

## **The Relationship Between Work Motivation and Work Involvement in Sales Marketing in East OKU Regency**

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**Abstrak.** Sumber daya manusia adalah aset yang penting bagi kemajuan perusahaan. Penelitian ini bertujuan mengetahui Hubungan Antara Motivasi Kerja dengan Keterlibatan Kerja Pada Sales Marketing di Kabupaten OKU Timur. Metode penelitian yang digunakan adalah kuantitatif dengan kuisioner untuk menjawab rumusan masalah. Populasi dalam penelitian ini adalah 180 orang sales marketing di Kabupaten Oku Timur. Metode analisis data dalam penelitian ini dilakukan dalam dua tahap, 1) Uji Asumsi/Prasyarat (uji normalitas dan linieritas), dan 2) Uji Hipotesis. Hasil penelitian menunjukan bahwa adanya hubungan yang sangat signifikan antara Motivasi Kerja Dengan Keterlibatan Kerja Pada Sales Marketing Di Kabupaten OKU Timur. Hasil regresi sederhana menunjukkan adanya penerimaan terhadap hipotesis yang diajukan Nilai koefisien korelasi  $r = 0,289$  atau 28,9% dengan nilai sigifikansi ( $P = 0,001 < 0,01$ ), artinya menunjukkan adanya hubungan yang sangat signifikan antara Motivasi Kerja Dengan Keterlibatan Kerja.

**Kata kunci :** sumber daya manusia, motivasi kerja, keterlibatan kerja

**Abstract.** Human resources are an essential asset for the progress of the company. This study aims to determine the Relationship Between Work Motivation and Work Involvement in Sales Marketing in East OKU Regency. The quantitative research method used is a questionnaire to answer the problem formulation. The population in this study was 180 sales marketing people in East Oku Regency. The data analysis method in this study was carried out in two stages, 1) Assumption / Prerequisite Test (normality and linearity test) and 2) Hypothesis Test. The results showed a significant relationship between Work Motivation and Work Involvement in Sales Marketing in OKU Timur. Simple regression results showed acceptance of the proposed hypothesis. The value of the correlation coefficient  $r = 0.289$  or 28.9% with the significant value ( $P = 0.001 < 0.01$ ), meaning it shows a very significant relationship between Work Motivation and Work Engagement.

**Keywords :** Human Resources, Work Motivation, Work Involvement

### **INTRODUCTION**

Human resources are critical assets in an organization or company because they direct, maintain, and develop the organization in the various demands of society and the times (Rosita & Hidayati, 2018). Human resources must be able to manage the organization or company properly and in quality. Qualified human resources can improve the company's internal strength; the company's inner power can be improved and enhanced by using correct performance management (Kustikasari, 2011). Each time a new technology appears leads to improvements in the industry facilitated by increasingly sophisticated technologies. The fourth industrial revolution created new demands on people's mental and physical abilities, and businesses needed to be prepared to find and hire the best talent. Human resources are essential to keep a company or organization afloat and in control of power. It requires employees with the necessary skills and competencies to serve the interests of their industry or organization (Primalasari, 2021)

According to (Hasibuan & Silvya, 2019) the employee is a service seller who gets compensation whose amount has been determined in advance by the organization or company. Employees are residents of working age (aged 15-64 years) or the total number of residents in a country that produce goods and services if there is a demand for their labor and if they are willing to participate in such activities (Lubis, 2016). One of the exciting areas of the organization is personnel in the field of marketing because It can say that this field is the wheel of life for an industry/organization in marketing its products Industries/organizations that produce products on a large scale will experience difficulties in finding consumers so that industries/organizations need salespeople to carry out their duties of presenting their products to potential customers. There are several focuses of work in the field of marketing. However, this study focused on sales reps. Sales interactions impact consumer satisfaction and loyalty to the products offered (Primalasari, 2021) . Sales is an employee who is in charge of promoting or marketing products through messages orally to influence potential consumers or customers with the aim that consumers are willing to buy the products offered. Still, sales workers cannot fully meet sales targets (Primalasari, 2021) .

The people of South Sumatra, especially in East OKU Regency, most of the population work as farmers, traders, laborers, and sales marketing. One of them is sales marketing because many companies in that area are engaged in furniture, automotive, and electronics. The company engaged in the table, namely Columbus, has been established for approximately eight years and already has dozens of consumers in various regions in East OKU. Companies involved in the automotive sector are Honda, Yamaha, and Suzuki. As well as for companies involved

in *electronics*, namely Samsung, Xiaomi, Vivo, Oppo, and Realme. With so many companies located in the East OKU region, it creates more jobs. Some people work as employees in the company who occupy the positions of office staff, cashiers, *cleaning services*, and *sales marketing*. *Sales marketing* is divided into two parts, namely *field sales*, and *sales counters*. The task itself is also different for *field sales*; the job is to find new *customers* in each area that their superiors have determined and provide product offers directly to *the customer's* home, while for *sales counters*, the task is to serve *customers* who now come to the *showroom* or office and give offers to prospective candidates *new customer*.

