HOW EXTRINSIC MOTIVATION AFFECT PERFORMANCE OF JASIJUKA SEJAHTERA MSME ASSOCIATION IN EAST BELITUNG

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Abstract

This study is structured to determine the effect of extrinsic motivation and digital marketing training on performance. This quantitative approach research conducted with the unit of analysis of the Jasijuka Sejahtera MSME Association, with population of 32 people representatives of Jasijuka Sejahtera. The sampling method used is non-probability sampling with saturated sample technique. The data processing uses multiple linear regression analysis. The result concludes that there is an insignificant effect of digital marketing training on performance, while extrinsic motivation has a positive, significant influence on performance. And last, there is no simultaneous effect between digital marketing training and extrinsic motivation on performance.

Keywords: digital marketing; training; extrinsic motivation; performance; micro, small and medium enterprise

INTRODUCTION

Human resources development in recent years has become a major issue since the outbreak of pandemic Covid-19 caused social and physical distancing. The need to manage human resources as an valuable investment and asset is irresistible in term of the advanced of digital technology. Such development is needed in every sectors, either private or public institutions and companies, one of which is Micro, Small and Medium Enterprises (MSMEs). MSMEs have an important role in increasing the Gross Domestic Product (GDP) of Indonesia. Based on data of 2020, MSMEs contributed significantly to Indonesia GDP, at which the largest revenue achieved was in the period of 2019 with total revenue of 60.3%.
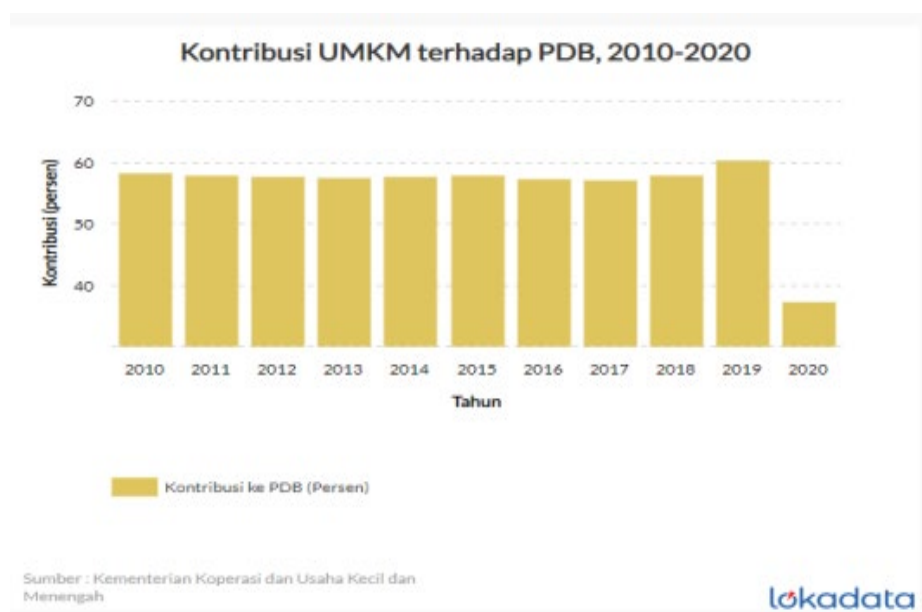

Figure 1. MSME Contribution on Indonesia PDB 2010-2020
Source: Lokadata (2021)

Figure 1 shows that MSMEs have an important role in increasing Indonesia's annual GDP by contributing most to country's income. One of MSMEs that contributes a lot is MSMEs of East Belitung Regency. The value of MSMEs contribution to Gross Regional Income (GRI) has been shown by the figure below.

REGENCY/MUNICIPAL COMPARISON

Tabel 13.2 / Table 13.2 — Laju Pertumbuhan Produk Domestik Regional Bruto Atas Dasar Harga Konstan 2010 Menurut Kabupaten/Kota di Provinsi Kepulauan Bangka Belitung (persen), 2016–2020 / *Rate of Growth of Gross Regional Domestic Products at Constant 2010 Prices by Regency/Municipality in Kepulauan Bangka Belitung Province (percent), 2016–2020*

Kabupaten/Kota Regency/Municipality	2016	2017	2018ʳ	2019*	2020**
(1)	(2)	(3)	(4)	(5)	(6)
Bangka	4,63	5,04	4,52	2,89	-0,73
Belitung	4,96	5,30	5,38	3,36	-2,31
Bangka Barat	4,80	5,26	5,20	7,08	-5,43
Bangka Tengah	3,05	3,46	3,42	1,23	-2,87
Bangka Selatan	4,30	4,57	4,52	2,55	-1,99
Belitung Timur	4,25	4,85	4,22	3,29	-0,66
Pangkalpinang	5,17	5,19	5,08	3,29	-3,02
Jumlah/*Total*	4,53	4,89	4,69	3,65	-2,62

