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The influence of work motivation and non-physical work environment on work productivity in Poshbrain Studio employees

Anggi Prahmana[1], Didi Tarmidi[2]
[1,2] Economic & Business Faculty, Widyatama University, Bandung, Indonesia

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ABSTRACT

The goal of this study is to find out how non-physical work environments and work motivation affect individual and team productivity, as well as quality and quantity of output.This study's methodology is based on survey responses from 60 Poshbrain Studio employees.With the help of the SPSS 25 data processing system, multiple regression analysis was used to test the impact of work environment and motivation on productivity.The study's findings indicate that Poshbrain Studio employees' productivity at work is influenced by their work environment and workplace motivation.The impact of the work environment and workplace motivation on employee productivity was 45.5%.

Corresponding Author:

Didi Tarmidi,
Economic & Business Faculty,
Widyatama University,
Jln. Cikutra No. 204 A, Bandung, West Java, 40125, Indonesia
Email: didi.tarmidi@widyatama.ac.id

1. INTRODUCTION

In practice, organizational culture and a high level of employee involvement are some of the factors that influence the effectiveness of employee performance (Amah & Ahiauzu, 2013; Fidyah & Setiawati, 2020; Phipps et al., 2013). The work environment also influences individuals and organizations to act in accordance with optimal governance (Fernandes, 2018; Nguyen et al., 2020; Sugiarti, 2022). Because it is the key to a company's success or failure in achieving its goals, employee work productivity is a factor in the organization (Bohórquez et al., 2021; Ibrahim & Daniel, 2019). This is in line with Kazmi (2022), which states that achieving performance through profitability and productivity has emerged as a top organizational objective.

The business provides as many opportunities as possible to cultivate the willingness and capacity to work efficiently (Lowry et al., 2019). But there are times when employees rarely use it because they are less motivated to do their jobs right. Inequitable superior policies, a lack of benefit sharing, and other factors also contribute to the demotivation of many employees (Afif et al., 2023; Sayyavong, 2021). Employees who work without motivation or who are even forced to work tend to work carelessly. Leaders can

force employees to perform tasks or jobs, but this coercive nature will reduce productivity at work (Baloyi, 2020; Neirotti, 2020).

Because motivation stems from an employee's own internal impulse rather than external pressure. If he wants to make the most of every opportunity and do his job well, he needs to be motivated.It is believed that an employee's work productivity can be demonstrated to the benefit of the organization or institution in which he works if each task can be performed to its full potential (Koopman et al., 2020).

A pleasant and conducive work environment that can assist in the completion of tasks in an orderly and perfect manner can also contribute to work productivity (Shammout, 2021). Organizations must take this aspect of the workplace into account in order to improve workplace comfort and productivity. According to , the spirit and excitement of individual work will emerge in a supportive work environment (Chakraborty & Ganguly, 2019). Good work will be able to influence the productivity of workers through employee work facilities, indicating that the work environment has a significant impact on employee productivity. Still, management must create a work environment that is welcoming, conducive, and tailored to each department's needs.

The author is interested in conducting additional research into the effects of the Poshbrain Bandung Fashion Brand's work environment and workplace motivation on employee productivity after reading the background to the issue. Research hopes can assist in the planning of employee productivity development using studied variables to produce the best possible outcomes.

The act of encouraging or motivating someone, as well as the thing or circumstance that causes the impulse, are all examples of motivation.It is also possible to assert that motivation is a factor that influences individuals to act in a particular manner. Seven, Mehmet Ali (2020) says that motivation is a state in a person's mind that encourages the desire to do certain things to reach goals. Rybnicek, Robert (2019) provides an explanation of the three fundamental elements that can be utilized to motivate individuals to work, which are the Need for Achievement, the Need for Affiliation, and the Need for Power.

In the sense of cultivating a harmonious working relationship between employees and superiors, a non-physical work environment is a pleasant work environment because, at its core, humans working are not just looking for money; rather, work is a form of activity. Aspire to be content the development of a harmonious working relationship between employees and superiors is what constitutes a non-physical work environment. Suggests that the non-physical work environment's dimensions include the following indicators: 1) Relationships at the peer level; 2) The relationship between employees and superiors; and 3) Employee cooperation.

