

Analysis of Employee Intrinsic Motivation at PT United Tractors

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Abstract

This research uses a qualitative descriptive approach, namely by describing and analyzing the problems found. Qualitative research is based on primary and secondary data. Primary data in this study was obtained by conducting observations, interviews, and documentation, while secondary data was obtained through previous research and articles related to the research. This research aims to analyze the factors that influence employee intrinsic motivation at PT United Tractors and its impact on work performance. Intrinsic motivation, which comes from an individual's internal drive to achieve satisfaction and meaning in work, is the main focus of this study. The results showed that autonomy in work, opportunities for self-development, recognition of contributions, and support from the work environment are factors that play a significant role in increasing intrinsic motivation. Challenges such as monotonous work are overcome with a variety of tasks and more challenging projects. This study concludes that high intrinsic motivation not only supports improved individual performance, but also has a positive impact on the success of the organization as a whole. The implications of this research encourage companies to continue strengthening strategies that support employees' psychological needs to create a more productive and satisfying work environment.

Keyword: Intrinsic Motivation; Employee Performance; Employee Development; PT United Tractors

1. Introduction

Intrinsic motivation is one of the important aspects in supporting employee performance and productivity in various organization, including PT United Tractors. Intrinsic motivation is the drive from within an individual to engage in an activity because the activity itself is perceived as satisfying, enjoyable, or challenging. Unlike extrinsic motivation, which is driven by external rewards such as money or promotions, intrinsic motivation is more focused on personal satisfaction and the meaning derived from the work process. (Ena & Djami, 2021) In the context of work, intrinsically motivated employees work because they find value in the tasks they perform, feel intellectually challenged, or experience personal growth through their work.

The main factors that influence intrinsic motivation include autonomy in work, freedom to make decisions opportunities for creativity, and recognition for contributing work results. (Abdurrahim, 2021). Strong intrinsic motivation allows employees to not only focus on the end result but also enjoy the work process itself, resulting in better work quality. However, observation at PT United Tractors show that most employees feel their work does not provide personal satisfaction or significant meaning. The level of employee engagement is still low, as seen from their tendency to complete tasks without intrinsic motivation to achieve the best results. Issues such as monotonous work and lack of recognition become challenges that the company needs to address to enhance its employees' intrinsic motivation.

As a large and leading company in the field of heavy equipment distribution, mining contracting, and coal mining, PT United Tractors heavily relies on the optimal performance of its employees to maintain competitiveness in the market.(Muhammad Haris Syafitri et al., 2024). By enhancing employees' intrinsic motivation, the company can create a more productive, innovative, and satisfying work environment. This research aims to analyze the factors that influence the intrinsic motivation of employees at PT United Tractors and its impact on work performance. The results of this research are expected to provide insights for the company to design more effective strategies in managing human resources to achieve long-term success.

2. Literature Review

2.1 Theory

Intrinsic motivation is the drive that comes from within an individual to engage in an activity because the activity provides satisfaction, challenge, or meaning in their life. According to (Hidayati & Ermiyanto, 2017), intrinsic motivation is more focused on satisfaction obtained from the work process itself rather than from external rewards. (Gunarsa, 2008) states that intrinsic motivation is a strong internal drive within a person to achieve certain goals. The stronger a person's intrinsic motivation, the more likely they are to exhibit consistent behavior to achieve their goals.

(Ryan & Deci, 2020) add that intrinsic motivation drives a person to work not because of external pressure, but because they find the work enjoyable and engaging. This is reinforced by (Munandar & Prayekti, 2020), who describe intrinsic motivation as an individual's awareness of the meaning and benefits of the work being done. Those who are intrinsically motivated tend to enjoy their work and demonstrate more optimal performance.

Factors that influence intrinsic motivation include autonomy, competence, and social relatedness. (Ryan & Deci, 2017). Autonomy includes the freedom to make decisions related to work, which enhances a sense of responsibility and job satisfaction. Competence refers to the ability to complete tasks effectively, which provides a sense of achievement. Social connections, such as positive relationships in the workplace, also play an important role in enhancing motivation. Research by (Muhammad Haris Syafitri et al., 2024) shows that intrinsic motivation has a significant impact on employee creativity and productivity. When employees feel emotionally engaged with their work, they are more enthusiastic and consistent in facing challenges, which leads to innovation add new ideas.

