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The Effect Of Giving Incentives, Work Facilities And Work Discipline On Sales Productivity At PT. Gramedia Asri Media Business Unit To Business Wholesale Jakarta

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Abstract: The objectives of this study are: 1) To determine the effect of incentives on work productivity. 2) To determine the effect of work facilities on work productivity. 3) To determine the effect of work discipline on work productivity. 4) To determine the effect of providing incentives, work facilities and work discipline together with work productivity. The analysis technique used in this research is quantitative analysis techniques using statistics, the software used to support this research is the SPSS (Statistical Product and Service Solutions) version 25 program. The population in this study were sales at PT. Gramedia Asri Media is a business unit division for Jakarta Wholesale business. The sampling technique used in this study was saturated sampling. With saturated sampling technique, taken a sample of 74 sales in the Business Unit Division to Business Wholesale Jakarta. The results of this study indicate that: 1) Incentives have an influence on work productivity. 2) Work facilities have an influence on sales work productivity. 3) Work discipline has an influence on work productivity. 4) The provision of incentives, work facilities and work discipline have a joint effect on work productivity.

Keyword: Providing Incentives, Work Facilities, Work Discipline and Work Productivity

INTRODUCTION

Human resources are one of the most vital assets in a company, because the key to a company's success begins with human resource empowerment activities, namely the people who provide energy, creativity talent and enthusiasm for the company as the main cog for a company. Regardless of the line of business a company operates, human resources will play an important role in the final outcome of the company. Therefore, reliable and competent human resources are needed for a company. The efforts made to achieve the company's goals that can simultaneously support employees in meeting their life needs include providing incentives, facilities and work discipline. To encourage employees to achieve good performance, the company must pay attention to the needs related to incentives, work facilities and work discipline for employees.

Incentives are one of the tools to encourage and direct the activities of subordinates to achieve the company goals previously set. In other words, incentives are efforts that must be considered and built to excite employees to work hard and achieve better results so that employee productivity increases.

According to Mangkunegara (2016: 89) the provision of incentives is an award in the form of material that is given by the leadership of the organization to employees so that they work with high motivation and achievement in achieving organizational goals. Incentives are a reward that a person receives in an employment relationship in the form of money, through a work agreement.

Table 1. Incentives in the Business to Business Division Wholesale Jakarta in 2019

No	Issuer Name	Publisher Target In 2019	Publisher Achievement	The Amount Of Incentives	Presentase	Information
1	GPU	2,456,678,000	2,568,321,000	250,000	105%	Achieve
2	BIP	1,987,478,000	1,756,234,000	Can Not	88%	Not Achieve
3	ELEXMEDIA	1,598,276,000	1,609,176,000	176,000	101%	Achieve
4	GRASINDO	1,169,000,000	1,126,732,000	Can Not	96%	Not Achieve
5	M&C	982,569,000	893,476,000	Can Not	91%	Not Achieve

Source: Jakarta Wholesale Division 2020

From table 1. above, it can be explained that the incentives provided by each publisher from the Gramedia Group do not match their calculations. Throughout 2019, it was noted that only two publishers achieved the target, but the three publishers did not reach the target set by the company, but it is unfortunate that the incentives provided by the two publishers are very small for each of the salespeople who get them. The publisher Gramedia Pustaka Utama (GPU) achieved a very big achievement, but they only provide an incentive of Rp. 250,000 per person and this greatly affects sales productivity in finding turnover.

Provision of complete work facilities in accordance with job demands is a company effort to improve employee performance, so that it significantly affects the company's progress. For companies that maximize work facilities, it is very reasonable to get maximum benefits too, but what about companies that provide work facilities according to existing work standards and it turns out that the profits that the company gets are quite large.

Facility itself can be interpreted as convenience and can also mean tools or physical form (facilities and infrastructure). According to Malayu Hasibuan (2015: 92) what is meant by work facilities is everything that is contained in a company that is occupied and enjoyed by employees, both in a direct relationship with work and for smooth work.