Based on the results of interviews with automotive, furniture, and electronic sales marketing, *Field sales* and *sales counters* have different targets for each company, for example, for companies engaged in furniture sales, a target is given in the form of nominal cash sales nor credit. If the furniture sales do not reach the sales target that the company has set, the salesperson only gets a basic salary. If it does not match the target during the predetermined period, there will be an evaluation every third month. The company will consider whether the salesperson is given the opportunity or dismissed. For companies engaged in automotive and electronic goods such as cellphones, sales are given a target vehicle unit or cellphone unit. The salesperson only gets the basic salary if you don't sell a single vehicle. There is no additional incentive if you don't meet the target for three months; there will be an evaluation of whether the sales are worth maintaining or stopping. For electronic sales, if they do not reach the target, the deals only get a basic salary. Still, the sales do not have an evaluation every third of a month because electronic sales, such as ordinary cellphones, are contracted for one year of work. Electronic sales also get employment benefits.

The basic salary of *furniture*, *automotive*, and *electronics* companies varies for *furniture sales* has a basic salary ranging from eight hundred thousand to one million, the compensation for automotive sales ranges from nine hundred thousand to one million five hundred thousand, while for *mobile phone electronics sales* usually follows the minimum wage which applies in every region. For the distribution of his bonuses for *furniture sales*, he has a target of fifty million. From this target, he gets a bonus of three million to four million. *Automotive sales* usually have a target of 3-5 units every month for each sale of one unit of vehicles get a commission of five hundred thousand to one million per unit depending on the price of each car, for duck motorcycles get a commission of three hundred thousand to five hundred thousand per unit, for large motorcycles that have a sizeable *cubical centimeter* (cc) sales will get a bonus of one million to one million five hundred thousand. *Electronic deals* (*mobile phones*) have different targets, namely selling five *units of mobile phones* for one million to two million, *mobile phones* with a price of two million to three million three branches, for *mobile phones* with prices of three to four million three units, and *mobile phones* with a cost of four million and above two teams and if the target, *sales* will get a salary of up to seven million.

Based on the results of interviews with HRD, there are several *sales marketing* that does not meet sales targets every month; there are also *sales marketing* absences that are often late so that companies need to take actions such as giving reprimands to *sales* then an evaluation will be carried out every third of a month to control sales activities, if it does not reach the predetermined sales target, the company will take action to dismiss the employee, for every month almost an average of three to five people who the company entrusts because they do not reach the predetermined target. Sales is a difficult job because it requires the ability to influence and persuade people who may be interested in buying a product from an enterprise. Good sales performance is indispensable so that sales continue to increase. The ability to influence sales performance is an integral part of success in sales. This allows sales to get their work done efficiently and responsibly (Primalasari, 2021). *Sales marketing* is significant in achieving a company's target in product marketing. *Sales* who have a strong desire will involve themselves to achieve the company's target to get incentives from sales that the company has determined. According to Robbins and Coulter (Patras, 2017) work involvement is the level of employee identification of his work, actively participating in his career, and considering performance in his work more valuable for the good of himself. Meanwhile, according to Marwati (Hardian, 2017), work involvement has two points of view that are considered to cause the emergence of work involvement; the first is that work involvement is formed because of the desire of sales employees for specific needs, specific values or characteristics obtained from their work so that it will make the employee more involved or not involved in their work.

According to Sharma in (Achmad Dwi Putro et al., 2020) individuals who have work involvement show traits such as a) show involvement in diverse work (each employee has a different way of showing his participation in the work he does. Some employees can feel sad when their goals are not achieved; some employees continue to think about their work even though they are outside the job site), b) feel guilty if the worker has not completed work, and c) avoid being absent from work (employees pay close attention to absenteeism and the tasks for which they are responsible. Employees will avoid absenteeism because it will harm themselves and related companies. In addition, if the work they have is not completed, it will also hinder the work of other colleagues and the progress of their work, so employees will feel guilty if this happens). The researcher's interest in raising this research is because not many people pay attention to the other side of sales involvement in achieving a target. Researchers are interested in conducting this

research on *sales marketing* in the East OKU Regency area to find out the motivation of sales to attain a target and the extent to which *sales* involve themselves in a job. It conducted this research in East OKU Regency, which was directed to the subject of this study: *sales marketing* in East OKU Regency. The results of observations as well as interviews and questionnaires supporting the facts of phenomena that occur in the field can strengthen the problems in this study and become a strong reason for conducting this research. Based on researchers' observations, there are also *electronic sales marketing* who have ideas for marketing products both on social media and in *canvassing*. *Sales* also explain the products sold when distributing brochures to consumers.

