ANALYSIS OF WORK MOTIVATION, WORK DISCIPLINE, JOB SATISFACTION AND JOB LOYALTY TO THE PERFORMANCE OF EMPLOYEES OF PT. MATAHARI DEPARTMENT STORE EAST JAKARTA

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Abstract:
This study aims to analyze work motivation, work discipline, job satisfaction, and work loyalty on employee performance at PT Matahari Department Store, East Jakarta. In this study, researchers used data collection techniques through questionnaires distributed to respondents. This study uses primary data which is distributed to 100 respondents. The data analysis technique uses multiple linear regression analysis and uses the Statistical Product and Service solution (SPSS) program. The results of the multiple linear regression analysis show that the variables Work Motivation (X1), Work Discipline (X2), have no effect on the performance of employees at PT Matahari Department Store, East Jakarta. Meanwhile, Job Satisfaction (X3) and Job Loyalty (X4) have a positive and significant effect on Employee Performance at PT Matahari Department Store, East Jakarta. The results of this study are expected that the company is able to maintain and improve the performance of employees of PT. Matahari Department Store, East Jakarta.

Keywords: *work motivation, work discipline, job satisfaction, work loyalty, employee performance.*

INTRODUCTION

In the current era of globalization, every organization is required to make changes in order to compete with other companies in order to improve the quality of the company and achieve the highest possible profit. Therefore, every organization is required to be able to compete so that it can survive in global competition. The strategy that can be done in order to compete is to strengthen organizational capacity and human resources.

According to Sudarmanto (2011: 10) Human Resources is one of the most strategic and fundamental factors in organizations. The role of human resources will greatly determine the success or failure of an organization in achieving the vision and mission that has been set. The performance of human resources greatly affects the success of an organization or company. According to Kasmir (2016: 232), performance is the result and work behavior that has been achieved in completing the tasks and responsibilities given in a certain period.

Work motivation is an act of increasing enthusiasm that arises when employees can carry out their work, because of the reaction from the leader at work and the satisfaction of being able to be responsible when given a job by the company. (Fathoni, 2018: 132) stated that by using work motivation, work results are expected to be more effective and good, both in terms of employees and for the company. (Uni, 2018: 71) stated that work motivation is an important foundation in improving employee performance. In the world of work, giving enthusiasm as an effort to motivate

work to employees is important to improve optimal performance. Motivation is given to employees in an effort to improve company performance to be better.

There are two types of motivation, intrinsic and extrinsic. Intrinsic motivation refers to the feeling of satisfaction that arises from within a person while working on a task. For example, feeling interested, challenged, wanting to learn new things, feeling responsible, and wanting to maximize one's potential. Meanwhile, extrinsic motivation is closely related to something that someone will receive after the work is completed, namely in the form of rewards. The source of this motivation is from outside the individual. Examples are salary, benefits, as well as promotions.

There are several reasons why employee motivation needs to be discussed further. For companies, employee motivation will help management achieve planned goals. Without this driving force, companies can have a hard time. Motivated employees not only improve their performance, but also increase their commitment to work. He did not hesitate to try his best so that the task was completed well. This will encourage high employee job satisfaction and have a positive impact on company performance.

Work discipline is the most important operative function of human resource management, because the better the work discipline of employees, the higher the work performance they can achieve, while if there is no application of good work discipline it will be difficult for the company to achieve optimal results (Hasibuan, 2009: 193). According to Sinambela (2016: 332) discipline is also useful for educating employees in complying with and obeying existing regulations, procedures, and policies so as to produce good performance.

Job satisfaction is basically something that is individual, each individual has a different level of satisfaction according to the value system that applies to him. The higher the assessment of the activity is felt according to the wishes of the individual, the higher the satisfaction with the activity. An individual's assessment of the current position and feeling dissatisfied can trigger a person to look for another job. Reasons for looking for alternative jobs include satisfaction with the salary/benefits received. Individuals feel a sense of fairness towards the salary/benefits received in connection with the work done. Job satisfaction can mean that a person will be satisfied with his job when the perception of work and what is obtained is expected.

Sudimin (2003) stated, work loyalty is the willingness of employees with all abilities, skills, minds and time to participate in achieving company goals and keep company secrets and do not take actions that harm the company as long as the person is still an employee.

PT Matahari Department Store Tbk ("Matahari" or the "Company") is a leading retail company in Indonesia that provides fashion, accessories, beauty, and household appliances at affordable prices. Matahari delivers high-quality stylish products and exceptional shopping experiences, working with trusted local and international suppliers to offer a wide range of up-to-date products from exclusive and international brands.