Factually, work environment facilities at the PT. Gramedia Asri Media Business Division To Wholesale Business Jakarta. When viewed from the work equipment such as computers and printers available and the number of existing employees, it can be seen that there are some employees who do not have work equipment such as computers and printers. This of course will reduce the results of the work that is obtained and the results of the work are not on time. Operational vehicles are also very important to support sales work productivity in the Jakarta Business To Business Wholesale Division. In our division, operational vehicles are very much needed for mobile in order to find consumers or clients so that turnover can be achieved, but the current conditions are different, the operational vehicles that previously existed were actually sold by the company to cover the company's financial deficits. This is precisely what makes it very difficult for us to pursue the targets set by the company.

Discipline is essentially a mental attitude that is consciously able to comply with the rules and norms that apply in the environment, both in writing and not in writing. With high discipline, employees are expected to be able to comply with the regulations on the implementation of discipline, with high discipline, high productivity will also be created. An employee's discipline will be said to be good if most of his employees obey the existing regulations.

Work discipline according to Rivai & Sagala (2015: 145) is a tool used by managers to communicate with employees so that they are willing to change a behavior and to increase awareness as well as a person's willingness to obey all the rules and social norms that apply in a company.

Productivity is a must in business. If business workers are able to be more effective in accordance with work goals and targets, then they will likely become productive workers in all aspects of the company's work. Productivity means using their time optimally to produce as much output as possible with the highest quality possible. Productivity means working effectively, creatively, strategically, and appropriately for every action to produce the best output. To increase work

productivity, it is necessary to have a skilled workforce and work expertise. According to Siagian (2016: 64) defines work productivity as the ability to get the maximum benefit from the available facilities and infrastructure by producing optimal output, if possible the maximum.

Table 2. Target and Achievement

No	Month	Target Unit For 2019	Achieves Year 2019	Realization	Information
1	January	4,806,763,000	4,915,482,000	102%	Achieve
2	February	3,765,432,000	3,187,320,000	85%	Note Achieve
3	March	5,587,489,000	4,875,532,000	87%	Note Achieve
4	April	6,207,154,000	5,761,419,134	93%	Note Achieve
5	May	4,549,632,000	4,872,360,278	107%	Achieve
6	June	5,534,735,000	5,872,156,287	106%	Achieve
7	July	4,873,482,000	3,983,198,561	82%	Note Achieve
8	August	4,183,532,000	4,242,153,590	101%	Achieve
9	September	7,621,398,000	6,194,428,911	81%	Note Achieve
10	October	6,439,754,000	6,120,156,721	95%	Note Achieve
11	November	7,984,576,000	7,762,193,754	97%	Note Achieve
12	December	5,654,754,000	4,987,614,237	88%	Note Achieve
Amount		67,208,701,000	62,774,015,473	93%	Note Achieve

Source: Jakarta Wholesale Division 2020

From table 2, it can be explained that the targets and achievements in 2019 tend to decrease slightly every month. Only in January, May, June and August did the target reach and this must be evaluated by the management or leadership. The high target every month is also not balanced with the productivity of sales work. From the previous data, there are still many sales people who are on leave, are sick without a doctor's information and without any information when they are absent. In addition, the provision of incentives and work facilities also greatly affects the achievement of targets that have been set by the company.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Providing Incentives

According to Mangkunegara (2016:89) the provision of incentives is an award in the form of material given by the leadership of the organization to employees so that they work with high motivation and achievement in achieving organizational goals. According to Panggabean (2014:89) the purpose of incentives is to provide responsibility and encouragement to employees.

In planning employee incentives, a company must determine indicators that are used as calculations or basic considerations for preparing incentives. According to Lijan Poltak Sinabela (2017: 245) indicators that are considered in providing incentives include:

1. Performance
2. Length of working
3. Here the majority
4. Needs
5. Fairness and worthiness
6. Job Evaluation

Work Facilities

In carrying out activities within the organization, be it government organizations or private organizations, the availability of office facilities is important to support its work and services so that organizational goals can be achieved. Complete office facilities will have a positive impact on employees. For employees, complete office facilities will support the employee's performance. Facilities are all things that can facilitate and facilitate the implementation of activities, which can facilitate activities in the form of facilities and infrastructure. According to Malayu Hasibuan (2015: 92) what is meant by work facilities is everything that is contained in a company that is occupied and enjoyed by employees, both

in a direct relationship with work and for smooth work. According to Sedarmayanti (2014: 22) indicators of work facilities in companies consist of:

1. Machinery or Equipment
2. Infrastructure
3. Office supplies
4. Medical room
5. Building
6. Means of transportation

Work Discipline

In carrying out activities within the organization, be it government organizations or private organizations, the availability of office facilities is important to support its work and services so that organizational goals can be achieved. Complete office facilities will have a positive impact on employees. For employees, complete office facilities will support the employee's performance. Facilities are all things that can facilitate and facilitate the implementation of activities, which can facilitate activities in the form of facilities and infrastructure. According to Malayu Hasibuan (2015: 92) what is meant by work facilities is everything that is contained in a company that is occupied and enjoyed by employees, both in a direct relationship with work and for smooth work. According to Sedarmayanti (2014: 22) indicators of work facilities in companies consist of:

1. Machinery or Equipment
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6. Means of transportation

Work Productivity

Productivity is theoretically defined as the ratio between output (goods and services) and input (labor, materials and money). Low productivity is a reflection of organizations / companies that waste their resources. And this means that in the end the company loses its foreign power and thus reduces the scale of its business activities. The low productivity of many organizations / companies will reduce the industrial and economic growth of a nation as a whole. According to Siagian (2016: 64) defines work productivity as the ability to get the maximum benefit from the available facilities and infrastructure by producing optimal output, if possible the maximum. The indicators according to Edy Sutrisno, (2017: 104) To measure work productivity, an indicator is needed, as follows:

1. Ability
2. Increased hasl achieved
3. Spirit at work
4. Self-development
5. Quality
6. Efficiency

METHODS

The research method is something that has systematic steps. Research generally aims to find out and discover something new about a problem or phenomenon that occurs in an object. According to Sugiyono (2015: 2) The research method is a scientific way to obtain data with specific purposes and uses, proven and developed so that in turn knowledge can be used to understand, solve and anticipate a problem. The data obtained through this research is empirical (observable) data which has certain criteria, namely valid. Valid shows the degree of accuracy between the data that actually occurs on the object and the data that can be collected.

In this study, the population is Sales at PT. Gramedia Asri Media Division of Business Unit to Business Wholesale Jakarta in 2019, totaling 74 Sales / Employees

According to Sugiyono (2014: 126) The technique used in this research is purposive sampling technique with saturated sampling, namely the sampling technique with certain considerations. This purposive sampling technique is more suitable for qualitative research or studies that do not generalize. While saturated sampling is a sampling technique when members of the population are used as samples. This is often done when the population is relatively small or the study is trying to make generalizations with very few errors. Another term saturated sampling is census, where all members of the population are sampled.

In this study, the samples were Sales at PT. Gramedia Asri Media Division of Business Unit to Business Wholesale Jakarta in 2019, totaling 74 Sales / Employees.

According to Duwi Priyatno (2016: 73), "Multiple linear analysis is a linear relationship between two or more independent variables and the dependent variable". This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable has a positive or negative effect and to predict the value of the dependent variable if the value of the independent variable has increased or decreased.

RESULT AND DISCUSSION

Based on the results of the study showed that from 54 respondents 33.8% were women and 66.2% were men. the age range of 20 to 25 years was 29.7%, the age range of 25 to 30 years was 32.4%, the age range of 30 to 35 years was 20.3% and the age range \geq 35 years was 17, 6%. Education levels of respondents in this study were employees with a high school / K level of education as much as 9.5%, a diploma level of 32.4%, an undergraduate education level (S1) as much as 44.6% and an undergraduate education level (S2) as much as or 13.5%. So the most dominant undergraduate or undergraduate education level becomes Sales in the Jakarta Wholesale Division.