Based on the results of an interview with a *sales marketing* with the initials P, it showed that the subject worked as a *sales marketing* at a mobile phone product company stating that he had been working as a *cellphone sales (counter)* for almost a year, the subject told me if he finds it difficult to reach the target every month because of the difficulty of making words that attract the attention of consumers so that advertisements on social media such as *Facebook*, *Instagram* do not look attractive, the subject considers himself to have tried his best to attract consumers. The results of the interviews obtained by *sales marketing* are included in the characteristics of work involvement, according to Sharma, which shows a variety of jobs. Based on the results of an interview with a *sales marketing* with the initials L. The results of the interview showed that the subject worked in *cellphone sales marketing* and stated that the issue told a story of he used to find out how to attract the attention of consumers until finally, the subject followed the way the advertisement appeared on *Facebook* homepage and finally the issue is always targeted every month by marketing the products he sells through social media such as *Facebook* and *Instagram*, the subject always places attractive advertisements and additional discounts that make readers interested in buying the products he sells, the issue uses paid to advertise so that the ads he posts always appear on the homepage of social media users.

Based on the results of the interview above on *mobile phone sales marketing* shows diverse work engagement to achieve targets such as placing advertisements on social media; the subject considers himself to have tried his best to attract the attention of consumers, and the issue finds out how to make words on social media that attract attention. Based on the initial questionnaire that the researcher made on December 10, 2021, through a *google form* and distributed the questionnaire directly to 61 respondents, which included *sales marketing* in companies in East OKU Regency, they got the following results. The results of the questionnaire are based on the characteristics of work involvement. According to Sharma et al. (Achmad Dwi Putro et al., 2020), individuals with work involvement show traits such as participation in various jobs. Based on the questionnaire statement, "I have an idea every time I want to promote the goods sold in the company," *electronic sales marketing* stated Yes as much as 28.7%, and 71.3% said no. *Furniture sales marketing* stated Yes, 53% and 47% expressed no. *automotive sales marketing* displayed Yes, as much as 55% and 45% said no.

Based on the observations of 61 *sales marketing* conducted by researchers on *furniture sales marketing* in East OKU Regency on November 22-25, 2021. According to Sharma, the second characteristic is feeling guilty if the worker has not completed the work. Based on the observations obtained, *sales marketing* does not feel sad when they do not reach the targets set by the company and feel they do not have responsibility for the work provided by the company. Based on the researcher's observations, there is also a *furniture sales marketing* that looks sad when he does not reach the target, but he is still enthusiastic about looking for other consumers; the subject does not give up on *canvassing*. Based on the results of an interview with a *sales marketing* with the initials F (*Personal communication*, on Tuesday, December 7, 2021, at 12.30 WIB). Based on the interview results, the subject who worked in a *sales marketing* (field) in a *furniture* company stated that the matter did not feel guilty if he did not reach the target because the issue considered that he had worked optimally. Based on the results of interviews obtained by *sales marketing*, it is included in the characteristics of work involvement according to Sharma, namely feeling guilty if workers have not completed their work.

Based on the results of an interview with a *sales marketing* with the initials Y (*Personal communication*, on Tuesday, December 7, 2021, at 14.30 WIB) stated that the subject who worked in a *sales marketing* (field) at a *furniture* company said that he felt guilty if he left the job because had responsibilities in the company where he worked and considered the job he was doing was important. Based on the results of the interview above on *furniture sales marketing*, it shows that work involvement feels guilty if the worker has not completed his work, such as *furniture sales marketing* does not reach the target, he considers it a regular thing because according to him, he has worked as much as possible and has carried out his job responsibilities. Based on the initial questionnaire that the researcher made on December 10, 2021, through a *google form* and distributed questionnaire directly to 61 respondents, which included *sales marketing* in companies in East OKU Regency, they got the following results from the statement "I feel guilty if I leave a job" *furniture sales marketing* which stated Yes as much as 45% and 65% expressed no, *automotive sales marketing* that displayed Yes as much as 35% and 65% said no, *electronic sales marketing* who stated Yes as much as 52% and 48% expressed no.

Based on the questionnaire obtained, it is included in the characteristics of work involvement, namely feeling guilty if the worker has not completed his work. Based on the observations of 61 *sales marketing* conducted by

researchers on automotive sales employees in East OKU Regency on November 22-25, 2021. According to Sharma, the third characteristic is to avoid absenteeism from work. Based on observations obtained, *sales* often arrive late and are often late during the morning *briefing*. Some automotive sales marketing also come on time and participate in the morning *briefing* activities. Based on the results of an interview with a *sales marketing* with the initials J (*Personal communication*, on Thursday, December 9, 2021, at 12.30 WIB). Based on the results of the interview shows that the subject has been working as a field salesperson for two years in a company engaged in the automotive sector; the subject avoids morning attendance because every morning holds a *briefing* and the boss always asks about the sales target and the issue does not care about the salary deductions that the company has applied. Based on the results of interviews obtained by *sales marketing*, it is included in the characteristics of work involvement, according to Sharma, namely avoiding absenteeism from work.