Matahari's position as the department store of choice in Indonesia is supported by its exclusive brand lineup. Only sold in the Company's outlets, these brands consistently rank among the best brands in Indonesia, winning numerous awards for design, quality and value, thus proving Matahari's understanding of its customers' awareness of the value of a product. Matahari has been present in Indonesia's retail scene for almost six decades. Its first outlet, a clothing store for children, opened on October 24, 1958 in Pasar Baru, Jakarta.

Since then, Matahari has continued to develop into a national company, opening the first modern department store in Indonesia in 1972 and establishing a loyal consumer base throughout Indonesia. With a network of 142 outlets in 66 cities, Matahari provides employment for 50,000 Indonesians and gets 80% of direct purchase and consignment products from around 850 local suppliers. In 2009, the Company spin off from PT Matahari Putra Prima Tbk (MPP) to form a new entity, PT Matahari Department Store Tbk (Matahari). Asia Color Company Limited, a subsidiary of

CVC Capital Partners Asia Pacific III L.P. and CVC Capital Partners Asia Pacific III Parallel Fund – A, L.P. (together with "CVC Asia Fund III") became the majority shareholders of Matah ari in April 2010.

In this study, researchers focused their research on PT. Matahari Department Store East Jakarta where its parent company is named PT. Matahari Putra Prima Tbk which has 3 branches, namely located at Mall Lippo Plaza Kramat Jati, Mall Plaza Arion, and on Jalan Swadaya Raya.

that employee performance in 2019-2022 experienced fluctuations in decline. In general, the performance of employees at PT. Matahari Department Store East Jakarta has not been said to be optimal because it has not achieved the employee performance target of 100%. The reality of employee performance at PT. Matahari Department Store East Jakarta is still not optimal. What can be seen in the low performance of employees to the company makes the contribution that employees make to the company is not optimal and the company still needs efforts that can maximize employee performance to achieve company goals

Problem Statement

Based on the background against which there is a formulation of the research problem proposed is as follows:

1. Does work motivation affect the performance of PT. Matahari Department Store East Jakarta?
2. Does work discipline affect the performance of PT. Matahari Department Store East Jakarta?
3. Does Job Satisfaction affect the performance of PT. Matahari Department Store East Jakarta?
4. Does work loyalty affect the performance of PT. Matahari Department Store East Jakarta?

Research Objectives

The objectives of the research are as follows:

1. To analyze work motivation on employee performance at PT. Matahari Department Store East Jakarta.
2. To and analyze work discipline towards employee performance at PT. Matahari Department Store East Jakarta.
3. To and analyze job satisfaction with employee performance at PT. Matahari Department Store East Jakarta.
4. To and analyze work loyalty to the performance of PT. Matahari Department Store East Jakarta.

RESEARCH METHODS

Object of Research

According to Sugiyono (2017: 41) the object of research is a scientific target to obtain data with certain objectives and uses about an objective, valid and reliable thing about a thing (certain variables).

The object of this study is employee performance influenced by work motivation, work discipline, job satisfaction and job loyalty. The subjects of this study were employees of PT. Matahari Department Store East Jakarta.

a. Type of Research

This type of research uses quantitative. Where this study identifies a problem through trends in the field, or needs to explain why a problem occurs (Setyo Wati Subroto 2018). The type of data used in this study is primary data generated based on respondents' answers to questionnaires. This research was conducted online or online through a Google Form survey which was distributed with the aim of shortening time and saving costs.

b. Research Location

Research Location is the object of research where research activities are carried out. The determination of the location of the research is intended to facilitate or clarify the location

targeted in the research. The research location in this study is PT. Matahari Department Store East Jakarta.

Research Data

Data Sources and Data Types

According to Sugiyono (2013: 13), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research generally carried out randomly, data collection using research instruments, quantitative / statistical data analysis with the aim of testing hypotheses that have been set.

This research uses quantitative methods with survey research data sources and uses primary data types. Primary data is obtained directly through the first party, namely employees of PT. Matahari Department Store. The data sources used to make it easier for researchers are as follows:

• **Secondary data sources**

Secondary data is data obtained indirectly from the object being studied. The data is obtained and recorded by other parties. Secondary data in this study is very important, where the data can be used for the population and the determination of the sample to be studied. The data received by the researcher is a number of data on employees of PT. Matahari Department Store East Jakarta.

