

MOTIVATIONAL TRAINING TO ENHANCE ENTREPRENEURIAL SUCCESS

Arifin Djakasaputra^{1*}, Elizabeth Christinio², Yunia Arinda Jayanti³

¹⁻³ Department of Management, Faculty of Economics and Business,
Universitas Tarumanagara Jakarta
E-mail: ¹⁾ arifind@fe.untar.ac.id

Abstract

Motivation plays an important role in the process of achieving business success. Having strong employee motivation can increase effective work commitment and ultimately lead to business success. The purpose of the activity is to help business owners have a stock of knowledge about motivation, so that business owners can increase success in entrepreneurship. The partner chosen in the community services (PKM) activity is engaged in a culinary business domiciled in Jambi. The method offered to partners is training/ socialization which includes an introduction to the basic concepts of motivation, various theories of motivation, and the motivational process. The results of this activity show that training on motivation in increasing entrepreneurial success is carried out by socializing to partners including an introduction to the basic concepts of motivation, various theories of motivation, and the motivational process has run smoothly. Partners were eager to receive the material presented by the PKM team. During the socialization process, partners had many discussions and questions and answers with PKM implementers. The results of the evaluation of the partners' answers to the understanding of the material were well understood. It is evident from the answers of partners who 100% can understand the material presented.

Keywords: Motivation, SMEs, Training

INTRODUCTION

Employee motivation is considered one of the most important parts of achieving business success and prosperity in such a dynamic and fierce market competition. According to, employee motivation is a set of energetic forces, including each individual's internal factors as well as external factors, for example, job characteristics, individual differences and organizational practices. In other words, employee motivation should be a complete combination of employee needs and expectations created from work, and workplace factors that enable employee motivation. Satisfying those factors to increase employee motivation is really a big challenge for every company. Consequently, every leader/manager must understand the requirements, needs, or expectations of his/her employees and come up with an appropriate work environment to motivate employees (Luomanpää, 2012). Nevertheless, in all the functions that a leader performs, motivating employees is considered the most

complex task (Nemaei, 2012). This is because in the workplace that motivates employees, changes constantly (Khuong & Hoang, 2015). The success of any organization depends on encouraging its employees to develop through their efforts, commitment, engagement, practices, and perseverance (Naile & Selesho, 2014).

According to Almansour (2012), the key factors that contribute to employee motivation are employee needs, work environment, responsibility, supervision, justice and equality, effort, employee development and feedback and rewards, encouraging employees to achieve their goals is important in creating a pleasant work environment. Motivation is the driving force in pursuing and satisfying one's needs Niakas in Naile & Selesho (2014) anything that influences behavior in pursuit of certain results. Motivation as a process that accounts for an individual's enthusiasm, direction, and persistence to achieve a goal, which means the result of the interaction between the individual and the situation Robbins, Judge, Odendaal & Roodt, in Naile & Selesho (2014). Therefore, leaders must find ways to increase workers' motivation so that they can achieve their goals more effectively (Bosiok, 2013).

In PKM activities want to focus on the introduction of basic concepts of motivation. Given the importance of motivation in increasing entrepreneurial success. The partner used as a place of activity is a small business engaged in food with the brand mommy snacks. The name of the business owner is Mbak Rina. Business location in Jelutung District, Jambi City. From the results of observations made to partners and through situation analysis about partner products, there are several problems experienced by partners, namely: (1) employees who help partner businesses have not fully felt strong motivation (2) Do not have the ability to manage employee motivation and work (3). Not optimal partners in understanding the concept of motivation. The priority problem solved is how to optimize partner knowledge about motivation that can produce better business work results.

Various previous studies reveal that motivation affects the sustainability of the Company. Motivation itself is internal and external motivation where what must be driven by the company is external motivation to achieve better human resource performance. If external motivation has a good impact on human resources within the company, the company will develop and progress. In previous research there has not been too much research covering startup businesses. As in the research of Khuong & Hoang (2015) which centered on audit companies. In their research they also have several levels for independent variables. In Jakarta, there are many new startup companies that sell the same things as old

companies and have to compete with them. So this research topic is quite interesting and new to be implemented in PKM activities.

RESEARCH METHOD

Socialization activities are carried out to provide a briefing on the understanding of knowledge in motivation, motivation theories, motivation processes and others. To carry out this socialization activity, there are several steps that need to be taken.

- a. PKM chief executive contacts the partner
- b. Make observations related to the problems faced by partners
- c. Partners provide a statement of willingness to work together
- d. Implementers and partners determine the implementation schedule for socialization
- e. PKM implementers prepare materials that will be delivered to partners
- f. PKM implementers ask for permission to conduct socialization in accordance with the agreement.
- g. PKM implementers carry out division of tasks with students who help with activities
- h. PKM implementers deliver socialization material through lectures, discussions, and questions and answers. socialization on offline marketing strategies
- i. PKM implementers explain what to do in motivating employees
- j. The executor asked partners to ask questions if they did not understand the material presented.
- k. kThe PKM implementer responds to partner responses about the material that has been delivered and conducts an evaluation.