In an organizational environment, intrinsic motivation contributes to employee performance by enhancing loyalty, job satisfaction, and efficiency. According to (Abdurrahim, 2021) research, autonomy in work and recognition of employee contributions are two main factors that influence intrinsic motivation. Additionally, opportunities for development through training and recognition of employees' work results also enhance their engagement within the organization. Based on the literature review, it can be concluded that intrinsic motivation not only affects the quality of individual work but also has a positive impact an organizational success. Therefore, companies need to integrate strategies that support the psychological needs of employees to create a work environment that fosters productivity and satisfaction.

3. Material and Method

3.1 Design Study

This research uses a qualitative approach to understand the conditions of a context by directing to a detailed and in-depth description of the portrait of conditions in a natural context, about what actually happens according to what is in the study field (Fadli, 2021). In a qualitative approach, one type of approach that is often used is the case study approach.

A case study is an in-depth research approach on a particular subject, which can be conducted using both qualitative and quantitative methods. This approach can be applied to individuals, groups, or even larger communities. According to (Hollweck, 2015) case studies aim to explore phenomena in real-life context, focusing on deeper understanding rather than simply drawing generalizations.

3.2 Data Validity Technique

This research uses triangulation techniques to check the validity of the data. Triangulation is a technique used to check the data that has been obtained to ensure that the data obtained can guarantee the validity and validity of the data from the research topic being conducted. Triangulation is an approach that combines various data collection techniques used by researches when collecting and analyzing data. Basically, that events being studied can be understood well so that accurate and valid truths are found if viewed from different perspectives and sources of information (Abdussamad, 2021).

In this study, the researchers collected data from various employees within the department to guarantee the accuracy and consistency of the information essential to their analysis. To strengthen the reliability of their findings, they employed triangulation techniques, which involved collecting data through observations, interviews, and relevant documentation. The specifics of this approach are illustrated in the following sketch :



Figure 3.1 Data Validity Technique

Source : Data processed by researchers

3.3 Data Analysis

Data analysis technique is a data processing process with the aim of finding useful information that can be used as a basis for decision making to solve a problem. This data analysis process includes four steps (Millah et al., 2023) as follows :

1. **Data Collection**
 Researches conducted analysis activities simultaneously with data collection. Information obtained through observation, interviews with sources and documentation that can be used for research.
2. **Data Reduction**
 Data Reduction is a crucial step in qualitative data analysis. Given the amount of data obtained from field research, it is necessary to combine them to summarize the core issues in detail. This process involves summarizing, selecting relevant information, focusing on the important things, and identifying the main themes while simplifying the data.
3. **Data Presentation**
 Presentation of data is one the activities in making reports on the results of research that has been carried out so that it can be understood and analyzed in accordance with the desired objectives. The data presented must be simple and clear so that it is easy to understand.
4. **Verification or Conclusion**
 The final step at the qualitative data analysis stage, namely drawing preliminary conclusions is a temporary and will change if no strong or supporting evidence is found at the data collection stage, Conversely, if the initial conclusions are supported by new evidence found later, the conclusions that have been put forward are considered credible.

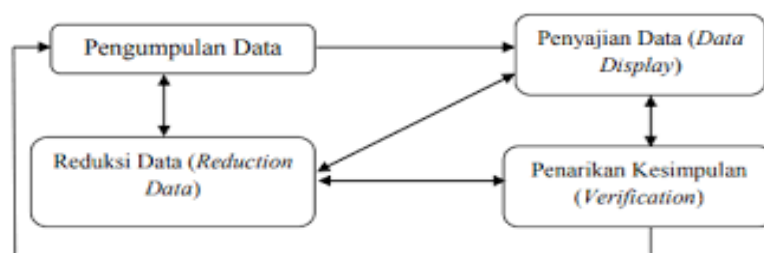


Figure 3.2 Data Analysis Component

Source : Data processed by researchers

4. Result

4.1 Data Description

This research uses a qualitative approach to analyze objects in accordance with the stages of data collection. Descriptive analysis method is applied to describe the problem clearly through the available data. Data collection technique were carried out through interviews with employees related to the research topic and also direct observation in the field. This research was conducted at PT United Tractors, with informants consisting of Technical Advisor, HSE Officer, Business Support Admin, and Customer Order Processor, who provided in-depth insight into the phenomenon discussed. Through this approach, the researcher tried to dig up relevant information to understand the issue under study.