• **Primary data sources**

Primary data is data obtained directly from the object being studied. This data was obtained from employees of PT. Matahari Department Store East Jakarta which was collected and processed later by researchers. Primary research data is secondary data that has been processed and becomes a sample determination, from the number of samples can determine primary data. The primary data in this study is in the form of questionnaires that have been compiled by researchers and distributed to PT. Matahari Department Store East Jakarta.

Population and sample

Population

According to Sugiyono (2018: 117) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population in this study is all employees of PT. Matahari Department Store East Jakarta. Based on the data obtained by the researcher, the population in this study is all permanent employees of PT. Matahari Department Store East Jakarta with a total of 130 people.

Sample

Samples according to Sugiyono (2018: 118) samples are part of the number and characteristics possessed by the population. While sample size is a step to determine the size of the sample taken in carrying out a study. In this study researchers used the Random Sampling technique. According to Sugiyono (2018: 120) Random Sampling is said to be simple (simple because the sampling of sample members from the population is carried out randomly without paying attention to the strata in that population. This is done when the members of the population are considered homogeneous.

Data Collection Methods and Tools

In this study, researchers used data collection techniques using questionnaires. The data obtained in this research was obtained by distributing questionnaires, namely researchers directly involved in obtaining data from the parties concerned directly or also called primary data. According to Sugiyono (2018: 193) primary data is a data source that directly provides data to data collection.

Questionnaires are given directly to respondents who have been sampled, the questionnaire given to respondents contains several questions that must be answered by respondents which aims to measure the analysis of work motivation, work discipline, job

satisfaction and job loyalty to the performance of PT employees. Matahari Department Store East Jakarta. In the questionnaire given to respondents using the Google Form service with the Likert scale measurement method, each answer from the 5 available answer alternatives was given a value weight (score).

RESULTS AND DISCUSSION

1. Descriptive Object of study

The pelitian object that is used as research material is. Analysis of Work Motivation, Work Discipline, Job Satisfaction and Job Loyalty on Employee Performance of Pt Matahari Department Store East Jakarta.

For the purposes of descriptive analysis are included characteristics of respondents. Respondent characteristics are data about respondents' personal circumstances, these characteristics are needed to make it easier for researchers to analyze respondents so that the characteristics of the majority and minority of respondents can be known, such as gender, age, last education, and length of work.

a. History

Matahari Department Store Tbk (LPPF) was established on April 1, 1982 under the name PT Stephens Utama International Leasing Corp and started its commercial operations in 1982. The head office of Matahari Department Store Tbk is located at Menara Matahari 12th Floor, Jl. Bulevar Palem Raya No. 7, Lippo Village, Tangerang 15811 – Indonesia.
LPPF has changed its name several times, including:
1) PT Stephens Utama International Leasing Corp.
2) Pacific Utama Tbk
3) Matahari Department Store Tbk

In 2011 Matahari Department Store Tbk / LPPF merged with PT Meadow Indonesia. The shareholder who owns 5% or more shares of Matahari Department Store Tbk (28-FEB-2022) is Auric Digital Retail Pte. Ltd. (controller) (32.02%) and Multipolar Tbk (MLPL) (19.42%).

Based on the Company's Articles of Association, LPPF's scope of activities is engaged in the business of a network of convenience stores that provide various kinds of goods such as clothing, accessories, bags, shoes, cosmetics, and household appliances as well as management consulting services. Matahari Department Store Tbk has 139 outlets spread across 77 cities throughout Indonesia, as well as online through Matahari.com, social commerce platform "Shop &Talk", and third-party market places.

In 1989, LPPF obtained an effective statement from Bapepam-LK to conduct an Initial Public Offering of LPPF Shares (IPO) to the public of 2,140,000 with a nominal value of Rp1,000 per share with an offering price of Rp7,900 per share. The shares were listed on the Indonesia Stock Exchange (IDX) on October 9, 1989.

2. Description of Respondent Profile data

In this study conducted a study of 100 respondents by providing several statements in the form of questionnaires. Data analysis is carried out using statistical calculation methods that are calculated using tools through the SPSS (Statistical Product and Service Solution) program.

1) Characteristics of Respondents

This study used a quantitative approach with multiple linear analysis techniques, data collection using questionnaires to employees of PT Matahari Department Store, then the employees were given questionnaires to fill in with a predetermined time.

To obtain employee characteristics, the following will be stated employee identity based on gender, age, last education, and length of work. Through this respondent, it is hoped that a deeper

understanding of the background of the research respondent can be obtained, so that it is expected to understand the tendency of answers given by PT Matahari Department Store employees as respondents.