RESULT AND DISCUSSION

Partner Business Profile

Cemilan Moomy is a business engaged in the culinary field with food products made from sausage, chicken and others. In addition, it also provides various box dishes, and wet cake cakes. The name of the business owner, Mrs. Rina Eka Oktaviani, started the business in 2015. Mrs. Rina initially worked, then rested. Because she has a hobby of cooking, she opened a business while taking care of children. The following products produced by partners are:



Figure 1. Partner Products

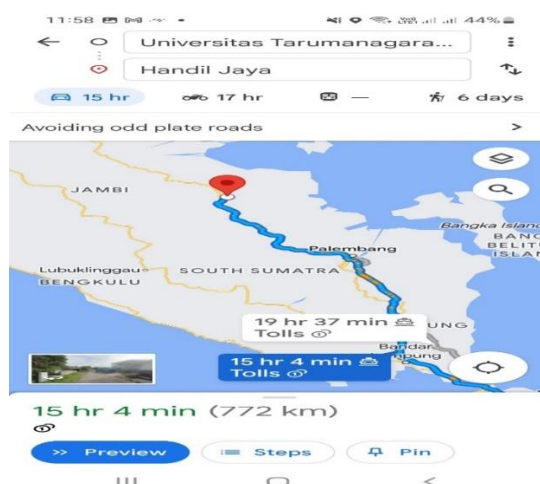


Figure 2. Partner location (Jl. Blekok Raya IV No.58, RT.27, Handil Jaya,
Kec. Jelutung, Jambi City, Jambi 36137)

Model of science and Technology Transferred to Partners

This community service activity is related to the provision of knowledge about leadership delivered to partners:

A. Basic concept of Motivation

According to Watkiss in Almansour (2012), motivation is a way to encourage someone to do something. Much of what drives behavior is the thought of the potential for reward, or the consequences of not doing something. Motivation is the power of people doing things: it is the result of individual needs that must be met (or fulfilled) so that individuals have the inspiration to complete tasks (Almansour, 2012). Motivation refers to the initiation, direction, intensity, and persistence of human behavior. Based on Watkiss' definition in Almansour (2012), it can be concluded that motivation is the idea and initiative to encourage and push individuals to do something or to do a better job.

Managers are required to take action in order to satisfy employees and should be able to increase employee motivation. Once employees' motivation is increased, they will work harder and feel that they are responsible for achieving all targets and goals given by the employer. There are two kinds of motivation, the first is intrinsic motivation and the second is extrinsic motivation. Intrinsic motivation is defined as performing an activity for its inherent satisfaction rather than for some separate consequence. When intrinsically motivated, a person is moved to act for pleasure or challenge rather than because of an external product, pressure or reward. Extrinsic motivation is a construct that pertains whenever an activity is performed to achieve some separate outcome. Extrinsic motivation thus contrasts with intrinsic motivation, which refers to performing an activity only for the pleasure of the activity itself.

B. Motivation Theory

a) The Hierarchy of Need Theory

Bangun (2012) says that the theory that explains every human being has needs (needs) whose emergence depends on their individual interests, namely the Hierarchy of Needs theory. This theory was first put forward by Abraham Maslow and most people say that this theory is the most popular compared to other theories Maslow divides human needs because each human being has different needs individually into five levels so that this theory of motivation is referred to as "the five hierarchy needs" starting from the first need to the highest need (Northouse, 2021). The five levels of needs include:

- 1) Physiological needs (psychological need). Physiological needs are the most basic needs in human needs consisting of the need to eat, drink, shelter, sex, and rest.
- 2) Safety needs the need for security is the need for safety and protection against physical loss. In a company, it is for example the existence of insurance, health benefits, and pension benefits.
- 3) Social needs (social need). This one need is where the human need to participate in a community group because every human being wants to live in a group. This need includes affection, a sense of belonging, being well accepted in certain groups and friendship.
- 4) Self-esteem needs (esteem need) Self-esteem needs involve self-respect factors such as self-esteem, autonomy and achievement, and external respect factors such as status, recognition and attention.

- 5) Self-actualization needs (need for self actualization). This need is an urge to become someone who matches his ambitions which includes growth, achievement, and self-fulfillment.

b) Theory X and Theory Y

Theory X and Y were proposed by Douglas McGregor in Bangun (2012). He put forward two real views of human beings. The first view is basically negative which is called theory X, and the second is basically positive which is called theory Y. After examining the way managers relate to employees, McGregor concluded that managers' views of human nature are based on certain groups of assumptions and that they tend to shape their behavior towards employees based on these assumptions. According to Theory X, the four assumptions held by managers are:

- 1) Employees basically dislike work and try to avoid it as much as possible.
- 2) Since employees dislike work, they must be coerced, controlled or threatened with punishment to achieve goals.
- 3) Employees will avoid responsibility and seek formal orders whenever possible.
- 4) Some employees place security above all other work-related factors and show little ambition.