Based on the results of an interview with a *sales marketing* with the initials E (*Personal communication*, on Thursday, December 9, 2021, at 12.30 WIB). Based on the results of the interview shows that the subject has been working as a field salesperson for a company engaged in the automotive sector for a year and a half; the subject always arrives on time and is always absent because absenteeism for him is one way of calculating the salary that the company will give him and the issue always has prospecting materials if asked by the boss about the sales target. Based on the results of interviews obtained by *sales marketing*, it is included in the characteristics of work involvement, according to Sharma, namely avoiding absenteeism from work. Based on the results of the interview above on *automotive sales marketing* shows that work involvement avoids absenteeism, such as arriving late, not following the morning *briefing*, and not caring about salary cuts. Still, some sales come on time, follow the morning *briefing*, and fear salary cuts. Based on the initial questionnaire that the researcher made on December 10, 2021, through a *google form* and distributed questionnaire directly to 61 respondents, which included *sales marketing* in companies in East OKU Regency, they got the following results from the statement "I avoid absenteeism from the company where I work" *furniture sales marketing* which stated Yes as much as 48% and 52% said no, *sales automotive marketing* that stated Yes as much as 42% and 58% expressed no, *electronic sales marketing* who displayed Yes as much as 52% and 48% said no. Based on the questionnaire obtained, it is included in the characteristics of work involvement, namely avoiding absenteeism from work.

According to Patchen, those who have high work involvement show: a) High work motivation, b) Heightened solidarity with the work group or organization (Sutrisno, 2019) c) A sense of pride in their work. Involving workers in decisions that affect and increase independence and control of their work life will be more motivated, more committed to the organization, more productive, and more satisfied with their work (Robbins, 2017). Based on research that has been conducted by Mollin (Deabeata, 2014) Factors that affect work involvement in organizations are employee job satisfaction factors such as organizational support, wages, development, training, and career opportunities; when it cannot meet all these aspects, employees only work to pursue the quantity of work compared to quality (Alshammari, 2016), other factors that can affect work involvement are factors of innovative work behavior, organizational structure, organizational support, Motivation, quality of work life.

Brown (Umamit, 2016) explained that the factors influencing work involvement include personality, Motivation, task and leadership characteristics, and personal views on tasks. Robbin (Deabeata, 2014) states, "motivation is a desire to perform as a willingness to expend a high level of effort for the organization's goals, which is conditioned by the ability of that effort to meet an individual need." ". Based on (Putri, 2014) " Motivation is a series of attitudes and values that influence the individual to achieve a specific thing according to the individual's goals. These attitudes and values are invisible ones that provide the power to encourage individuals to behave in achieving goals". These attitudes and values are invisible ones that provide the power to encourage individuals to behave in achieving goals". According to Sardiman (Putri, 2014) " Motivation can be said to be a series of efforts to provide certain conditions so that a person wants and wants to do something. If he does not like it, it will try to negate or avoid those dislikes". According to Patton (Putri, 2014) " Motivation is a very complex disciplinary phenomenon. Each individual has different motivations and many types".

Work involvement increases automatically when a person with high work motivation becomes more involved in the task at hand, increasing productivity and better work performance of the entire organization (Deabeata, 2014). DeCenzo & Robbins (2016) Work motivation is the determination to do what is necessary to complete an existing task and fulfill basic needs. Work motivation motivates the organization's members to carry out actions and efforts to achieve the organization's goals. According to (Hasibuan & Silvya, 2019) what is meant by employee work encouragement or work motivation is the employee's work will that arises due to the encouragement from within the person concerned as a result of the overall integration of personal needs, the influence of the physical environment and the influence of the social environment where the strength depends on the integration process.. here are four characteristics of work motivation, namely: a) High sense of responsibility, b) desire to develop yourself, c) like to work hard, and d) establish good relationships with others.

Based on the results of interviews on December 6-9, 2021, conducted by researchers to three companies (*Furniture, Electronics, Automotive*) sales marketing in East OKU Regency, interviews were conducted directly during recess. Based on the results of interviews on December 6-9, 2021 conducted by researchers to three companies (*Furniture, Electronics, Automotive*) sales marketing in East OKU Regency, interviews were conducted directly during recess. Based on the interview above, there are characteristics of work motivation used by sales marketing (field) in the subject furniture company with the initials F (*Personal communication*, On Tuesday, December 7, 2021 at 12.30 WIB) stated that the subject wanted to be a successful person and wanted to have a lot of money, but the subject was lazy to do canvassing activities and felt saturated with work. This statement is found in the characteristics of work motivation A high sense of responsibility and the desire to develop oneself. Based on the interview above, there are characteristics of work motivation used by sales marketing (field) in a furniture company with the initials Y (*Personal communication*, On Tuesday, December 7, 2021 at 14.30 WIB) stated that the subject wants to be promoted to spv, so that's why he must target every month so that his dream of becoming an spv is quickly granted. This statement is found in the characteristics of work motivation A high sense of responsibility and a desire to develop oneself.

