



ANALYSIS OF THE INFLUENCE OF THEORY X, Y AND ABRAHAM MASLOW'S THEORY IN SUPPORTING EMPLOYEE PERFORMANCE IMPROVEMENT AT PT FIF BINJAI

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Abstract

This research aims to test and know clearly how the effect of X and Y Theory and Abraham Maslow on performance employee of PT FIF Finance Cabang Binjai. This research used quantitative methods that involved 78 respondents. The data was collected using questionnaires division. Data were analyzed using a statistical formula, namely by using multiple regression analysis of the processing performed by SPSS Version 16. Results of regression analysis is $Y = 4.478 + 0.448 X_1 + 0.317X_2 + e$. The result of quantitative analysis showed X dan Y Theory and Abraham Maslow Teory have positive influence on productivity employee of PT FIF Finance Cabang Binjai.

Keywords: *X and Y Theory and Abraham Maslow Theory*

INTRODUCTION

In the era of free competition, companies are required to survive and compete well. It is not uncommon for companies to go out of business because they cannot compete with their competitors. A responsive, preventive, and evaluative attitude is needed so that the company is sensitive to threats, both internal and external threats. And companies must be observant in conducting SWOT analysis (Strength, Weakness, Opportunity, and Threats) in order to evaluate the organization in a better direction. Organizations that can survive in the era of free competition and open competition are organizations that have a competitive advantage. Organizations that have a competitive advantage certainly have superior corporate capital resources compared to other corporate organizations. Every organization realizes the importance of good human resource management, so good management is needed to produce superior human resources. And this is the role and function of human resource management to make it happen. According to Ike Kusdyah in his book human resource management that human resource management is a broad concept of philosophy, policies, procedures, and practices used to manage individuals or humans through organizations. Based on these definitions and objectives, it can be concluded that the role and responsibility of Human Resource Management in large corporate organizations for the achievement of goals contained in the company's vision and mission. So it is very clear through good management, human resources that have a competitive advantage can be realized.

PT Federal International Finance is a company that realizes the importance of better human resource management, because successful companies are usually filled with competent people. However, superior human resources in the company are not beneficial for the company if employees do not have good performance. According to (Dessler, 2017) employee performance is work performance, which is a comparison between work results that can be seen in real time with work standards set by the organization. The management of PT Federal International Finance Binjai Branch continues to strive for an increase in the performance of its employees because with high performance, the company's goals contained in the company's vision and mission will be achieved. It is not easy and easy to improve employee performance, it takes encouragement or motivation so that employees want to change to improve their performance. In a book published by Prof. Dr. Manullang Manajemen entitled Human Resources states that work motivation is something that causes encouragement or enthusiasm for work and briefly, work motivation is a driver of morale (Manullang, 2014).

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In order to improve its performance, there must be a management role so that the organization can evaluate the performance of its employees. Based on Abraham's theory Maslow argued that the behavior or actions of each individual, at any given moment, are usually determined by his or her immediate needs. Therefore, every manager who wants to motivate his subordinates, needs to understand the hierarchy of human needs, because humans are a kind of creature that is lacking so that their needs must be arranged based on which needs are more important. So it needs to be evaluated whether employee needs have been met. While the motivation theory from Douglas Mc Gregor discovered X and Y theories after examining the way managers relate to employees. In theory Y, the emphasis is on internal and positive motivation, while in theory X, the emphasis is on external and negative motivation. Judging from the performance of employees of PT FIF Finance Binjai Branch is considered to be declining, this can be seen from the declining work productivity of employees. The decreased productivity can be described from work that is not completed on time. Often employees who work less effectively and efficiently, this can be seen from the non-achievement of company targets in an effort to increase consumers, so that the company's efforts to expand the service market to consumers are less efficient. This is a serious concern by management, on the other hand the provision of motivation carried out by the company to employees is considered insufficient to meet the needs of employees seeing the magnitude of the duties and responsibilities given by the company.