2) Characteristics of respondents by gender

Based on the results of a study of 100 employees, it is known the number of percentages regarding gender. It is known that the sex in this study sample is dominated by women, which is 85% while men are only 15%. This indicates that the majority of employees at PT Matahari Department Store need more female workers.

3) Characteristics of respondents by Age

Based on the results of research on 100 employees at PT. Matahari Department Store East Jakarta as a respondent in this study, it is known that the presentation of the age of the respondent can be concluded that the respondent

Based on age in this study sample, it is dominated by the age of 26-40 years, which is 46%, while 18-25 years is 40%, and for those over 40 years by 14%. Because the majority of ages at intervals of 26 – 40 years, indicate that employees at Pt Matahari Department Store are of productive age.

4) Characteristics of respondents based on Length of Work

Based on the results of a study of 100 employees at PT Matahari Department Store East Jakarta who were respondents in this study, it is known that the characteristics of respondents based on the length of work of respondents based on length of work in this study sample are dominated < 2 years, which is 37% while 2-5 years is 34%, and for above 5 years by 29%.

3. Complete Results of Research Estimates

a. Descriptive Analysis of Variables

From the results of the research obtained through the distribution of questionnaires at PT Matahari Department Store East Jakarta as many as 100 respondents. The variables analyzed in this study are Work Motivation, Work Discipline, Job Satisfaction, and Job Loyalty to Employee Performance. To simplify the calculation in this case, the author uses SPSS 25.

The results of the descriptive statistical test for the average count of each statement on each variable will be described in this section: Independent variables namely Work Motivation (X1), Work Discipline (X2), Job Satisfaction (X3), and Job Loyalty (X4) against the dependent variable, namely Employee Performance of PT. Matahari Department Store East Jakarta each variable consists of corresponding question items based on the indicators of each variable. Data analysis is carried out using calculations based on respondents' answers.

1) Descriptive Data of Work Motivation Variables (X1)

The results of respondents' research on the variable of work motivation (X1) with an overall average of 4.27. This result identifies that the variable (X1) gets a good value by averaging the affirmative answers. From the largest mean obtained in the first indicator which states agree to responsibility and always complete the work that has become a responsibility with satisfactory results with a mean value of 4.46. While the lowest indicator is found in the indicator of challenging work which states the motivation to complete more challenging tasks with a mean value of 4.03.

2) Descriptive Work Discipline Variable Data (X2)

Obtained from the results of respondents' research on work discipline variables (X2), with a total average of 4.43. This result identifies that the variable (X2) gets a good value by averaging the affirmative answers. From the largest mean obtained in the fifth indicator which states agree with ethical work and can work using ethics in companies with fellow employees with a mean value of 4.48. While the lowest indicator is found in the indicator of Compliance with work regulations which states completing work on time in accordance with a predetermined time with a mean value of 4.32.

3) Descriptive Job Satisfaction Variable Data (X3)

The results of respondents' research on the variable of job satisfaction (X3) with an overall average of 4.21 have been obtained.

This result identifies that the variable (X3) gets a good value by averaging the affirmative answers. From the largest mean obtained in the fifth indicator which states agreement with colleagues who work by providing support and attention when I experience difficulties with a mean value of 4.38. While the lowest indicator is the indicator from Contigent Rewars which states the leader rewards me if I do a good job. with a mean value of 4.06.

4) Descriptive Job Loyalty Variable Data (X4)

The results of a descriptive analysis of the work welfare variable (X4), where the average value of the respondent's questions results. It is known that the results of respondents' research on the variable of job loyalty (X4) with an overall average of 4.17. This result identifies that the variable (X4) gets a good value by averaging the affirmative answers. From the largest mean obtained in the first indicator which states that it agrees to obey written regulations and always obeys the regulations applied by the company with a mean value of 4.42. While the lowest indicator is found in the indicator of interpersonal relationships that state feeling of having a good relationship with fellow colleagues with a mean value of 3.28.

5) Descriptive Employee Performance Variable Data (Y)

It is known that the results of respondents' research on employee performance variables (Y) with an overall average of 4.19. This result identifies that the variable (Y) gets a good value by averaging the affirmative answers. From the largest mean obtained in the second indicator which states agreement on quantity and on time in completing work with a mean value of 4.40. While the lowest indicator is found in the indicator of independence which states that it can complete work without the need for help from others with a mean value of 3.61.

B. Research Instrument Test Results

1) Validity Test

The validity test that will be carried out in this study uses a sample of 100 employees of PT. Matahari Department Store East Jakarta. The validity test was carried out to test the questionnaire items submitted as instruments in this study whether they were suitable for use. The calculation is to compare r count with rTable. If r count has a greater value than rTable where the correlation coefficient is 0.196 then the entire statement is declared valid so that it can be used in this study.