1. Analysis of Incentives (X1) Based on the Total Score of Question Items.

Based on the data that has been processed, it can be concluded that the Incentive Variable (X1) is currently Good, this can be seen from the total score of 3422 with an average score of 3.85 and it falls into the Good category range. In addition, the frequency score of respondents who answered Strongly Agree (SS) is 179 or 14.9%, Agree (S) is 424 or 35.3%, Disagree (KS) is 261 or 21.8%, Disagree (TS)) by 24 or 2%, and Strongly Disagree (STS) by 0 or 0%.

2. Analysis of Work Facilities (X2) Based on the Total Score of Question Items

Based on the processed data, it can be concluded that it is concluded that the Work Facility Variable (X2) is currently Good, this can be seen from the total score of 3384 with an average score of 3.81 and falls into the Good category range. In addition, the frequency score of respondents who answered Strongly Agree (SS) is 175 or 14.6%, Agree (S) is 416 or 34.7%, Disagree (KS) is 262 or 21.8%, Disagree (TS)) by 24 or 2%, and Strongly Disagree (STS) by 11 or 0.9%.

3. Work Discipline Analysis (X3) Based on the Total Score of Question Items

Based on the processed data, it can be concluded that the Work Discipline Variable (X3) is currently Good, this can be seen from the total score of 3336 with an average score of 3.76 and it falls into the Good category range. In addition, the frequency score of respondents who answered Strongly Agree (SS) is 159 or 13.3%, Agree (S) is 415 or 34.6%, Disagree (KS) is 260 or 21.7%, Disagree (TS)) amounting to 47 or 3.9%, and Strongly Disagree (STS) of or 0.6%.

4. Work Productivity Analysis (Y) Based on the Total Score of Question Items

Based on the processed data, it can be concluded that the Work Productivity Variable (Y) is currently Good, this can be seen from the total score of 3523 with an average score of 3.97 and it falls into the Good category range. In addition, the frequency score of respondents who answered Strongly Agree (SS) is 216 or 18%, Agree (S) is 435 or

36.3%, Disagree (KS) is 229 or 19.1%, Disagree (TS) is equal to 8 or 0.7%, and Strongly Disagree (STS) at 0 or 0%.

Multiple Linear Regression Test

Looking at the Coefficients table above, it is known that the multiple regression equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ is $Y = 7,448 + 0.405X_1 + 0.416X_2 + 0.054X_3$. This equation can be concluded that, there is a direction of positive influence between Incentives (X_1), Work Facilities (X_2) and Work Discipline (X_3) on Work Productivity (Y). This multiple regression equation can be explained that:

1. Constanta $a = 7.448$ states that, if the variables of Incentives, Work Facilities and Work Discipline are fixed or constant, then the current Work Productivity is 7.448.
2. Regression coefficient $b_1 = 0.405$, it can be concluded that, every increase in one-unit Incentive, it will increase or increase Work Productivity by 0.405.
3. The regression coefficient $b_2 = 0.416$ can be concluded that, every one-unit increase in Work Facilities, it will increase or increase Work Productivity by 0.416.
4. Regression coefficient $b_3 = 0.054$, it can be concluded that, every one-unit increase in Work Discipline, it will increase or increase Work Productivity by 0.054.

Determination Coefficients Test

The coefficient of determination R Square of 0.683 states that, the variable of incentives (X_1), work facilities (X_2), work discipline (X_3) has a contribution of 68.3% to work productivity (Y) and the remaining 31.7% is influenced by other factors outside the model. researched.

Hyphotesis Test

Looking at the ANOVA table above, it can be concluded that, the value of $F_{count} 50.207 > F_{table} 2.736$ or the sig value $0.000 < 0.05$, so H_0 is rejected and H_a is accepted, it can be concluded that the provision of incentives, work facilities and work discipline simultaneously has a positive and significant effect on sales work productivity. at PT. Gramedia Asri Media Business Unit To Wholesale Business Jakarta

CONCLUSIONS

Based on the analysis and discussion results chapter, the writer will draw conclusions from the results of this research or writing. The conclusions from the results of this study are as follows:

1. The provision of incentives has an influence on work productivity.
2. Work facilities have an influence on work productivity.
3. Work discipline has an influence on work productivity.
4. Providing incentives, work facilities and work discipline together have an effect on work productivity

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