LITERATURE REVIEW

Human Resource Management

The term human resources or staffing, contains the meaning, that is, the entire number of people who work, in an organization. Thus, human resource management is management that focuses its attention on employee or human resource problems, in an organization (Manullang, 2014).

Performance

According to (Dessler, 2017) employee performance is work performance, which is a comparison between work results that can be seen in real time with work standards that have been set by the organization.

Work Motivation

In a book published by Prof. Dr. Manullang Manajemen entitled Human Resources states that work motivation is something that causes encouragement or enthusiasm for work and briefly, work motivation is a driver of morale (Manullang, 2014).

METHOD

Research Approach

The research approach used in this study is quantitative, which is research that aims to determine the relationship between two or more variables with this study will be built a theory that serves to explain, predict and control a symptom (Rusiadi et al., 2016).

Population and Sample

Population is a group of people, events, something that has characteristics Population is a generalized area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2013). In this study there were 340 employees. According to (Rusiadi et al., 2016), a sample is a portion of the population taken as a data source and can be representative of the entire population. Sampling must be calculated correctly, so as to obtain a sample that truly represents the true picture of the population. In this study, research sampling used the Slovin formula. The reason researchers use

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the slovin formula is because the population in this study is less than 500 people and the population in this study is also known. Based on the calculation of the slovin formula, the sample used in this study was 78 respondents.

Data Analysis Techniques

Data analysis is a process of simplifying data into a form that is easier to read and interpret. By using quantitative methods, it is hoped that more accurate measurement results will be obtained. With regression models can be carried out several statistical tests, namely: classical assumption tests, hypothesis tests and coefficients

RESULTS AND DISCUSSION

Contents Results and Discussion

Classical Assumption Testing

1. Data Normality Test

The normality test aims to test whether in a regression, confounding or residual variables are normally distributed or not. Regression models are either normal or near-normal data distribution.

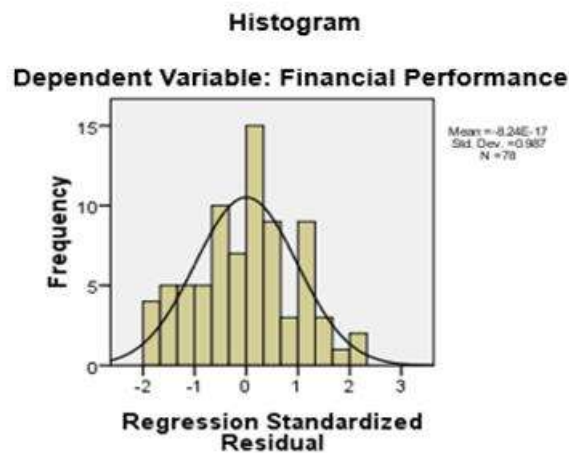


Figure 1. Normality Test Histogram

Based on Figure 1. Above, the results of data normality testing are known that the data has been distributed normally, where the histogram image has a bell-forming line and has a balanced convexity in the middle.

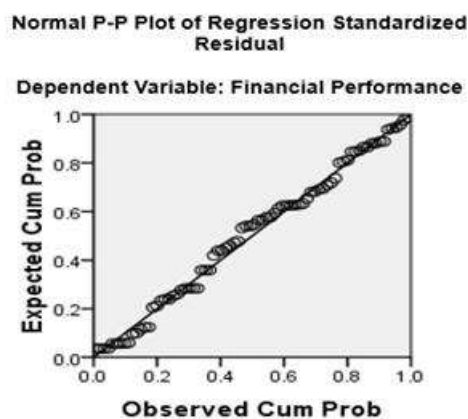


Figure 2. PP Normality Test Plot

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Based on Figure 2. above, then for the results of testing data normality using the PP Plot image, it can be seen that the data points for the consumer satisfaction variable are spread around the diagonal line so that the data has been distributed normally. From the two figures above, it can be concluded that after the data normality test, the data for the x and y motivational variables and the Maslow variable are normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. This test is carried out by looking at the value of tolerance and variance inflation factor (VIF) from the results of the analysis using SPSS. If the tolerance value > 0.10 or $VIF < 10$, it is concluded that multicollinearity does not occur. Multicollinearity test from questionnaire results that have been distributed to respondents can be seen in the following table:

Table 1. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	Variance
Motivation X and Y	.893	1.119
Maslow's motivation	.893	1.119

Based on Table 1. above it can be seen that the Variance Inflation Factor (VIF) numbers smaller than 10 include x and y Motivation $1.119 < 10$, and Maslow Motivation $1.119 < 10$, and Motivation x and y Tolerance values $0.893 > 0.10$, and Maslow Motivation $0.893 > 0.10$, so it is free from multicollinearity.

3. Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. A good regression model is one that does not occur heteroscedasticity. In this study, the method used to detect symptoms of heteroscedasticity by looking at the plot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID).

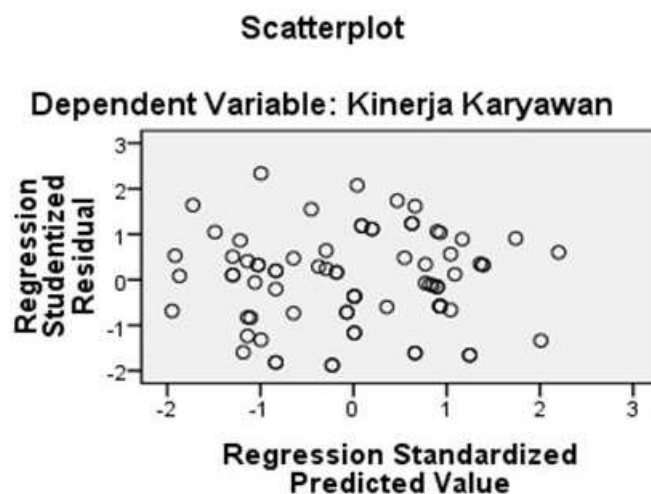


Figure 3. Scatterplot Heteroscedasticity Test

Based on figure 3. Above, the scatterplot image shows that the resulting points spread out randomly and do not form a specific pattern or trend line. The figure above also shows that the data

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spread is around the zero point. From the results of this test shows that this regression model is free from heteroscedasticity problems, in other words: the variables to be tested in this study are homoscedasticity

Multiple Linear Regression

Multiple linear regression aims to calculate the magnitude of the influence of two or more independent variables on one dependent variable and predict the dependent variable using two or more independent variables.

The formula for multiple regression analysis is: $Y = \alpha + b_1X_1 + b_2X_2 + e$

Table 2. Multiple Linear Regression

Type	Unstandardized Coefficients	
(Constant)	4,478	2,631
Motivation X and Y	0,448	0,120
Maslow's motivation	0,317	0,107

a. Dependent Variable: Employee performance

Based on table 2. Multiple linear regression is obtained as follows:

$$Y = 4.478 + 0.448 X_1 + 0.317X_2 + e.$$

The interpretation of the multiple linear regression equation is:

- 1) If everything on the independent variables is considered zero then employee performance (Y) is 4.478.
- 2) If there is an increase in x and y motivation by 1, then employee performance (Y) will increase by 0.448.
- 3) If there is an increase in Maslow motivation by 1, then employee performance (Y) will increase by 0.317

Test Goodness Of Fit

1. Simultaneous Significant Test (Test F)

The F test (simultaneous test) is performed to see the effect of the independent variable on the dependent variable simultaneously. The method used is to look at the level of significant (=0.05). If the significance value is less than 0.05 then H0 is rejected and Ha is accepted.