Contrary to the negative views on human traits in Theory X, Mc Gregor mentions four positive assumptions that are referred to as Theory Y:

- 1) Employees perceive work as fun, just like resting or playing.
- 2) Employees will practice self-control and emotion to achieve various goals.
- 3) Employees are willing to learn to accept, even seek responsibility
- 4) Employees are able to make innovative decisions that are circulated throughout the population, and not just to those in management positions.

c) Motivation Process

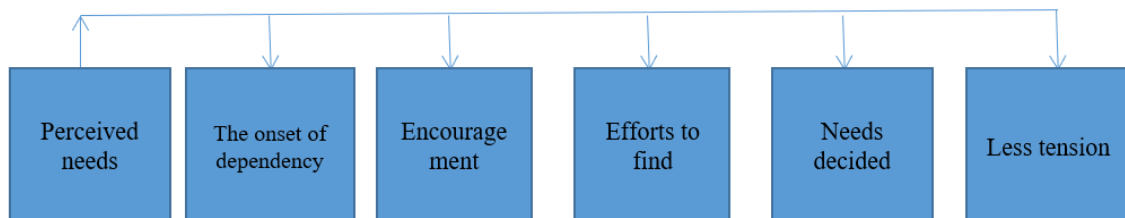


Figure 3. Motivation Process

The passage above shows the following:

- 1) In human life, needs always arise and the person concerned feels the need to satisfy them.
- 2) These needs can only be categorized as needs if they cause tension in the person concerned. The more critical the nature of the need, the higher the tension it causes.
- 3) That "something" is an attempt to find a way out so that the tension faced does not continue.
- 4) If the effort to find a way out is successful, the need is satisfied.
- 5) Needs that are successfully satisfied will reduce tension, but not eliminate it. The reason is that the same need will sooner or later arise later, perhaps in a new form and perhaps with a different intensity. That is what is meant by saying that there is no "saturation point" in the satisfaction of one's needs.

The implementation of the activity is presented in the form of PPT through ZOOM, the sample socialization material is documented in the following photos:

UNTAR untuk INDO
PELATIHAN MOTIVASI DALAM MENINGKATKAN KESEKSESAN BERWIRAUSAHA
ARIFIN DJAKASAPUTRA S.KOM., SE., MSI (0328116805/10110007)
ELIZABETH CHRISTINIO PUSPITA NIM: 115200116
YUNIA ARINDA JAYANTI NIM: 115200354
PROGRAM STUDI SI MANAJEMEN
FAKULTAS EKONOMI & BISNIS
UNIVERSITAS TARUMANAGARA
(JABAR)

Konsep dasar Motivasi

- Motivasi adalah cara untuk mendorong seseorang melakukan sesuatu.
- Sebagian besar yang mendorong perilaku adalah pemikiran akan potensi mendapatkan penghargaan atau konsekuensi dari tidak melakukan sesuatu.
- Motivasi adalah kekuatan orang melakukan sesuatu

TEORI MOTIVASI

- Teori Hierarki Kebutuhan
- Kebutuhan fisiologis (psychological need).
- Kebutuhan rasa aman (safety need)
- Kebutuhan sosial (social need).
- Kebutuhan harga diri (esteem need)
- Kebutuhan aktualisasi diri (need for self actualization).

Teori X dan Teori Y

- Teori X dan Y dikemukakan oleh Douglas McGregor mengemukakan dua pandangan nyata mengenai manusia. Pandangan pertama pada dasarnya bersifat negatif yang disebut dengan teori X, dan yang kedua pada dasarnya bersifat positif yang disebut dengan teori Y.

PROSES MOTIVASI

```
graph TD
    A[Kebutuhan yang dirasakan] --> B[Timbulnya ketegangan]
    B --> C[Dorongan]
    C --> D[Upaya mencari]
    D --> E[Kebutuhan dipuaskan]
    E --> F[Ketegangan berkurang]
```