Based on the results of the interview above, subject F he wants to be a successful person but he is lazy to do his obligations as a salesperson. While the results of the interview from subject Y he wanted to realize his dream that's why he carried out his responsibilities as a salesperson. As for the second subjek, whose initials are P (*Personal communication*, on Wednesday, December 8, 2021 at 11.30 WIB) working as a sales marketing at a mobile phone product company, he stated that he worked only as a normality, not to be pursued " this statement is contained in the characteristics of work motivation Like to work hard. Based on the results of an interview with a sales marketing with the initials L (*Personal communication*, On Wednesday, December 8, 2021 at 13.00 WIB) working as a sales marketing in a mobile phone product company stated that he was always canvassing, updating advertisements on social media, the subject said that he was canvassing to go to a distant area, he worked hard because he wanted to enter college. This statement is found in the characteristics of work motivation likes to work hard. Based on the interview results above, subject P works only as a formality to fill the empty time. While subject L is always canvassing remote areas and always updates advertisements on social media, he also wants to continue his education in college.

The following interview was with the third subject with the initials J (*Personal communication*, On Thursday, December 9, 2021, at 12.30 WIB), stating that she wanted to have a lot of consumers. Still, she ignored consumers who asked too much. This question is found in the characteristics of work motivation to establish good relationships with other people. Based on the results of an interview with a sales marketing with the initials E (*Personal communication*, on Thursday, December 9, 2021, at 12.30 WIB). The interview results show that the subject is happy to have a consumer who asks a lot of questions because, for him, if the consumer asks too much, he will be tempted by the product being sold. This question is found in the characteristics of work motivation to establish good relationships with other people. Based on the results of an interview with automotive sales marketing, J's subject is the slow response when facing consumers who only ask questions. Meanwhile, subject E is happy to have a consumer who asks many questions because he thinks the consumer will take the product he sells.

Based on the initial questionnaire that the researcher made on December 10, 2021, through a google form and distributed the questionnaire directly to 40 respondents, which included sales marketing in companies in East OKU Regency, they got the following results. Based on the questionnaire's statement, "I have a strong desire, that's why I achieved the target that the company set, " electronic sales marketing stated Yes as much as 28% and 72% expressed no. Furniture sales marketing said Yes as much as 53%, and 47% stated no. Automotive sales marketing displayed Yes as much as 55% and 45% expressed no. As for the characteristics of the two, High sense of responsibility, based on the questionnaire's statement, "I created new things to increase the success of the task," electronic marketing sales stated Yes as much as 34% and 66% said no. Furniture sales marketing displayed Yes as much as 53% and 47% noted no. automotive sales marketing stated Yes as much as 54%, and 46% said no. As for the third characteristic, Establish a good relationship with others. Based on the questionnaire statement, "With the praise from my superiors, I am motivated to work even more diligently," electronic sales marketing stated Yes as much as 56% and 44% expressed no. Furniture sales marketing said YES as much as 49%, and 51% stated no. Automotive sales marketing stated Yes as much as 42%, and 58% expressed no. The fourth feature is The desire to develop oneself. Based on the questionnaire statement, "The salary I receive is by the work I do," electronic sales marketing stated Yes as much as 64%, and 36% said no. Furniture sales marketing stated Yes as much as 60% and 40% no. Automotive sales marketing stated Yes as much as 58%, and 42% said no. Based on the description above, researchers are interested in knowing the Relationship Between Work Motivation and Sales Marketing Work Involvement in East OKU Regency.

## METHODS

The Variabel in this study is a dependent variable, namely work involvement and an independent variable (independent variable) Work motivation. This researcher uses quantitative methods. The data collection method is a way for researchers to obtain information. The scale to be used in this study is closed, where the subject is asked to choose one of several available answer choices. Likert scale created in the form of a *checklist*. In this scale there are 5 response options, namely SS (Strongly Agree), S (Agree), N (Neutral), TS (Disagree), and STS (Strongly Disagree). Each of these options has its own score depending on the type of aitem, whether favorable or unfavorable. The scale created and given in the form of a statement that will be answered by the respondent, by choosing one of the five alternative answers that have been provided, the respondent will be asked to express his agreement or disapproval of the content in the fifth statement of the alternative answers that have been provided.