Figure 2. Figure of Gross Regional Income
Source: Central Bureau of Statistics (2021)

Figure 2 shows that the regional income of East Belitung Regency during the pandemic was at the point of -0.66%, since a decrease in the contribution of MSMEs. Thus can be said that there was a phenomenon gap, between the increase of MSMEs contribution to Indonesia's GDP with the decrease contribution of East Belitung Regency GRI. One conclusion to such phenomenon is the unavoidable impact of Covid-19 pandemic which cause the shutdown of many busines in all levels and all areas, a situation that rocked MSMEs to reduce production and distribution, resulting in decreased business performance.

Table 1.
Sales Of Msme During Pandemic

Aspek	Persen
Sales drop	39,5
Sales stable	25,6
Sales increase	34,9

Source: Diah Chaerani (2020)

Table 1 shows an impact of pandemic on MSME sales, which indirectly affects Indonesia's economic growth rate and felt by other sectors. Based on such data, there are common problems faced by MSME business in East Belitung, especially among human resources as the key of entrepreneurship. Kalbis Institute's Community Service Bureau

decided to conduct a training program to motivate and improve the performance of business actors of Jasijuka Sejahtera MSME Association.

The impact of the pandemic was also experienced by the Jasijuka Sejahtera East Belitung MSME Association, which is located in Manggar District, East Belitung. MSMEs Jasijuka Sejahtera consists of 33 MSME actors spread across East Belitung District. Products under the auspices of Jasijuka Sejahtera UMKM Association (JS MSMEs), such as *coffee, sambal lingkung, honey, fish crackers, shredded and fried shallots.* In an effort to develop its performance, JS MSMEs has carried out several developments, one of which focuses on improving the field of Human Resources (HR). The variables that become the focus of its development are training, motivation, and performance.

Training is an activities designed to improve employee performance on the job at hand [1]. It can also be interpreted as a whole activity to provide, obtain, improve, and develop potential, productivity, discipline and work ethic at a certain level of skill and expertise with a qualification level or job.

In the globalization, technology developments is very crucial, which can change people lives and helping daily activities of many people. One that makes it possible to facilitate community activities is the development of telecommunication technology. The development allows us to be able to obtain information without any limitations, both space and time restrictions, as long as we have access to obtain the information. According to Sibero [5] internet is *a computer network that connects between networks globally, the internet can also be called a network in a wide network.* The presence of the internet provides several positive impacts, including making people more creative, since they are able to gain and provide new ideas.

Furthermore, the development of telecommunications allows employees of a company to meet the demands given by the company. As we know, companies are required to be able to optimise the performance of better employees. The issue of human resources (HR) is a very important concern for companies to survive. Companies are required to acquire, develop and maintain quality human resources. We often hear about training and development in the world of work, whether in companies, organizations, institutions or even in health agencies.

In addition to training, intrinsic motivation is also the focus of development at JS MSMEs Association. Motive is a driving force that encourages humans to act or a force within humans that causes humans to act or do something. Motivation has three main components, namely needs, mental drives, and goals. Motivation is central to management, as it explains the reasons a person acts in a certain way within an organization. Basically, employees are human beings who have certain desires that are expected to be fulfilled by a place or organization where they work.

An effort to achieve company's vision, mission, and goals, is always defined as maximum performance. Performance is a person's success in carrying out tasks, or work results that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities or about how a person is expected to behave in accordance with the assigned tasks. charged to him as well as the quantity, quality, and time used in carrying out the task.

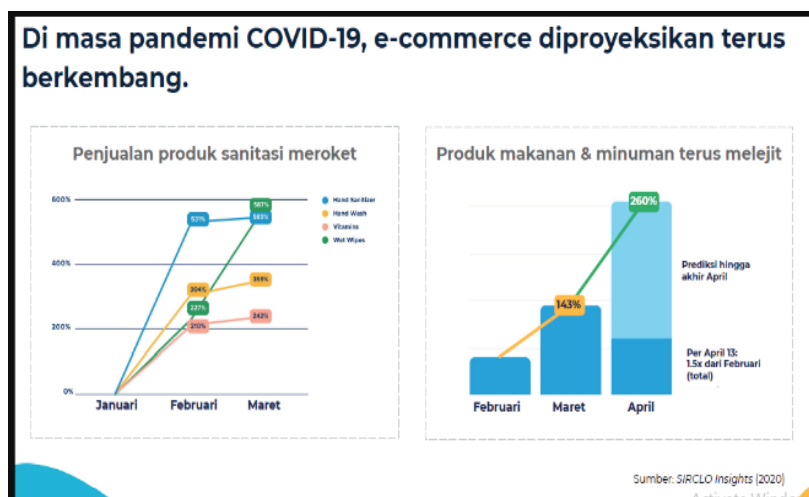The following is online sales data:

Figure 3. Gambaran peningkatan penjualan secara daring
Source: SIRCLO INSIGHT, 2020

Data of Figure 3 shows online product sales have increased significantly, as shown sanitation products have increased by 200-587% while for food and beverage products have increased by 143-260%.

The following is the performance data of the Jasijuka Sejahtera MSME Association during the pandemic:

Table 1. Sales Decrease Data

No	Business JS MSMEs	Decrease	Increase
1	Mama Macha dapur	70%	
2	Kasih Ibu mandiri	80%	
3	Keripik	80%	
4	Warung Pecel		50%
5	Catering and Warung		70%
6	Pilus Ikan tenggiri		50%
7	Industri Olahan Kue		50%
8	Kue Kering dan basah		50%
9	Rumah makan		50%
10	Kerupuk tela		80%

Table 3 shows the business actors of the Jasijuka Sejahtera MSME Association decreased by 35-80%, this is inversely proportional to the data in Figure 1.3 where online food and beverage sales have increased by 143-260%. Therefore, the decline in the performance of the MSME Association business actors due to the lack of knowledge and motivation from business actors so that if this is allowed it will hinder the organization's journey in achieving its goals.

Based on the researcher's field observations and analysis of existing problems, the researchers are interested in writing research that aims to find out whether there are digital marketing training factors and extrinsic motivation on performance with the research subject of the Jasijuka Sejahtera MSME Association business actor. This thesis research is entitled "*Influence Of Digital Marketing Training And Extrinsic Motivation On The Performance Of The Jasijuka Sejahtera Msme Community In Manggar District, East Belitung During The Pandemi*"

METHODOLOGY

Research Theory

Sjafri pointed training for employees is a process of teaching certain knowledge and skills and attitudes so that employees are more skilled and able to carry out their responsibilities better, according to standards [4], while extrinsic motivation according to Wibowo [11] extrinsic motivation is a driving force that comes from outside a person such as salary, work environment, super vision, and status. According to Priansa performance is the result of work achieved by employees in carrying out tasks and jobs that come from certain companies or organizations [4].

Based on the background and the topics described above, the researcher uses the positivist paradigm. This positivist paradigm is a paradigm concept that is often used by researchers in quantitative research. In this paradigm, a systematic calculation is used which is calculated through statistics or tables, the results of which come from the distribution of the sample in the form of a questionnaire. This type of paradigm can be measured using valid and reliable instruments.

Research Approach

In this study, researchers used a quantitative research approach. According to Sugiyono quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples [8].

Data Collection Techniques

In this study, researchers will use a questionnaire to collect data. According to Sugiyono [7], the questionnaire is a data collection technique that is carried out by giving a set of written statements to respondents to answer. Researchers used an ordinal scale, namely the Likert scale as a measurement tool. According to Sugiyono [8] the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In this study, social phenomena have been specifically defined by researchers, hereinafter referred to as research variables

Data Analysis Techniques

According to Sugiyono [7] states that the conceptual framework will link theoretically between research variables, namely between the independent variable and the dependent variable. The conceptual model of this research will look at the paths between the research variables. In this study, there are 2 independent variables (X) and 1 dependent variable (Y) which will be examined to see the effect between these variables.