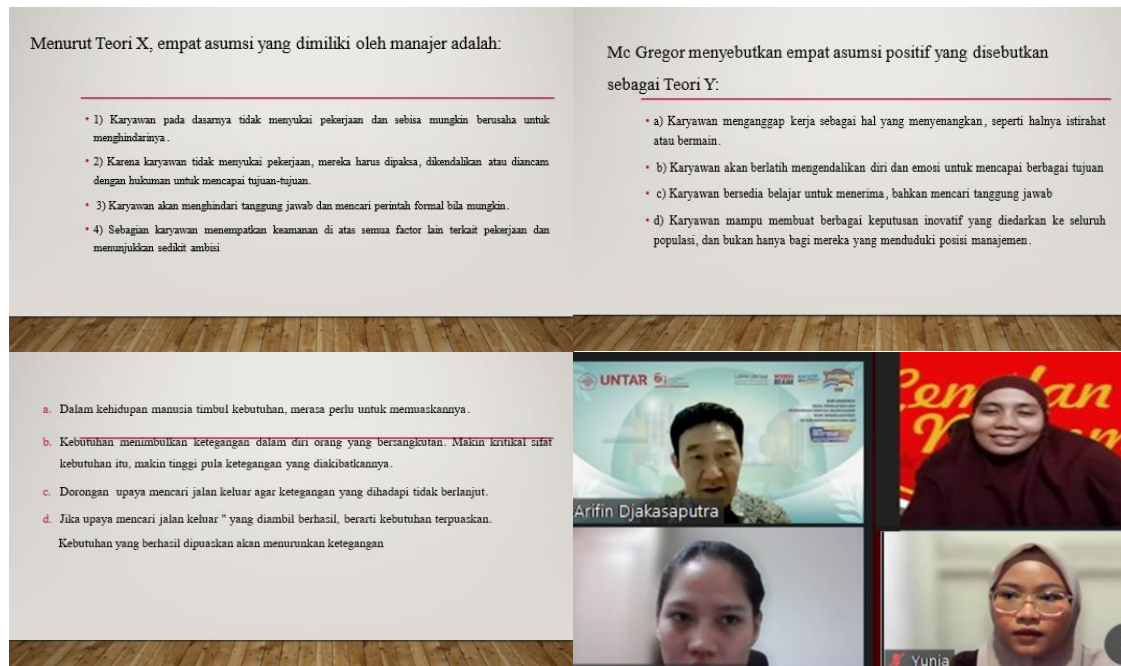


Figure 4. Implementation of Zoom Activities

At the end of the activity, a pretest and posttest were conducted, regarding the delivery of the activity material that had been carried out. Partners were asked to answer a questionnaire about whether they understood the material that had been delivered after participating in the socialization activities. Using a Likert scale with the provisions: very do not understand (5), very understand (4) understand (3), quite understand (2), do not understand (1). Very do not understand Based on partner answers from filling out the pre-test and post-test in table 1.

Table 1. Recapitulation of Partner Answers

Indicator	Category	Answer	Percentage (%)
Material about the basic introduction of motivation makes mom understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%
Material about Maslow's theory of motivation makes mom understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%
Material about X and Y motivation theories makes mom understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0

Indicator	Category	Answer	Percentage (%)
	Understood	0	0
	Understand very well	100	100%
Material about the process of motivation makes mom understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%

The results of the evaluation of the partners' answers to the understanding of the material were well understood. Evidenced by the answers of partners who 100% can understand the material presented (Odumeru & Ogbonna, 2013).

CONCLUSION

Based on the research that has been done, it can be concluded that training on motivation in increasing entrepreneurial success is carried out by socializing to partners including an introduction to the basic concepts of motivation, various theories of motivation, and the process of motivation has run smoothly. Partners were eager to receive the material presented by the PKM team. During the socialization process, partners had many discussions and questions and answers with PKM implementers. The results of the evaluation of the partners' answers to the understanding of the material were well understood. Evidenced by the answers of partners who 100% can understand the material presented.

REFERENCESS

- Almansour, Y. M. (2012). The relationship between leadership styles and motivation of managers conceptual framework. *Journal of Arts, Science and Commerce*, 3(1), 161–166.
- Bangun, W. (2012). Manajemen sumber daya manusia. Jakarta: Erlangga. *Internatinal Journal*, 4(2), 42–58.
- Bosiok, D. (2013). Leadership styles and creativity. *Online Journal of Applied Knowledge Management (OJAKM)*, 1(2), 64–77.
- Khuong, M. N., & Hoang, D. T. (2015). The effects of leadership styles on employee motivation in auditing companies in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 6(4), 210.
- Luomanpää, R. (2012). *Employee motivation at Tommy Bartlett, Inc.*
- Naile, I., & Selesho, J. M. (2014). The role of leadership in employee motivation. *Mediterranean Journal of Social Sciences*, 5(3), 175–182.

- Nemaei, B. (2012). *The Impact of participative leadership on employee's motivation, job satisfaction and innovation*. The British University in Dubai.
- Northouse, P. G. (2021). *Leadership: Theory and practice*. Sage publications.
- Odumeru, J. A., & Ogbonna, I. G. (2013). Transformational vs. transactional leadership theories: Evidence in literature. *International Review of Management and Business Research*, 2(2), 355.