Table 4.1 Participant Data

Source: Data processed by researcher

No	Participant	Gender	Potition
1	Participant A	M	Technical Advisor
2	Participant B	M	HSE Officer
3	Participant C	W	Admin Bisnis Support
4	Participant D	M	Customer Order Processor

4.2 Data Result

This research was conducted to analyze intrinsic motivation on employee performance of PT United Tractors. Research data was obtained through interviews with four participants who have positions as Technical Advisor, HSE Officer, Business Support Admin, and Customer Order Processor. The interview results show that the main factors that influence employees intrinsic motivation include autonomy in work, opportunities for self-development, a positive work environment, and recognition and constructive feedback. Employees revealed that freedom in determining work methods and priorities increases their sense of responsibility and passion for innovation. In addition, technical and interpersonal skills, which in turn increases their engagement at work. Supportive working relationship between coworkers and management are also considered an important element in creating a comfortable and collaborative work environment. Finally, appreciation and positive feedback on work results provide additional encouragement for employees to continue to contribute optimally.

4.3 Data Discussion

The results showed that intrinsic motivation has a significant role in improving employee performance at PT United Tractors. Work autonomy is a major factor that increases employee responsibility and innovation, in line with (Ryan & Deci, 2020) theory. Opportunities for self-development through training and skills enhancement programs also increase employee's personal engagement and sense of achievement. In addition, a positive work environment, characterized by supportive working relationships between colleagues and superiors, plays and superiors, plays an important role in maintaining intrinsic motivation.

However, challenges such as monotonous work and limited access to training, especially in remote locations, are still found. PT United Tractors has addressed this by providing task

variety, introducing digital learning technology, and improving technology-based communication. Recognition of employees's contributions in the form of positive feedback is also an important factor that increases their sense of attachment to the company.

PT United Tractors efforts to support intrinsic motivation through job autonomy, training, and a positive work environment have a noticeable impact on employee productivity. To maintain these results, the company needs to continue to innovate in providing developments programs, equitable access to training, and promoting a collaborative work culture.

5. Conclusion Implication, and Recommendation

5.1 Conclusion

Intrinsic motivation has a significant role in supporting the performance of PT United Tractors employees. The main factors that influence intrinsic motivation include autonomy at work, opportunities for creativity, recognition of performance, and managerial support. Employees feel more motivated when they are given the freedom to make decisions and are supported through recognition of their work. Skill development through relevant training is also an important element in improving engagement and job satisfaction.

PT United Tractors' efforts include self-development training, granting job autonomy, and creating a work environment that supports collaboration. These measures have proven effective in increasing employee motivation and productivity. However, challenges such as the monotony of work, limited access to training, and difficult communication in remote locations remain obstacles that must be overcome.

To overcome these obstacles, PT United Tractors has implemented solutions such as the introduction of digital learning platforms, task variation to prevent boredom, and the use of modern communication technologies. These measures have succeeded in creating a more dynamic work environment, supporting intrinsic motivation and strengthening employees' commitment to the company.

5.2 Implication

The findings of this study have theoretical implications that support previous research conducted by (Wahyuni et al., 2022), (Hidayati & Ermiyanto, 2017), (Hidayati & Ermiyanto, 2017), (Indrawijaya, n.d.), (Kadir, 2018), (Rahmawati, 2023), (Titin Eka Ardiana et al., 2023), (Djunaid, 2023), (Manzoor et al., 2021), (Triswanto, 2020). The results of the research show that intrinsic motivation plays an important role in improving employee performance in various organizations. This motivation, which is related to personal satisfaction and meaning, positively contributes to performance. opportunities for development and a supportive work environment are also key elements. Overall, creating work conditions that facilitate intrinsic motivation is crucial for achieving optimal performance.

5.3 Recommendation

Based on the discussion and conclusions that have been explained previously, the researcher provides several recommendation for future research. In order to get more varied results and present a more complete picture, it is hoped that future research will be able to employ multiple variable, while this study only used one. Second, in order to get better outcomes, it is advised that future studies include the required documentation to improve the accuracy of the research findings and can provide deeper encouragement to it.

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