The following is the conceptual framework contained in this study entitled "The Effect of Digital Marketing Training and Extrinsic Motivation on the Performance of the Jasijuka Sejahtera MSME Association in Manggar District, East Belitung during the pandemic":
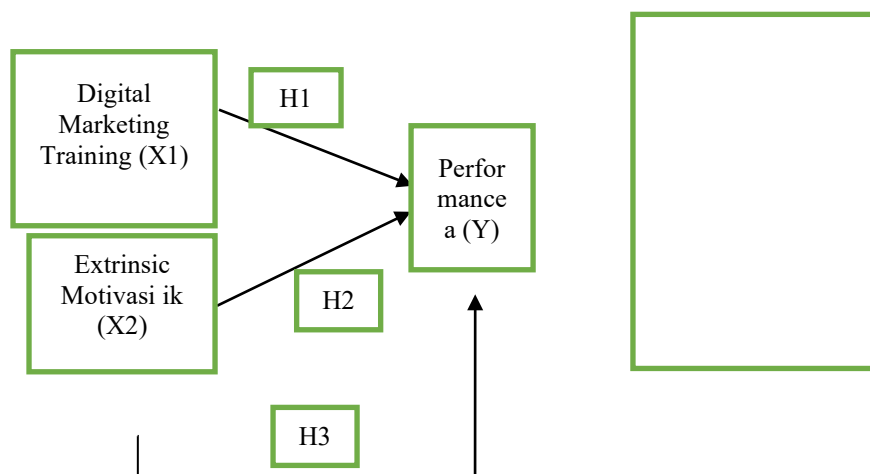
Figure 4. Magnetization as a function of applied field
Note how the caption is centered in the column.

From Figure 4 it can be seen that the two X variables are related to the Y variable. Even in the sketch, the direction of this scientific paper is also shown that basically what will be sought is the relationship that has an impact on the X1 – Y and X2 – Y bonds.

Research Hypothesis

A hypothesis is a provisional assumption of a problem contained in the questions in the research problem formulation. According to Sugiyono [8] hypothesis is a temporary answer to the research problem formulation, where the research problem formulation has been stated in the form of a question sentence, said to be temporary because the answers given are only based on relevant theories, not based on empirical facts obtained through collecting data. Where there are several hypotheses in this study, as follows:

H1: Digital Marketing Training has an effect on Performance.
H2: Extrinsic Motivation has an effect on Performance.
H3: Digital Marketing Training and Extrinsic Motivation have an effect on Performanc

RESULTS

In this study, the researcher distributed questionnaires to the respondents who had been determined, namely members of the Jasijuka Sejahtera Community. The number of questionnaires distributed is adjusted to the number of samples that have been determined, namely as many as 32 respondents. Below is a table of data on the characteristics of respondents by gender:

Table 3. Demography

No	Jenis Kelamin	Jumlah	Persentase
1	Laki-Laki	23	71,9%
2	Perempuan	9	28,1%
	Total	32	100%ma

Based on table 4 it can be explained that of the 32 respondents, there are 23 male respondents with a percentage of 71.9% and 9 female respondents with a percentage of 28.1%. In data processing techniques in this study using multiple linear regression techniques. Multiple linear regression method was used because this study had 2 independent variables, namely digital marketing training and extrinsic motivation variables and 1 dependent variable, namely performance. The following are the results of calculating multiple linear regression tests:

Table 4. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficeint
	B	Std. Eror	Beta
Constant	23.446	11.363	
Pelatihan DM	.035	.168	.036
Motivasi Ekstrinsik	.439	.198	.381

(Sumber: Hasil Olah Data SPSS Peneliti)

Based on table 4, it can be concluded that the multiple linear regression equation is as follows:

Y = 23,446 + 0.035 (X1) + 0.439 (X2) + e

Information:
1. The constant value of (a) is 23,446. The resulting constant value is positive so it can be concluded that the independent variable, namely Performance (Y) shows a positive influence.
2. The X1 coefficient value is 0.035. The resulting coefficient value is positive so it can be concluded that the Digital Marketing Training variable (X1) has a positive effect on performance. If digital marketing training increases, there will be an even better improvement in performance.
3. The value of the X2 coefficient is 0.439. The resulting coefficient value is positive so it can be concluded that the extrinsic motivation variable (X2) has an effect on performance. If extrinsic motivation increases, there will be an even better improvement in the performance of the Jasijuka Sejahtera UMKM Association.
4. The independent variables (X1 and X2) which show that the extrinsic motivation variable (X2) is greater than the digital marketing training variable (X1), namely (0.439 > 0.035). This shows that extrinsic motivation is the most influential variable on the performance of the Jasijuka Sejahtera UMKM community.

The following are the results of hypothesis testing in this study consisting of a partial test (T test), simultaneous test (F test) and a determination test (R2 test). Partial test or T test will answer the relationship of one type of independent variable to the dependent variable. From this research, there are several hypotheses that will be tested on the Digital Marketing Training variable (X1) and the Extrinsic Motivation variable (X2) on Performance (Y) individually and partially.