The sample in this study amounted to 180 sales marketing which was divided into 30 *sales marketing* PT. Colombus, 30 *sales marketing* PT. Nusantara Surya Sakti, 30 PT. Thamrin Brothers Martapura, 30 *samsung sales marketing*, 30 *oppo sales marketing*, 30 vivo sales marketing. When referring to the table of *issac* and *michael* with an error rate of 5% then a sample of 119 *sales marketing* was obtained, then the sample obtained had 95% confidence in the population. The data analysis method in this study was carried out in two stages, 1) Assumption / Prerequisite Test (normality and linearity test), and 2) Hypothesis Test. According to Ghozali in (Marfirah & BZ, 2016) The normality test is carried out to see the data in the variable The search results are derived from normally distributed and not normally distributed results. The analysis technique is often used as a prerequisite for checking the normality of the Kolmogorov-Smirnov test data. If the significant figure is less than 5% alpha or 0.05 ( $p < 0 > 0.05$ ) then the data meets the assumption standard Linearity test looks for whether the data to be analyzed are linearly related or not. This prerequisite test is designed to find out whether the data in the free variable is linearly related to the data in the bound variable. The test rule used is that  $p < 0.05$  and the relationship between the free variable (X) and the bound variable (Y) is declared linear, and if  $p > 0.05$  the relationship is not linear (Sujarwo & Debora, 2018). If assumptions or prerequisites are met, then data analysis is used to find out the relationship between a free variable and a bound variable. If the correlation is significant, then the hypothesis is tested using simple regression analysis techniques. If the number of free variables in regression analysis is only one, use simple regression. Regression analysis is a tool that can be used to determine how different variables change over time. The purpose of regression analysis is to estimate (predict) a reference value or bound variable through a predictor or free variable (Sujarwo & Debora, 2018)

## RESULTS

The subjects in this study were 119 furniture, automotive, and electronics sales in East OKU Regency. Where the issues in this study had different age and gender backgrounds. Based on the results of the research conducted by the researcher, the results of the research summary in the form of data obtained using a survey in this study are as follows.

| Table 1              |        |     |       |
|----------------------|--------|-----|-------|
| Sales Gender Summary |        |     |       |
| No.                  | Gender | Sum | %     |
| 1.                   | Man    | 54  | 45,35 |
| 2.                   | Woman  | 65  | 54,65 |

Source: processed data

An overview of the research data, can be seen in the description table on the research variables Work motivation and work involvement are summarized in Table 2.

| Table 2                      |                            |        |      |      |                               |      |      |      |
|------------------------------|----------------------------|--------|------|------|-------------------------------|------|------|------|
| Description of Research Data |                            |        |      |      |                               |      |      |      |
| Variable                     | Score Obtained (Empirical) |        |      |      | Possible Score (Hypothetical) |      |      |      |
|                              | Mean                       | SD     | Xmin | Xmax | Mean                          | SD   | Xmin | Xmax |
| InvolvementWork              | 177,76                     | 15,897 | 146  | 215  | 180,5                         | 11,5 | 56   | 280  |
| Work Motivation              | 174,08                     | 15,399 | 138  | 202  | 170                           | 10,6 | 49   | 245  |

Source: processed data

An empirical score is a score or data obtained by researchers in the field. It will calculate the results from scale data processed using the help of SPSS (Statistical Package For Social Science) version 20.0 for windows. In contrast, hypothetical data is approximate data obtained before conducting research. The score obtained from hypothetical uses several formulas to find Xmax (Maximum Score), namely by calculating the sum item valid highest score of each

variable, Xmin (Lowest score), which is to calculate the number of good things of the lowest score of each variable, to find the mean, standard deviation, Xmax and Xmin. An empirical score is a score obtained in the field. The observed mean on the Work Engagement variable was 177.76, with a standard deviation of 15.897. The empirical mean on the Work Motivation variable was 174.08, with a standard deviation of 15.399. In contrast, the hypothetical score is a score that is expected to be achieved by the research sample. The hypothetical mean in the Work Engagement variable was 180.5, with a standard deviation of 11.5. The theoretical norm in the Work Motivation variable was 170, with a standard deviation of 10.6. The formula for finding a hypothetical score is a hypothetical mean formula:  $\mu = 1/2 (X_{\max} + X_{\min})$ . In contrast, the standard theoretical deviation formula is  $\sigma = 1/6 (X_{\max} - X_{\min})$ , with the X\_max: the maximum score of the subject and the X\_min: the minimum score of the issue.

The benefit of the description of research data is to find out whether the scale of Work Involvement and Work Motivation is large or low by creating a category for each variable based on the description of the research data above. The classification of subjects is divided into two categories, namely the high category and the low category. So it can be categorized as follows: scores that are  $X \geq M$  as a high category and those at  $X < (M)$  as a low category.