Kim, Young-Ho (2019) define work productivity as a person's proficiency in work-related activities. Work productivity is the amount of work an employee can accomplish while working on their assigned tasks.Human resource management activities' successes and failures are reflected in workplace productivity. According to Kaydos, Wilfred (2020), employee productivity should be studied in order to determine whether or not the company's expectations for work productivity are being met. The assessment of work productivity includes the following three indicators: The level of discipline, the level of ability, and the level of innovation.

2. METHODS

Using multiple linear regression analysis and the SPSS 25 for Windows application (Ghozali, 2017; Gunawan, 2018; Idris, 2014), this study will use a descriptive quantitative approach to explain the effect of work motivation and the non-physical work environment on work productivity (Daoud, 2017; George & Mallery, 2019; Montgomery et al., 2021). This study's sampling method, purposive sampling, is a type of sampling that takes into account the researcher's considerations.The study used saturated samples for the size of the sample because the number of employees studied allowed for the survey of all 60 people who answered the research questionnaire.On a Linkert scale ranging from strongly disagree to strongly agree, each sample participant will be asked to complete a questionnaire.The magnitude of the influence that the variables work motivation (X1) and non-physical work environment (X2) have on employee performance (Y) satisfaction is determined using multiple linear regression methods.

Research Conceptual Framework and Hypothesis Development

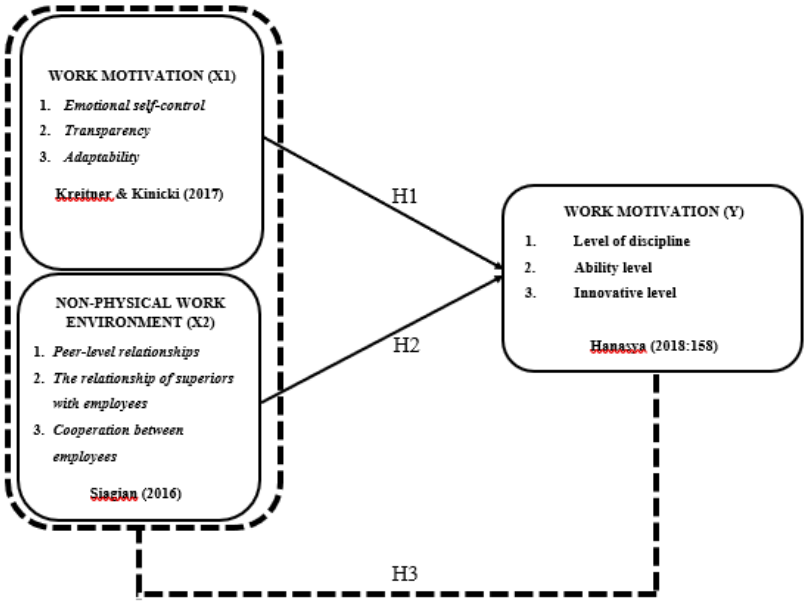

Figure 1. Conceptual framework

Based on the literature of the previous theory, research on the effect of work motivation (X1) and the non-physical work environment (X2) on work productivity (Y) will be tested. The following three hypotheses can be formulated, H1: The effect of work motivation on work productivity in Poshbrain Studio employees. H2: The effect of non-physical work environment on work productivity in Poshbrain Studio employees. H3: The effect of work motivation and non-physical work environment on work productivity in Poshbrain Studio employees.

3. RESULTS AND DISCUSSION

This study also presents validity and reliability tests by presenting the convergent validity of data as in table 1.

Table 1. Validity and Reliability Test Results

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Work Motivation				
X1.1	0,712			
X1.2	0,830	Valid	0,638	Reliable
X1.3	0,747			
Non-Physical Work Environment				
X2.1	0,765			
X2.2	0,710	Valid	0,643	Reliable
X2.3	0,818			
Work Productivity				
Y1.1	0,716			
Y1.2	0,760	Valid	0,642	Reliable
Y1.3	0,817			

With the assistance of the SPSS 25 application, the questionnaire-collected data is then subjected to multiple regression analysis to ascertain the impact of work motivation and non-physical work environment variables on productivity.The equation of the multiple linear regression model can be seen in the table below, and the analysis's results will provide an overview of the calculation table.

Table 2. Multiple Linear Regression Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.012	1.333		3.010	.004
	Work motivation	.315	.104	.359	3.019	.000
	Non-physical work environment	.394	.117	.401	3.370	.001

a. Dependent Variable: Work Productivity

$$Y = 4{,}012 + 0{,}315X_1 + 0{,}394X_2 \quad (1)$$

If the work motivation and non-physical work environment variables are regarded as constant, then the dependent variable, which is the work productivity variable, has a value of 4,012.To put it another way, the value of work productivity also does not change if the independent variable does not change.