Table 3. Simultaneous Test (F)

ANOVA^a

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	211.819	2	105.910	16.781	.000a
Residuals	473.360	75	6.311		
Total	685.179	77			

a. Predictors: (Constant), Maslow's Motivation, X and Y Motivation

b. Dependent Variable: Employee Performance

Based on table 3. it can be seen that Fcalculate is 16.781 while Ftable is 3.12 which can be seen at $\alpha = 0.05$ (see appendix to table F). The significant probability is much smaller than 0.05

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which is $0.000 < 0.05$, so the regression model can be said that in this study the theory of x and y motivation and Maslow's motivation simultaneously have a positive and significant effect on employee performance. Then the previous hypothesis is Accept H1 (reject H2) or the hypothesis is accepted.

2. Partial Significant Test (Test t)

The Partial Test (t) shows how far the independent variable individually explains the variation of this test performed using a significance level of 5%. If the significance value of $t < 0.05$, it means that there is a significant influence between one independent variable and the dependent variable. If the significance value of $t > 0.05$ means that there is no influence between one independent variable and the dependent variable.

Table 4. Partial Test (t)

Coefficients ^a					
B	Std. Error		Beta	t	Sig.
(Constant)	4,748	2,631		1,804	0,075
Motivation X and Y	0,448	0,120	0,379	3,737	0,000
Maslow's motivation	0,317	0,107	0,301	2,964	0,004

Based on table 4. Above it can be seen that:

- 1) The effect of x and y motivational theory variables on employee performance.
Significant testing with decision-making criteria:
H1 is accepted and H0 is rejected, if $t_{count} > t_{table}$ or $Sig. t < \alpha$
H1 is rejected and H0 is accepted, if $t_{count} < t_{table}$ or $Sig. t > \alpha$
 t_{count} is 3.737 while t_{table} is 1.66 and significant is 0.000, so t_{count} is $3.737 > t_{table}$ is 1.67 and significant is $0.000 < 0.05$, then H1 is accepted and H2 is rejected, which states partially the theory of motivation x and y has a positive and significant effect on employee performance.
- 2) The influence of Abraham Maslow's motivation on employee performance.
Significant testing with decision-making criteria:
H1 is accepted and H2 is rejected, if $t_{count} > t_{table}$ or $Sig. t < \alpha$
H1 is rejected and H2 is accepted, if $t_{count} < t_{table}$ or $Sig. t > \alpha$
 t_{count} is 2.96 while t_{table} is 1.66 and significant is 0.000, so t_{count} is $2.96 > t_{table}$ is 1.667 and significant is $0.004 < 0.05$, then H1 is accepted and H2 is rejected, which states partially Abraham Maslow's motivation has a positive and significant effect on employee performance.

Coefficient of Determination

This coefficient of determination analysis is used to determine the percentage of variation in the influence of the independent variable on the dependent variable.

Table 6. Coefficient of Determination

Model Summary ^b			
Type	R	R Square	Adjusted R Square
1	0,556007	0,309144	0,290721

a. Predictors: (Constant), Motivation x and y ; Maslow's motivation

b. Dependent Variable: Performance

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Based on table 6. above it can be seen that the adjusted R Square figure of 0.29 which can be called the coefficient of determination which in this case means 29% of employee performance can be obtained and explained by the theory of x and y motivation and Maslow's motivation . While the remaining $100\% - 29\% = 71\%$ is explained by other factors or variables outside the research model.

CLOSING

Conclusion

For companies to further improve employee performance, especially PT. FIF Binjai Branch needs to see what factors can increase employee motivation by meeting their needs, in the form of physiological needs, the need for security and comfort, appreciation needs and self-actualization needs, therefore all of these are very important and useful given to each employee of PT. FIF Binjai Branch. and in the end the company will have qualified human resources and useful for the achievement of the company's vision and mission. So that human resources will be created which are important assets for the company. For the next researcher, it is expected to develop my research by adding other variables related to improving employee performance by adding references from various book and journal sources that support research so that the research results are more accurate and useful.

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