#### Work Engagement Variables

This study categorizes the subjects into specific categories. This category aims to place the matter in groups based on measured attributes. The issues are classified into two categories, namely the high category and the low category; research subjects are categorized as having a high work involvement category if the score is  $X > M$  and the low sort if the score is at  $X < M$ . Based on the table above, it can be seen that of the 119 sales in East OKU Regency who were the study subjects, 66 or 55.5% had low work involvement while 53 or 44.5% had high work involvement. So it can conclude that work involved in sales marketing in East OKU Regency has standard work involvement

**Table 3**  
**Categorization Of Research Samples Of Work Engagement Measuring Instruments**

| Score        | Categorization | N  | %     |
|--------------|----------------|----|-------|
| $X > 177,76$ | High           | 53 | 44,5% |
| $X < 177,76$ | Low            | 66 | 55,5% |

Source: processed data

#### Work Motivation Variables

This study categorizes the subjects into specific categories. This category aims to place issues in groups based on the attributes measured. The problems are classified into two categories, namely the high category and the low category; research subjects are categorized as having a high work motivation category if the score is  $X > M$  and the low sort if the score is at  $X < M$ . The following can be seen in the table below:

**Table 4**  
**Categorization of Research Samples of Work Motivation Measuring Instruments**

| Score        | Categorization | N  | %     |
|--------------|----------------|----|-------|
| $X > 174,08$ | Tall           | 57 | 47,9% |
| $X < 174,08$ | Low            | 62 | 52,1% |

Source: processed data

Based on the table above, of the 119 sales in East OKU Regency who were the study subjects, 62 or 52.1% had low work motivation while 57 or 47.9% had high work motivation. So it can conclude that work motivation in sales marketing in East OKU Regency has intense work involvement. The normality test is carried out to determine the normality of the distribution data in the research data, which is a condition to be carried out that the data is expected if the data value is more than the predetermined significant rate, namely  $p > 0.05$  with the *Kolmogorov Smirnov test*. The rule used to determine whether or not the data distribution is expected is that if  $p > 0.05$ , then the distribution is declared normal; on the other hand, if  $p < 0.05$ , then the distribution is declared abnormal.

**Table 5**  
**Normality Test Results**

| Variable        | KS-Z  | P     | Information |
|-----------------|-------|-------|-------------|
| Work Engagement | 1,017 | 0,252 | Normal      |
| Work Motivation | 0,739 | 0,646 | Normal      |

Source: processed data

Based on the table above, the results of the two data obtained through the measuring instrument made by the researcher are normally distributed because they meet the rules  $p > 0.05$ , it can be seen from the p-value of the measuring device, namely, work involvement  $p = 0.252$  ( $p > 0.05$ ) with KS-Z 1.017 and work motivation  $p = 0.646$  ( $p > 0.05$ ) with KS-Z 0.739. The linearity test is a test that is carried out to determine the relationship between bound variables, namely Work Involvement and work motivation-free variables. The rule is that if  $p < 0.05$ , the relationship between the two variables is linear. Suppose  $p > 0.05$ , the relationship between the two variables is not linear.

**Table 6**  
**Linearity Test Results**

| Variable                                    | F      | P     | Information |
|---------------------------------------------|--------|-------|-------------|
| Work Engagement (Y) and Work Motivation (X) | 10,666 | 0,001 | Linier      |

Source: processed data

Based on the table above, the value of F is a coefficient that shows the relationship between a free variable and a bound variable with the values  $F = 10.666$  and  $P = 0.001$ . The value of F is a value that indicates how linear the relationship between the free variable and the bound variable is. In the table above, the value of  $P = 0.000 < 0.05$  shows a linear relationship between work motivation and work involvement.

**Table 7**  
**Simple Regression Test Results**

| Variable                             | R      | R2    | P      | Information      |
|--------------------------------------|--------|-------|--------|------------------|
| Work involvement and Work motivation | 10,666 | 0,001 | Linier | Very Significant |

Source: processed data

Based on the table above, the correlation value between the academic procrastination and self-control variables were obtained, namely  $r = 0.289$  with the value of R Square = 0.084 and  $p = 0.001$  where  $p < 0.01$ . This value means a very significant relationship exists between work motivation and work involvement in *sales marketing* in East OKU Regency. The analysis was carried out using a simple regression test whose results indicated an acceptance of the proposed hypothesis. The amount of effective contribution given by the variable of work motivation with work involvement was 8.4% ( $R^2 = 0.084$ ). So there is still 91.6% influence from other factors related to work involvement but not been studied by researchers.