If the work motivation variable's regression coefficient is 0.315, this indicates that the number of points added to the work motivation variable is 0.315 if the value of the work motivation variable increases by one and the non-physical work environment variable is considered constant.Work productivity is positively correlated with work motivation when the regression coefficient value is positive.This indicates that productivity at work is inversely proportional to motivation at work.

If the non-physical work environment variable's regression coefficient is 0.394, then the addition of points to the work productivity variable is 0.394 if the non-physical work environment variable's value increases by one and another independent variable, the work productivity variable, is considered constant.The non-physical work environment has a positive impact on productivity when the regression coefficient value is positive.This indicates that work productivity is inversely proportional to the non-physical work environment.

Table 3. Simultaneous Hypothesis Testing

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.192	2	35.096	23.704	.000[b]
	Residual	84.392	57	1.481		
	Total	154.583	59			

a. Dependent Variable: Work Productivity
b. Predictors: (Constant), Self-Management Practice, Non-Physical Work Environment

Based on the analysis in the table above, if the significant value is less than 0.05 in any of the following situations.Its crucial value is 0.000, as shown in the table above.As a result, we can conclude that the non-physical work environment and self-management practices both have an impact on productivity simultaneously.

Table 4. Determination Coefficient

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674[a]	.454	.435	1.21678

a. Predictors: (Constant), Work Motivation, Non-Physical Work Environment
b. Dependent Variable: Work Productivity

The study's square of R was 0.454, or 45.4%, according to the table above.This indicates that the non-physical work environment and workplace motivation have a 45.4% impact on workplace productivity.Other unstudied variables or factors influenced the remaining 54.6%, or 0.546.

Discussion

The findings from the validity and reliability tests, multiple linear regression analysis, simultaneous hypothesis testing, and determination coefficient analysis collectively provide insights into the relationship between work motivation, non-physical work environment, and work productivity. The results indicate that both work motivation and the non-physical work environment significantly influence productivity. Specifically, the regression analysis demonstrates that increases in work motivation and improvements in the non-physical work environment lead to higher levels of productivity. Additionally, the simultaneous hypothesis testing confirms that these variables collectively impact productivity. However, it's important to note that although these factors account for a substantial portion (45.4%) of the variance in work productivity, there are other unexplored variables that contribute to the remaining percentage. Therefore, while addressing work motivation and non-physical work environment factors is crucial for enhancing productivity, future research could delve deeper into other potential influencers to provide a more comprehensive understanding of productivity dynamics in the workplace.

4. CONCLUSION

Based on the results obtained, the variables of work motivation and non-physical work environment influence work productivity, so it is better that in every strategic policy-making by the company, it is necessary to pay attention to the elements of increasing work motivation and non-physical work environment. Based on the results of multiple linear regression analysis, a constant value of 4,012 indicates that the value of work productivity

will increase by the same amount if work motivation and the non-physical work environment are equal to zero. A regression coefficient of 0.315 with a positive sign was obtained for the work productivity-related coefficient of work motivation direction.The conclusion that can be drawn from these findings is that workplace productivity will rise if the company can raise the value of work motivation. A regression coefficient of 0.394 with a positive sign was obtained for the non-physical work environment direction coefficient, which has an impact on workplace productivity.On the basis of these findings, it is possible to draw the conclusion that work productivity will rise if the company is able to increase the value of the non-physical work environment. This study's coefficient of determination of R square was 0.454, or 45.4%, indicating that work motivation and the non-physical work environment influence productivity by 45.4%.While other unstudied variables or factors influenced the remaining 54.6%, or 0.546. Some limitations of this study are that it used a cross-sectional design, which limits the ability to establish causal relationships between variables. Future research may benefit from a longitudinal or experimental design to better understand causal relationships. In addition, the use of self-report measures for variables such as work motivation and non-physical work environment introduces potential biases, such as social desirability or response bias. Using objective measures or multi-source assessments may reduce these biases in future research. This study focused on work motivation and non-physical work environment, there may be other unexplored factors that contribute to productivity, such as leadership style, organizational culture, or individual differences. Future research could investigate the interaction between these factors and their combined effect on productivity. Exploring the moderating or mediating effects of individual or contextual variables may provide a more nuanced understanding of the relationships observed in this study.

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