity testing, and are declared valid. The reliability test used in the SPSS program is the Cronbach Alpha statistical test. A construct or variable is declared reliable if it produces a Cronbach Alpha value > 0.60 .

Table 2. Cronbach's Alpha Reliability Test Work Motivation (X1)

Reliability Statistics	
Variable	Cronbach's Alpha
Motivation	.881

Table 2 above shows that all indicators of the motivational variable (x1) in this study have Cronbach's Alpha > 0.60 , which means that all variables are declared reliable.

Table 3. Cronbach's Alpha Cronbach's Competency Reliability Test (X2)

Reliability Statistics	
Variable	Cronbach's Alpha
Competence	.760

Table 3 above shows that all indicators of competency variables (x2) in this study have Cronbach's Alpha > 0.60 , which means that all variables are declared reliable.

Table 4. Cronbach's Alpha Reliability Test Performance Reliability (Y)

Reliability Statistics	
Variable	Cronbach's Alpha
Performance	.863

Table 4 above shows that all variable performance indicators (y) in this study have Cronbach's Alpha > 0.60 , which means that all variables are declared reliable.

Normality test

Normality testing using descriptive-frequency statistical analysis using SPSS. By looking at the skewness and kurtosis ratios obtained by dividing the skewness value by the standard error or by dividing the kurtosis value by the standard error, if the value ranges from -2 to 2, it means that the data is said to be expected.

This shows that all data is said to have a normal distribution. The scatterplot graph shows that the dots are gathered around the straight diagonal line, which shows that the data is spread commonly, as shown in Figure 5 below.

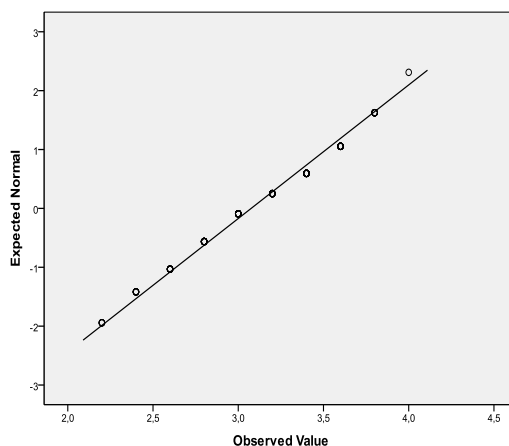


Figure 5. Normal Performance Plot

Source: Processed Primary Data, 2014

CONCLUSION

Based on the results of data analysis processing, it can be concluded as follows: Work motivation influences or contributes significantly positively by 85.7% to telemarketing performance, in the dimension of power motivation on work quality where telemarketing employee expertise in persuasive and influencing and controlling other people in the context of prospective customers becomes one the main capital to improve the goals of the organization/company. This competence is the most dominant contribution, rather than achievement motivation and affiliation motivation, in influencing the performance of TSO Asuransi PT. MIS. After competence, it is found that the Effect of Competence positively influences or contributes to employee telemarketing performance even though its contribution is 1.1%. The dimensions that seem to influence skills at 4.43% on work quality significantly. Compared with the dimensions of Knowledge, Attitudes, and behavior in achieving quality work. The ability to communicate and solve situational problems increases the skills possessed within the scope of work and affects the work quality of PT Asuransi telemarketing employees. Harmonious Core Partners. The influence of competence and motivation on performance has a jointly significant effect on the quality of employee performance by 79.9% in insurance telemarketing at PT. Harmonious Core Partners. In this situation, 20.1% of employee performance achievement is outside of the variables studied, including compensation, work culture, and leadership style.

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