Table 5. Hypothesis Test (T Test)

Model	Unstandardized Coefficient		Standardized Coefficients	T	Sig
	B	Std.Eror	Beta		
Constant	23. 446	11.363		2.063	.048
Pelatihan DM	.035	.168	.036	.211	.834

Motivasi Ekstrinsik	.439	.198	.198	2.218	.035

Source: Hasil Olah Data SPSS Peneliti

Based on table 5, it can be concluded as follows:

1. Hypothesis 1: The effect of digital marketing training on performance. From the results of the t test in the table above, a T value of 0.211 is obtained which proves that the Tstatistic value is smaller than the T table value with a value of 1.693 and a significant value of 0.834 which is greater than 0.05. Therefore, Ho is accepted and Ha is rejected so that it can be concluded that the digital marketing training variable has no significant effect on performance.

2. Hypothesis 2: the effect of extrinsic motivation on performance. From the results of the t-test in the table above, a T value of 2.218 is obtained which proves that the Tstatistic value is greater than Ttable with a value of 1.693 and a significance value of 0.035 is smaller than 0.05. Therefore, Ho is rejected and Ha is accepted, so it can be concluded that the motivation variable extrinsic has a significant effect on performance.

The F test was used in this study to determine the relationship between the independent variables, namely digital marketing training and extrinsic motivation to the dependent variable, namely the performance variable simultaneously.

Table 6. Simultaneous Test (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	75.757	2	37.878	2.462	.103
Residual	446.118	29	15.383		
Total	521.875	31			

Source: Olah Data SPSS Peneliti

From table 6 with a significance level of = 0.05, the Ftable value is 2.462. the test criteria are, "H0 is rejected if Fcount > Ftable". Because from the test results, the Fcount value is 2.462 and Ftable is 2.90 where Fcount is smaller than Ftable, then at = 5% it was decided to reject H1 so that H0 is accepted. So based on the results of simultaneous f hypothesis testing, it can be concluded that digital marketing training (X1) and extrinsic motivation (X2) together have no simultaneous effect on the dependent variable, namely the performance variable (Y).

The coefficient of determination is used to determine how much the ability of digital marketing training variables (X1) and Extrinsic Motivation (X2) to performance (Y). The following are the results of the analysis of the determinant coefficients can be seen in table 8.

Table 7. Determination Test

Model	R	R Square	Adjusted R Square	Std. Eror of The Estimate
1	.381	.145	.086	3.92217

Source: Olah Data SPSS Peneliti

Based on table 7 shows that in this study the value of determination or Adjusted square is 0.86 or 8.6%. The resulting value is between the values of 0 and 1 so it can be concluded that the digital marketing training variable and extrinsic motivation affect the performance variable by 8.6% and there are 91.4% of other variables that will affect the performance variable which was not examined in this study.

DISCUSSION

For further discussion, hypothesis 1, the digital marketing training variable has no significant effect on performance. This result has much differences compared to the previous researches which is being used. Meanwhile, hypothesis 2, the effect of extrinsic motivation on performance has so it can be concluded that the motivation variable extrinsic has a significant effect on performance. The F test was used in this study to determine the relationship between the independent variables, namely digital marketing training and extrinsic motivation to the dependent variable, namely the performance variable simultaneously.

CONCLUSION

Research Conclusion
Based on the results obtained from this study, there are several conclusions:
1. There is no significant effect between digital marketing training variables on performance.
2. There is a direct influence between extrinsic motivation variables significantly on performance
3. Digital marketing training and extrinsic motivation together have no simultaneous effect on the dependent variable, namely the performance variable.

Research Limitations
Based on the results of this study, there are several research limitations experienced by researchers, including:
1. The sample and population are from different levels of educational background, especially those with an equivalent educational background of SMA/SMK, so that respondents with these backgrounds do not fully understand each indicator of the questionnaire statement.
2. Limited time in research.
3. Limitations of the literature review for research.

Suggestions for the Jasijuka Sejahtera UMKM Association
Looking for cooperation partners to conduct training other than the Kalbis Institute in order to broaden the horizons of the Jasijuka Sejahtera MSME business actors, so that the methods obtained are not only from one source but from many sources.

Suggestions for Further Research
1. The next suggestion given for further research is that researchers are expected to use different dimensions to further explore variables related to this research such as intrinsic motivation variables and the quality and quantity of work.
2. The next suggestion is the use of a newer theory and provide a more complete theory in further research so that it will provide better and perfect research results.
3. The next suggestion for further researchers is not to use digital marketing training variables, this is because digital marketing training variables do not have a significant effect on performance.

ACKNOWLEDGMENT

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