All question items used in this study have a greater Corrected Item Total Correlation value compared to r Table on the 100th N, which is 0.196. It is
indicates that all question items asked are valid so that all question items can proceed to the next stage.

2) Reliability Test

Reliability testing is defined as something that can be trusted or a state of being trustworthy. In statistical analysis of research, reliability tests function to determine the level of consistency of a questionnaire used by researchers, so that the questionnaire can be relied on to measure research variables, even though this study was carried out repeatedly with the same questionnaire questionnaire. The tool is said to be reliable if the reliability coefficient or Cronbach coefficient exceeds the predetermined limit of 0.6. Reliability testing is a continuation of the validity test, where the items or statements that enter the test are valid items or questions only.

It can be said that the overall questionnaire items of each variable of work motivation (X1), work discipline (X2), job satisfaction (X3), job loyalty (X4), and employee performance (Y) in this study are reliable as shown in Cronbach's alpha value the whole variable has a value above 0.6. So it can be interpreted that all values of this research variable are said to be good and acceptable.

C. Classical Assumption Test

1) Normality Test

The normality test is intended to test whether in a regression model the residual value has a normal or no distribution. According to Ghozali (2017: 127) there are two ways to predict whether residuals have a normal distribution or not, namely by graph analysis and statistical analysis. Using graph analysis, normality can be detected by looking at the spread of data (points) on the diagonal axis of the graph or by looking at its residuals. When using statistical analysis methods, data normality is tested using the One sample Kolmogorov-Smirnov Test by looking at the significance value of Unstandardized Residual.

a) Normal Curve P-Plot

It is known that the spread of points around a line always follows a straight line and is not very widespread, so it can be concluded that the hypothesis of the model of consistency with normality and data can be used.

b) Kolmogorov–Smirnov test

It is known that the value of Asymp Sig. (2- tailed) is 0.200. Which means that the regression model in this study has a normal sample distribution based on its significance value > α = 0.05. So it can be said that the distribution of the results of work motivation (X1), work discipline (X2), job satisfaction (X3), and job loyalty (X4) is normal distribution at the level of significance α = 0.05.

2) Multicollinearity Test

The multicollinearity test is intended to see the relationship or correlation between each variable. The existence of a linear relationship or variance inflation factor (VIF) value, if the Tolerance value > 0.1 or VIF< 10, then it can be said that multicollinearity does not occur in the model studied.

It is known that the variance inflation factor (VIF) of each independent variable has the following values:

a) VIF value for Work Motivation variable (X1) of 2.599 < 10 and tolerance value of 0.385 > 0.10.
b) The VIF value for the Work Discipline variable (X2) is 2.274 < 10 and the tolerance value is 0.440 > 0.10.
c) VIF value for Job Satisfaction variable (X3) of 2.222 < 10 and tolerance value of 0.450 > 0.10.
d) The VIF value for the Job Loyalty variable (X4) is 2.377 < 10 and the tolerance value is 0.421 > 0.10.

Thus it can be concluded that the regression equation model does not occur multicollinearity.

3) Heteroscedasticity Test

In a good regression heteroscedasticity test there should be no heteroscedasticity, this test aims to test whether a regression model has a variance inequality from one observation to another. A good regression model is one of homokedasticity, or no heteroscedasticity.

It is known that the results of each independent variable, namely work motivation (X1), work discipline (X2), job satisfaction (X3) and job loyalty (X4) using the glejser test obtained the results of significant t test values greater than 0.05 (sig > 0.5) which means that the data in this study did not occur heterokedasticity problems so that this study could be continued.

D. Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of analysis that discusses the extent of the influence of independent variables, namely work motivation (X1), work discipline (X2), job satisfaction (X3), job loyalty (X4) and employee performance (Y) PT. Matahari Department Store East Jakarta.

