

Analysis of Information Technology and Motivation on Employee Performance through Job satisfaction of PT. World Innovative Telecommunication (OPPO) Big Jember

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Abstract : Employees have a big and important role in the achievement of an organization. The benchmarks for the success of organization can be seen from employee performance. Employee performance means employee productivity and output as a result of employee development, and ultimately will affect the organizational effectiveness. Good performance can be achieved through the use of good technology, through work motivation, and job satisfaction from employees. Many researches had been conducted to examine the relationship between satisfaction and performance. However, there is some things that have not shown the success and there are research gaps. The results of the study have a major effect on employee performance assessment. PT. World Innovative Telecommunication (Oppo) Big Jember tried to measure the employee performance from information technology and motivation of each employee through the intervention satisfaction. This decision making is based on the existing theories. Even the role of motivation that is expected to be able to make employees of PT. World Innovative Telecommunication (Oppo) Big Jember will be better than other regions that have achieved its goals.

Keywords: Information Technology, motivation, Satisfaction and Performance

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I. Introduction

The development of human resources that exist within the scope of the organization is a process of improving the quality or ability of people in order to achieve the company's goals. The goals of organization can be achieved as much as possible if supported by good performance from the employees. To achieved good performance from employees, structured and effective direction must be sought from the company in an effort to move employees so that they want to work more productively in accordance with the company goals that have been set.

The empirical phenomenon in this research is PT. World Innovative Telecommunication (OPPO) is able to compete with its competitors, namely Samsung, Apple, Xiaomi, Vivo etc. OPPO is the ruler of the smartphone market share, aka smartphones in Indonesia. Based on the report from the International Data Corporation (IDC), Oppo controls 26.2% of the smartphone market share in Indonesia as of the third quarter of 2019. The low-end segment with Oppo K3, A5, and A9 products supports this Chinese brand in its ranking. Vivo, which is also part of the BBK group with OPPO, has caught up. The second position is placed by Vivo, controlling 22.8% of the domestic smartphone market. The emergence of new series products, such as the Vivo Z1 Pro, has also boosted its marketing. (Read: Samsung Persists as the Leader of the World Smartphone Market) The third position is occupied by Samsung, which is displaced by the massive mobile phone from China, especially the BBK Electronics Group. Market share decreased from 26.9% in the second quarter of 2019 to 19.4 in the following quarter. IDC is of the opinion that the success of the As series and rapidly will actually reduce the Samsung market in Indonesia.

II. Literatur Review

Performance is an evaluation result that is achieved by workers in their work according to certain criteria that apply to a job (Robbins, 2013). Performance is the quality and quantity of work achieved by an employee in carrying out his duties in accordance with the responsibilities assigned to him. Performance can also be defined as what employees do or don't do. Employee performance is what affects how much they contribute to the organization

According to Mathis and Jackson (2006: 378) states that performance is basically what employees do or don't do. Employee performance common to most jobs includes a variety of elements, namely, quantity of results, quality of results, timeliness of results, attendance, and ability to cooperate. Employee performance is a

central problem in the life of an organization because an organization or company will be able to achieve its goals or not really depends on how good the performance is shown by its employees.

Employees have a big and important role in the success of an organization. Benchmarks for organizational success can be seen from employee performance. Employee performance means employee productivity and output as a result of employee development, and ultimately will affect organizational effectiveness (Hameed and Waheed, 2011). Good performance can be achieved through the use of good technology, through work motivation, and through job satisfaction from employees.