Based on research on work motivation with work involved in as many as 119 research subjects, the subject of *sales marketing* research in East OKU Regency. The results of statistical calculations show that there is a very significant relationship between work motivation and work involvement in sales marketing in East OKU Regency. The analysis was carried out using a simple regression test whose results indicated an acceptance of the proposed hypothesis. The result can be seen from the value of the correlation coefficient  $r = 0.289$  or 28.9% with the significant value ( $P$ ) = 0.001  $< 0.01$ . This shows a significant relationship between Work Motivation and Work Involvement in Sales Marketing in East OKU Regency.

From the analysis results, the value of contributions given by work motivation with work involvement was  $R^2 = 0.084$  or 8.4%. Hence, there was still 91.6% influence from other factors related to work involvement, but researchers did not study it. Based on the results of the analysis in the field, it shows that factors that affect *sales marketing* in East OKU Regency do not have work involvement. Namely, it is difficult to make exciting words on social media, and feel that what has been done is optimal, avoid morning absences when there is a morning briefing with the supervisor/head office.

According to Patchen as quoted (Darwin, 2017) generally, factors that influence work involvement are high work motivation, a heightened sense of solidarity with the work group or organization, and a sense of pride in their work. This relationship supported by Robbins and Coulter explains that work involvement is the level of the employee's identification of his work, actively participating in his career, and considering performance in his work more valuable for his good (Rahmadani WP, 2019). The work involvement carried out by *sales marketing* does not occur by itself but is caused by various factors. Causes of work involved in the company/organization environment due to personal and situational factors Personal factors are something inherent in the individual's self that influences his behavior, such as work ethic, internal motivation, and self-esteem As for situational factors are certain factors for time and place that are not followed from knowledge of the stable nature of consumers and stimulus, and influence behavior when it occurs such as salary satisfaction, supervisors, promotions, and satisfaction with colleagues (Rahmi et al., 2017). Based on the results of research conducted by researchers to sales marketing in East OKU Regency who are working in companies/organizations to challenge work involvement such as Difficult to achieve targets every month, Ignorant of the marks given, Difficult to get up early following briefings, Ignoring attendance..Work

involvement increases automatically when a person with high work motivation becomes more involved in the task at hand, increasing productivity and better work performance of the entire organization (Emily et al., 2016). DeCenzo & Robbins in (Efrina, 2018) define motivation work as the desire to do something because it is fun and meets some needs. Work motivation helps people feel motivated to take action and exert efforts to achieve organizational goals.

Based on the results of the description of work motivation categorization, it shows that of the 186 *sales marketing* subjects subjected to the study, there were 62 or 52.1% had low work motivation. In contrast, 57 or 47.9% had high work motivation. So it can conclude that work motivation in *sales marketing* in East OKU Regency has low work motivation. Research shows that job satisfaction and work involvement affect job motivation, and job satisfaction also affects work involvement. In other words, the higher the job satisfaction, the higher the work involvement, ultimately affecting the work motivation so that the employee's work motivation will increase. Vice versa, the lower the job satisfaction, the lower the work engagement will be so that work motivation decreases (Nurdiansyah, 2016). Based on the research, the relationship between work motivation and work activity is positive and significant. It can be understood that the higher the level of work motivation a member possesses, the higher his involvement in the organization. On the contrary, the lower the level of work motivation members have, the lower their participation in the organization (Emily et al., 2016). Based on the description and results of the data analysis above, it is concluded that the hypothesis in this study is accepted; as for the hypothesis, there is a very significant relationship between Work Motivation and Work Involvement in *Sales Marketing* in East Oku Regency.

## CONCLUSION

Based on the description and results of the data analysis, It can conclude that the hypothesis in this study is accepted; the hypothesis is that there is a very significant relationship between Work Motivation and Work Involvement in *Sales Marketing* in OKU Timur. Simple regression results show acceptance of the hypothesis proposed Value Value correlation coefficient  $r = 0.289$  or 28.9% with a significant value ( $P = 0.001 < 0.01$ ), indicating a very substantial relationship between Work Motivation and Work Involvement. Based on the results of the description of the categorization of work engagement data, it shows that of the 119 *sales* subjects of the study, there were 66 *sales marketing*, 55.5% had a low level of work involved, and there were 53 *sales marketing* or 44.5% who had a high level of work involvement. Based on the results of the description of work motivation categorization, it shows that of the 186 *sales marketing* subjects subjected to the study, there were 62 or 52.1% had low work motivation. In contrast, 57 or 47.9% had high work motivation. So It can conclude that work motivation and involvement in *sales marketing* in East OKU Regency have low work motivation. Based on the results of the analysis in the field, it shows that the factors that affect *sales marketing* in East OKU Regency do not have work involvement. Namely, it is challenging to create exciting sentence content on social media and feel that what they're doing is optimal, avoiding morning absences when there is a morning briefing with the leadership. Meanwhile, factors influencing work involvement are high work motivation, increased solidarity with the working group or organization, and a sense of pride in their work.

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