The multiple linear regression equation obtained is as follows:

KK = 0.035 b1 + 0.071 b2 + 0.455 b3 + 0.323 b4

Information:

Y = KK

b1 = Work Motivation Regression Coefficient b2 = Work Discipline Regression Coefficient b3 = Job Satisfaction Regression Coefficient b4 = Job Loyalty Regression Coefficient

The interpretation of the results of the equation is as follows:

b1 = The work motivation regression coefficient (X1) has a contribution value with a positive sign of 0.035 to the employee performance variable (Y). When a good work motivation factor (X1) increases by 1%. Then employee performance (Y) will increase by 0.035 units or 3.5%, assuming other independent variables (work discipline, job satisfaction, and job loyalty) are constant.

b2 = The work discipline regression coefficient (X2) has a contribution value with a positive sign of 0.071 to the employee performance variable (Y). When the work discipline factor (X2) increases by 1%. Then employee performance (Y) will increase by 0.071 to 7.1%, assuming the independent variables (work motivation, job satisfaction, and job loyalty are constant.

b3 = The regression coefficient of job satisfaction (X3) has a contribution value with a positive sign of 0.455 to the employee performance variable (Y). When the job satisfaction factor (X3) increases by 1%. Then employee performance (Y) will increase by 0.455 or 45.5%, assuming the independent variables (work motivation, work discipline and work loyalty) are constant.

b4 = The work loyalty regression coefficient (X4) has a contribution value with a positive sign of 0.323 to the employee performance variable (Y). If the job loyalty factor (X4) increases by 1%. Then employee performance (Y) will increase by 0.323 or 32.3%, assuming the independent variables (work motivation, work discipline and job satisfaction) are constant.

E. Model Feasibility Test

1) F Test

To determine all independent variables, namely work motivation (X1), work discipline (X2), job satisfaction (X3), job loyalty (X4) and employee performance (Y), the ANOVA test (F test) was used.

It is explained that the Fcalculate value is 38.247 with a value of sig = (0.000) smaller than alpha or the error limit rate obtained is 5% ($\alpha = 0.005$). This means that the sig value in the Anova table that the model is said to be significant because it is below the limit of alpha values determined $0.000 < 0.05$ models according to the data, so this study is worth continuing or it can be said that all independent variables in this study affect the dependent variables. Which means work motivation (X1), work discipline (X2), job satisfaction (X3), job loyalty (X4) is able to explain any changes in employee performance.

2) Determination Coefficient Test (R2)

The analysis of the coefficient of determination (R2) was used to determine how much the ability of the independent variable developed in the study was able to explain the bound variability.

It is seen that the coefficient of determination (R2) seen in the Adjust R square column is 0.601. This indicates that the variables of work motivation (X1), work discipline (X2), job satisfaction (X3), job loyalty (X4) were able to explain employee performance variables in the study by 0.601 or 60.1% while 39.9% variation in employee performance was explained by other variables outside this research model.

3) Test t (Research Hypothesis Test)

This test is used to determine whether work motivation (X1), work discipline (X2), job satisfaction (X3), job loyalty (X4) have a significant effect on employee performance (Y) PT. Matahari Department Store East Jakarta.

Known The description Hypothesis
The study is as follows:
If the confidence level is 5%, then the value df = degree of freedom is determined by rumuus (n-k-1)
n = number of samples
k = number of independent variables
Then the value of df is 100 - 4 - 1 = 100 (df = 95) = 1.661

a) First Hypothesis Testing
Based on the results of Table 4.17, it can be known that the regression coefficient value of the work motivation variable is positive (0.338) so that it can be said that the work motivation variable (X1) is directly proportional (positive) to the employee performance variable (Y). Based on the calculated value of the work motivation variable of 0.338, it can be seen that the calculated value of the tTable < with df 95 and a two-sided test. Because the calculated value < tTable (0.338 < 1.661) H0 is accepted and Ha is rejected, and it can be said that the variable of work motivation is not significant to employee performance. A significant value of 0.736 which is greater than 0.05 indicates that work motivation has no positive and insignificant effect on employee performance. So it can be said that work motivation does not have a positive and significant effect on employee performance.

a. Testing the second hypothesis
Based on the results of Table 4.17, it can be known that the value of the regression coefficient of the work discipline variable (X2) is positive (0.740) so that it can be said that the work discipline variable (X2) is directly proportional (positive) to the employee performance variable (Y). Based on the value of tcalculate smaller than tTable with df 95 and in double-sided test. Because the calculated value < tTable (0.740 < 1.661) then H0 is accepted and Ha is rejected, and it can be said that the variable of labor discipline does not have a significant influence on employee performance. A significant value of 0.461 which is greater than 0.05 indicates that work discipline has no positive and insignificant effect on employee performance.

b. Third Hypothesis Testing
Based on the results of Table 4.17, it can be known that the value of the regression coefficient of job satisfaction (X3) is positive (4.805) so that it can be said that the job satisfaction variable (X3) is directly proportional (positive) to the employee performance variable (Y). Based on the calculated value greater than Table with df 95 and in double-sided tests. Because the calculated value > tTable (4.805 > 1.661) H0 is rejected and Ha is accepted, and it can be said that the variable of job satisfaction has a significant influence on employee performance. A significant value of 0.000 which is smaller than 0.05 indicates that job satisfaction has a positive and significant effect on employee performance.