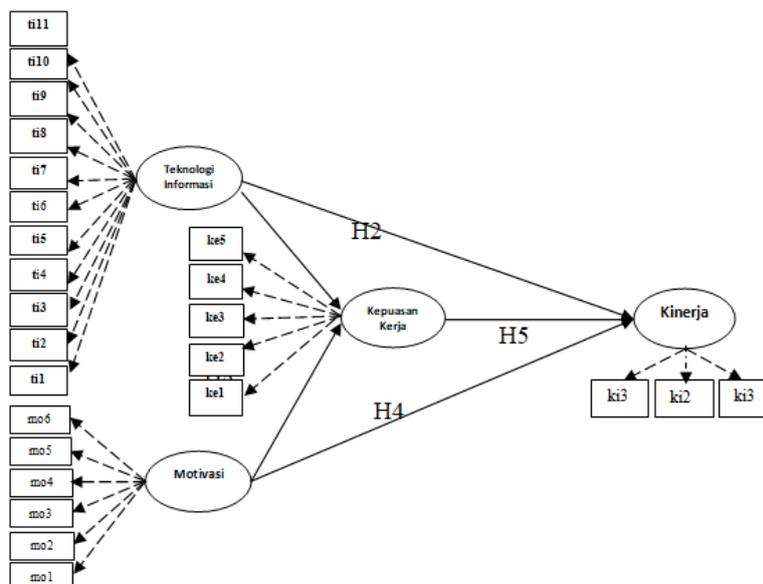
Information technology is suspected to affect performance. Advances and developments in technology in the era of globalization accompanied by the development of technology-based information systems have occurred so rapidly. This has had a significant influence on the application of information systems within an organization. Information systems can be used by many parties to achieve company excellence through the speed, flexibility, integration, and accuracy of the information generated (Ratnaningsih, in Astuti & Dharmadiaksa, 2014).

Beside the use of information technology, there is one thing that must be considered in work. Namely the work motivation. Maslow (A theory of human motivation) stated that someone works because of the willingness to fulfill their needs. In Maslow's opinion, if they had fulfilled their first necessities, so the second necessities will be the main one.

In addition, the factors of the information technology and motivation mentioned above, the job satisfaction factor also influence the employee performance. Based on Kreitner and Kinicki (2001: 271) the job satisfaction is the effectiveness or the emotional response to various aspects of work. According to Luthans (2006:243), the job satisfaction is a happy emotional situation or positive emotion that comes from the job evaluation or the someone's job experience. The job satisfaction is affective or emotional response to various aspects of someone's job so the job satisfaction is not a single concept. Someone can be relatively satisfied with the one of job aspect and dissatisfied with one or more other aspects. The job satisfaction is (positive) attitude of employees on their job that appear based on the evaluation of work situation.

III. Conceptual Model

Information technology that is used in change is expected to provide comfort and satisfaction for employees in achieving a goal. Information technology applied in a company will greatly support the work and affect the performance of its employees. Motivation as a driving force to create enthusiasm for someone's work, so that they are willing to work together, work effectively and are integrated with all efforts to achieve satisfaction. The role of motivation greatly affects the performance of employees in an institution, in this environment motivation and job satisfaction have an influence on employee performance. With high job satisfaction will improve employee performance against the organization they work for.



Hypothesis

a. Information Technology affects satisfaction

Information technology used in change is expected to provide comfort and satisfaction for employees in achieving a goal, according to previous research conducted by Ratna and Kaur (2016). The results of this study

indicate that information technology has a positive effect on job performance and satisfaction. According to Tantik Sumarlin (2015) The results of this study indicate that information technology has a significant effect on satisfaction. Based on these studies it can be formulated for the first hypothesis (H1):

H1: Information technology has a significant effect on employee job satisfaction at PT. World Innovative Telecommunication (Oppo) Big Jember

b. Information Technology affects performance

According to Richardus Eko Indrajit (2011: 2) Information technology is a technology that is related to processing data into information and the process of distributing data or information within the boundaries of time and space. According to the results of research conducted by Nugroho (2016), it shows that information technology has a significant effect on employee performance. Arisuniarti's research (2016) shows that there is a positive and significant influence between information technology and performance at Warmadewa University. Other results show that an integrated information system has a positive and significant effect on the performance of Warmadewa University employees. Based on some of these studies, it can be formulated. for the first hypothesis (H2) are:

H2: Information Technology has a significant effect on the Employee Performance of PT. World Innovative Telecommunication (Oppo) Big Jember

c. Motivation affects Job Satisfaction

Motivation as a driving force to create enthusiasm for someone's work, so that they are willing to work together, work effectively and are integrated with all efforts to achieve satisfaction. Research conducted by Kelvin Pang and Chan Shan Lu (2018) shows that motivation has a significant effect on satisfaction at container shipping companies in Taiwan. Based on some of these studies, it can be formulated. for the first hypothesis (H3) are:

H3: Motivation has a significant effect on Job Satisfaction of Employees of PT. World Innovative Telecommunication (Oppo) Big Jember

d. Motivation has an effect on employee performance.

The role of motivation greatly affects the performance of employees in an institution, in this environment motivation and job satisfaction have an influence on employee performance. According to the results of research conducted by Yanda Bara Kusuma, Bambang Swasto S, Mochammad Al Musadieg (2015) there is a significant effect of work motivation on the performance of employees of PT. Otsuka Indonesia. The research of Tony Setyo et.al (2018) shows that work motivation has a significant effect on employee performance. Based on some of these studies, it can be formulated. for the first hypothesis (H4) are:

H4: Motivation has a significant effect on the Employee Performance of PT. World Innovative Telecommunication (Oppo) Big Jember

e. The Effect of Job Satisfaction on Performance

Job satisfaction will be achieved when employee needs are met through work. Where job satisfaction is a happy emotional state or positive emotion that comes from assessing someone's job or experience. With high job satisfaction will improve employee performance against the organization they work for. According to previous research conducted by Raduan Che Rose, Naresh Kumar, Ong Gua Pak (2009) Job satisfaction has a positive influence on performance. Findings from research conducted by Sunday Samson Babalola 2016) show that job satisfaction has a significant effect on performance. Based on this research, the second hypothesis (H5) can be formulated:

H5: Job Satisfaction has a significant effect on Employee Performance PT. World Innovative Telecommunication (Oppo) Big Jember

f. The Effect of Job Satisfaction in Mediating Information Technology on Performance

Information technology according to Darmawan (2012: 17) defines that information technology is the result of human engineering in the process of delivering information from sender to receiver so that it is faster, wider distribution, longer storage. Research conducted by Raduan Che Rose, Naresh Kumar, Ong Gua Pak (2009) Job satisfaction has a positive influence on performance. Based on this research, it can be formulated for the sixth hypothesis (H6), which are:

H6: Job Satisfaction mediates the influence of information technology on Employee Performance at PT. World Innovative Telecommunication (Oppo) Big Jember.

g. The influence of Kerjadalam Satisfaction mediates Motivation on Performance

Motivation as a driving force to create enthusiasm for someone's work, so that they are willing to work together, work effectively and are integrated with all efforts to achieve satisfaction. Research conducted by Thoni Setyo Prabowo (2018) shows that work motivation has a significant effect on employee performance and job satisfaction. Job satisfaction is also fully mediated by the influence of work motivation on employee performance. Based on this research, the seventh hypothesis (H7) can be formulated:

H7: Job Satisfaction mediates the influence of motivation on Employee Performance at PT. World Innovative Telecommunication (Oppo) Big Jember

IV. Conclusion

Certain changes in development from time to time do not rule out threats or opportunities. One of the changes that have occurred in the era of globalization is the development of technology. Technological advances have had a profound impact on change. The development of information technology also affects information systems in business organizations, this shows that information technology has become a necessity to demonstrate the work of the company entity or organization. It takes strategic planning and the use of complex human resources in the company as a solution to face uncertain changes. Apart from that, the role of motivation is as a high level of effort for organizational goals. High motivation can foster satisfaction at work so that employees can provide good output.

In the growing business competition, PT. World Innovative Telecommunication (Oppo) Big Jember requires competent human resources in the field of work, especially in the performance of its employees. With increasingly fierce competition, human resources have become the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the role of information technology, motivation and satisfaction in improving employee performance.

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