

The Influence Of Work Environment And Motivation On The Performance Oriflame Indonesia's Members

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Abstract

The object of this study is to determine the impact of the work environment and motivation on the performance of members of oriflame Indonesia. In this study, using proportional random sampling technique, namely by using a sample of 91 respondents. Methods of data analysis using regression analysis, correlation coefficient analysis, analysis of the coefficient of determination and hypothesis testing. Based on the partial test results for work environment variables obtained $t = 2.756$ with a significance value of 0.007 then H_0 is rejected and H_a is accepted. This shows that partially H_1 which states that there is an influence of the work environment on performance is accepted. Based on the partial test results for the motivation variable, it was obtained $t = 3.405$ with a significance value of 0.001 because the significant probability is much smaller than 0.05 then H_0 is rejected and H_a is accepted. This shows that partially H_2 which states that there is an effect of motivation on performance is accepted. Based on the test results on the F test, it is obtained that the value of $F_{count} > F_{table}$ or $(21.255 > 2,720)$, this is also reinforced by p value $< Sig.$ 0.05 or $(0,000 < 0.05)$. Thus, H_0 is rejected and H_3 is accepted, this indicates that there is a positive and significant influence simultaneously between Work Environment and Motivation on the performance of Oriflame Members

Keywords

Work Environment; Motivation; Performance Oriflame Members

INTRODUCTION

Currently, many cosmetic products are sold in Indonesia. The materials and types offered also vary. One company that sells cosmetic products in Indonesia is Oriflame. Oriflame was first founded in 1967 by two brothers and their friends. This company is an international beauty company that sells with a direct sales system that has grown in more than 60 countries around the world (Oriflame; Enjela, 2017).

Oriflame has been operating in Indonesia since 1986 and is headquartered at Jl. Bulungan no. 16, Jakarta. At that time, Oriflame was the pioneer of MLM in Indonesia. Oriflame is a cosmetics company that offers cosmetic products and high-quality natural skin offerings through a network of independent sales forces that is different from the retail system in general (Kamawo, 2016). Despite its rapid development, Oriflame has never forgotten its original business concept, namely Swedish natural cosmetics that are sold from friends to friends.

The in-person sales system allows customers to get advice and inspiration from people they know and trust. Purchasing in person is also

reliable and a lot of fun. But sometimes, there is a lack of confidence in Oriflame members when offering Oriflame products to new people or new people around them (Kurnialis, 2019). Shame and prestige that makes Oriflame members unable to have extraordinary career paths and income.

The decline in the performance of Oriflame members can be seen through the sales data of shampoo products, which are as follows:

Table 1. Recapitulation of Oriflame Shampoo Product Sales Data

No.	Product Name	Years (in %)	
		2017	2018
1	Milk and Honey	50,23%	49,19%
2	Eleo	54,21%	50,12%
3	Hair X Advanced	60,20%	50,11%

Source: Sales Data (2019)

A work environment that does not need to meet face to face every day because the online buying and selling system results in many members who do not know each other intimately.

Therefore sometimes members also feel lazy to pursue a level or career path at Oriflame.

The level drop in Oriflame is seen through the following data:

Table 2. Recapitulation of Oriflame Member Derivation Data

No.	Members Level	Years (in %)	
		2017	2018
1	Consultant	20%	17%
2	Manager	18%	15%
3	Senior Manager	21%	18%

Source: *Sales Data* (2019)

The price of Oriflame products, which is quite expensive when compared to other cosmetic products, also affects the percentage of sales of Oriflame members. Oriflame gives the motivation sometimes does not match the wishes of the Oriflame members. The following is data for members who are not actively working on Oriflame:

Table 3. Recapitulation of Oriflame Indonesia Member Data in 2018

Month	Number of Members	Number of Inactive Members	Percentage (%)
February	1000	100	10%
March	1000	105	10,5%
October	1000	110	11%

Source: *Sales Data* (2019)

Based on this background, several problems can be formulated. First, does the work environment affect the performance of Oriflame Indonesia's members? Second, does motivation affect the performance of Oriflame Indonesia's members? Third, does the work environment and motivation together influence the performance of Oriflame Indonesia's members?