c. Testing the Fourth Hypothesis
Based on the results of Table 4.17, it can be known that the value of the work loyalty regression coefficient (X4) is positive (3.297) so that it can be said that the work loyalty variable (X3) is directly proportional (positive) to the employee performance variable (Y). Based on the value of tcalculate greater than tTable with df 95 and in the two-sided test. Because the calculated value > tTable (3.297 > 1.661) H0 is rejected and Ha is accepted, and it can be said that the variable of job satisfaction has a significant influence on employee performance. A significant value of 0.001 which is smaller than 0.05 shows that job satisfaction has a positive and significant effect on employee performance.

Analysis of Work Motivation on Employee Performance
Based on the test results, it is known that work motivation does not have a positive and insignificant effect on employee performance at PT Matahari Department Store East Jakarta. These

results are known based on the value of the regression coefficient of the work motivation variable is not positive (0.338). Based on the calculated value of the work motivation variable of 0.338, it can be seen that the calculated value of the tTable < with df 95 and a two-sided test. Because the calculated value < tTable (0.338 < 1.661) H0 is accepted and Ha is rejected, and it can be said that the variable of work motivation is not significant to employee performance. A significant value of 0.736 which is greater than 0.05 indicates that work motivation does not have a positive and significant effect on employee performance. Based on the distribution of questionnaires conducted on 100 employees of PT. Matahari Department Store East Jakarta obtained the results of the motivation variable (X1) getting a good score with an average answer in the affirmative. From the largest mean obtained in the first indicator that states agree to responsibility and always complete work that has become a responsibility with satisfactory results with a mean value of 4.46. While the lowest indicator is found in the indicator of challenging work which states the motivation to complete more challenging tasks with a mean value of 4.03.

According to Sunyoto (2015: 4), "work motivation is a state that encourages individual desire to carry out certain activities to achieve their desires. The success of business enterprise management is largely determined by the effectiveness of human resource utilization activities. In this case, a manager must have techniques that can maintain achievement and job satisfaction, among others, by providing motivation to employees to be able to carry out tasks with applicable regulations.

Based on previous research conducted by Melania Krisanto Ledho, Rolland E Fanggidae, Marianus S Neno, Tarsisius Timnuneno (2023) entitled "The Influence of Work Environment, Work Motivation and Work Discipline on Employee Performance at PT. Matahari Putra Prima Tbk Kupang City" shows the results of the t test that work motivation does not have a significant and negative effect on employee performance.

Work Discipline Analysis of Employee Performance

Based on the test results, it is known that work discipline does not have a positive and insignificant effect on employee performance at PT Matahari Department Store East Jakarta. These results are known based on the value of the regression coefficient of the work motivation variable is not positive (0.740). Based on the calculated value of the work motivation variable of 0.740, it can be seen that the calculated value is smaller than tTable with df 95 and is tested on two sides. Because the calculated value < tTable (0.740 < 1.661) H0 is accepted and Ha is rejected, and it can be said that the variable of work discipline does not have a significant influence on employee performance. A significant value of 0.461 which is greater than 0.05 indicates that work discipline does not have a positive and significant effect on employee performance. Based on the distribution of questionnaires conducted on 100 employees of PT. Matahari Department Store East Jakarta obtained the results of the work discipline variable (X2) getting a good score with an average answer in the affirmative. From the largest mean obtained in the fifth indicator which states agree with ethical work and can work using ethics in companies with fellow employees with a mean value of 4.48. While the lowest indicator is found in the indicator of Compliance with work regulations which states completing work on time in accordance with a predetermined time with a mean value of 4.32.

Work discipline is an action used by superiors to communicate with employees so that they are willing to change a behavior and as an effort to increase employee awareness and willingness to obey all applicable social rules and norms. There are some employees who are used to arriving late for work and doing disrespectful actions at work. Henry Simamora in Sinambela (2019:399) "the main purpose of disciplinary action is to ensure that employee behavior is consistent with the rules set by the agency.

Based on research conducted by Yogi Saputra, Nadia Fathurrahmi Lawita, Siti Hanifa Sandri (2020) entitled "Factors Affecting the Performance of Financial Employees in Retail Companies through OCB as a Mediation Variable" shows that work discipline does not have a significant effect on the performance of finance employees through OCB.