Research Objectives

Based on the formulation of the problem above, the objectives of this study is to analyze and determine the effect of the work environment and motivation on the performance of members of Oriflame Indonesia.

Human Resource Management

Human resource management (HRM) can be defined as the science and art that regulates the relationship and role of the workforce to be effective and efficient in using human capabilities to achieve goals in each company (Mathis & Jackson, 2012, pp. 5).

Human resource management (HRM) is a science that studies how to empower employees in companies, create jobs, workgroups, develop employees who have

the ability, identify an approach to be able to build employee performance and reward them for their efforts at work (Snell & Bohlander, 2010, hal. 4). In the implementation of human resource management, four complementary measures are used, namely the humanitarian approach, management ties, systems approach, and proactive approach. There are several reasons for each of these approaches. The humanitarian approach refers to the consideration that human dignity should not be sacrificed only for the sake of the organization. Careful treatment of human needs will benefit the organization more. This approach is to make us realize that the handling of human resource management must be distinguished from other management of resources that cannot object or complain. The management approach refers to the consideration that human resource management is the responsibility of all managers. The function of the personnel or human resources department following their expertise is only to support the managers so that they can better utilize their personnel or members. Systems approach refers to the consideration that, in essence, human resource management is only a part (subsystem) of the organization's overall management system. Therefore the success of human resource management is measured by the extent to which it contributes to the success of the comprehensive organizational structure. A proactive approach refers to the consideration that human resource management will be more successful in contributing to individuals, managers, and organizations if they can anticipate in advance what challenges and obstacles the organization will face (Widowo, 2014, hal. 5).

Performance

Performance is the output produced by the functions or dimensions of the job or profession carried out by human resources or employees within a particular time. Account means the achievement of someone pleased with the task given to him (Wirawan, 2013, pp. 732). Performance, that is, with this approach, the analysis does the work it is reviewing to obtain first-hand information about a job, such as job size, work standards, error rates, and other aspects (Widowo, 2014, hal. 70). Performance can be defined as a description of the level of achievement of the implementation of an activity/program/policy in realizing the goals,

objectives, mission, and vision of the organization, as stated in the strategic planning of an organization. The term performance is often used to describe the achievement or level of success of an individual or group of individuals (Mahsun, 2013, pp. 25).

Performance can be known only if the individual or group of individuals has predetermined success criteria. These success criteria are in the form of specific goals or targets to be achieved. Without a target goal, the performance of a person or organization cannot be known because there are no benchmarks.

Work Environment

The work environment is everything that is around the workers and can affect him in carrying out assigned tasks (Nitisemito, 2001, pp. 25). The work environment is everything that is around the worker and can affect him in carrying out the duties assigned to him (Sedarmayanti, 2018, pp. 21). The work environment is all aspects of physical work, work psychology, and work regulations that can affect job satisfaction and productivity achievement (Mangkunegara, 2017, pp. 105).

Increasing individual productivity that simultaneously increase organizational or company productivity, we need to design organizations, design jobs, and also design work environments, all to provide comfort to the people who work in them so that they feel excited, excited, and get satisfaction at work (Tohardi, 2008, pp. 128).

Motivation

Motivation comes from the Latin word *movere*, which means encouragement or giving a driving force that creates a person's work enthusiasm so that they are willing to cooperate, work effectively, and be integrated with all their efforts to achieve satisfaction. Motivation in management is only aimed at human resources in general and subordinates in particular (Hasibuan, 2017, hal. 143). The importance of motivation because an explanation is what causes, channels, and supports human behavior so that they are willing to work hard and enthusiastically to achieve optimal results.

Motivation is the desire to do as a willingness to spend a high level of effort on organizational goals conditioned by the ability of that effort to meet individual needs (Robbins & Coulter, 2016, hal. 55). The business element is a measure of intensity.

Steps that are directed toward and consistent with the goals of the organization are the type of action that should be sought, and motivation is the process of meeting needs.

The notion of motivation is the power that is in a person, which drives his behavior to take action. The magnitude of the intensity of the strength within a person to do a task or achieve a goal shows the level of motivation (Widowo, 2014, pp. 83). In general, everyone wants to have the right cause. No one chooses to be frustrated over motivated. Work and work environments that stimulate motivation are loved and appreciated by everyone.