Job Satisfaction Analysis of Employee Performance

Based on the test results, it is known that job satisfaction has a positive and significant effect on employee performance at PT Matahari Department Store East Jakarta. These results are known based on the value of the regression coefficient of the positive job satisfaction variable (4.805) so that it can be said that the job satisfaction variable (X3) is directly proportional (positive) to the employee performance variable (Y). Based on the value of tcalculate greater than tTable with df 95 and in the two-sided test. Because the calculated value > tTable (4.805 > 1.661) H0 is rejected and Ha is accepted, and it can be said that the variable job satisfaction has a significant effect on employee performance. A significant value of 0.000 which is smaller than 0.05 indicates that job satisfaction has a positive and significant effect on employee performance.

Based on the distribution of questionnaires conducted on 100 employees of PT. Matahari Department Store East Jakarta obtained the results of the job satisfaction variable (X3) getting a good score with an average affirmative answer. From the largest mean obtained in the fifth indicator which states agreement with colleagues who work by providing support and attention when I experience difficulties with a mean value of 4.38. While the lowest indicator is the indicator from Contigent Rewars which states the leader rewards me if I do a good job. with a mean value of 4.06.

Job satisfaction is a positive attitude of the workforce including feelings and behaviors towards their work through the assessment of one of the jobs as a sense of appreciation in achieving one of the important values of work (Afandi, 2018: 74).

Based on research conducted by Riqko, Muhammad Halilintar (2022) entitled "The Influence of Motivation and Work Discipline on the Performance of PT. Yong Ma Electronics through job satisfaction" shows job satisfaction has a positive effect on employee performance.

Analysis of Work Loyalty to Employee Performance

Based on the test results, it is known that work loyalty has a positive and significant effect on employee performance at PT Matahari Department Store East Jakarta. These results are known based on the value of the regression coefficient of the positive work loyalty variable (3.297) so that it can be said that the work loyalty variable (X4) is directly proportional (positive) to the employee performance variable (Y). Based on the value of tcalculate greater than tTable with df 95 and in the two-sided test. Because the calculated value > tTable (3.297 > 1.661) H0 is rejected and Ha is accepted, and it can be said that the variable of job satisfaction has a significant effect on employee performance. A significant value of 0.001 which is smaller than 0.05 shows that job satisfaction has a positive and significant effect on employee performance.

Based on the distribution of questionnaires conducted on 100 employees of PT. Matahari Department Store East Jakarta obtained the results of the work loyalty variable (X4) getting a good score with an average affirmative answer. From the largest mean obtained in the second indicator which states agreement on quantity and on time in completing work with a mean value of 4.40. While the lowest indicator is found in the indicator of independence which states that it can complete work without the need for help from others with a mean value of 3.61.

Employee loyalty is the loyalty of employees to the company. Employee health is not only physical, but non-physical loyalty which means their mind and attention to the company.

Based on research conducted by Sugandha, Dony Yana, Hendra, Fidellis Wato Tholok (2021) entitled "Analysis of Work Discipline, Speed, and Loyalty to the Performance of PT Culletprima Setia Tangerang Employees" shows independent variables, simultaneously having a positive relationship affecting dependent variables on the performance of PT Culletprima Setia Tangerang.

CONCLUSION

This study aims to analyze work motivation, work discipline, job satisfaction and job loyalty to the performance of employees of PT Matahari Department Store in East Jakarta. Based on the formulation of the problem and discussion, the following conclusions can be drawn: Work motivation does not affect the performance of employees at PT Matahari Department Store East Jakarta. The theory of motivation that can be related to this phenomenon is the theory of needs from Maslow (Physical Needs, Security Needs, Social Needs) that most of them are only motivated to work to meet the needs in their lives without any intention of working as worship (spiritual needs). Work discipline does not affect employee performance at PT Matahari Department Store East Jakarta. Work discipline in employees is needed, because what is the company's goal will be difficult to achieve if there is no work discipline. With good work discipline, it means that a useful benefit will also be achieved, both for the company and for the employees themselves. Job satisfaction has a positive and significant effect on employee performance at PT Matahari Department Store East Jakarta. Job satisfaction has a positive and significant effect on employee performance. This means that increased job satisfaction will also improve employee performance. Work loyalty has a positive and significant effect on employee performance at PT Matahari Department Store East Jakarta. Loyalty to employees is a sense of desire to stay that employees give to the company which is reflected in a sense of loyalty and responsibility with the aim of achieving company progress which will ultimately also result in self-progress

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