Prior Research and Conceptual Framework

The results of several previous studies include: (1) Oriflame MLM has fundamental values, namely togetherness, spirit, passion (TSP), one of which values the environment and focuses on customers, which makes the ability of an Oriflame consultant to stay in business (Kamawo, 2016). (2) Research on employee's organizational member performance (EOMP) at PT. Pos Indonesia branch of Wates, Kulon Progo, as many as 50 permanent employees, with the findings that work discipline, has a direct effect on EOMP and can mediate the impact of servant leadership to the EOMP (Siswanti & Anjasasi, 2017). (3) Research on the Oriflame Funbiz Club Surabaya network as many as 60 respondents to analyze the effect of incentive systems and training on consultant performance through work motivation, with the findings that exercise has an indirect impact on consultant performance through work motivation (Septiana & Azzuhri, 2018). (4) Research on 70 employees of Hypermart Beside and 90 in Palangkaraya who have at least one year worked to determine employee performance with findings that prove that the work environment has a significant effect on performance (Irawan & Kristinae, 2019). The research findings above conclude that work environment and work discipline factors have a very important influence in determining the level of employee performance. Thus, the alternative research hypothesis can be stated as follows:

H1: There is a positive influence viz. Work Environment to the Performance Oriflame Indonesia's Members

H2: There is a positive influence viz. Work Motivation to the Performance Oriflame Indonesia's Members

H3: There is a simultaneously influence viz. Work Environment and Work Discipline to the Performance Oriflame Indonesia's Members

METHODS

This research is a type of quantitative analysis using a survey method. In this case, the researcher surveyed members of Oriflame Indonesia by giving questions in the form of a questionnaire given to each Oriflame member.

The analytical method used is multiple linear regression analysis. The research instrument used was a questionnaire. The population in this study were 91 members of Oriflame, so the sample size was 91 people. The use of questionnaires to obtain data from each research variable was used. In this study, there are 3 (three) variables consisting of 2 (two) independent variables, namely, work environment i.e. seven indicators, motivation i.e. six indicators, and 1 (one) dependent variable, namely the performance

of Indonesian Oriflame members i.e. twelve indicators.

Research data were collected through a set of questionnaires consisting of the work environment (X1), motivation (X2), and performance (Y) questionnaires. All of these questionnaires are arranged in the form of five-scale question items that are built on the indicators for each variable that have been obtained in a written study.

RESULTS AND DISCUSSION

Results

The validity test is intended to test the statement on each item of the question on the evaluative questionnaire or not. To process the test of equivalence, researchers used SPSS version 24 with the following criteria:

1. If Chronbach Alpha > 0.214, then the instrument is valid, or
2. If Chronbach Alpha < 0.214, the instrument is invalid.

The results of the overall variable equivalence test are as follows:

Table 4. Validity Test Results

Variables	Indicators	Scoring		
		r-Stats	r-table	Conclusions
Work Environment	1. The light in the room is comfortable	0.791	0.2146	valid
	2. Air circulation according to standards	0.785		valid
	3. The goods distribution room is appropriate	0.788		valid
	4. Storage space is suitable	0.787		valid
	5. Good communication between people	0.787		valid
	6. Able to cooperate well	0.787		valid
	7. Leader and subordinates are on good terms	0.785		valid
Motivation	1. Salaries and bonuses are awarded on time	0.797	0.2146	valid
	2. Members have a career path	0.794		valid
	3. The product has an MUI certificate	0.792		valid
	4. Office conditions are safe and comfortable	0.792		valid
	5. Noted recognition by the leadership	0.792		valid
	6. Additional bonus at senior level	0.794		valid
Performance Oriflame Indonesia's Members	1. Sales on target	0.771	0.2146	valid
	2. Ability to monitor members	0.771		valid
	3. Mastery of IT	0.771		valid
	4. Mastery of foreign languages	0.771		valid
	5. Reliable human resources and mold	0.772		valid
	6. Upline can train Downline	0.771		valid
	7. Achievement of targets for point	0.772		valid
	8. The achievement of rewards according to the target	0.771		valid
	9. Upline Readiness helps Downlines	0.771		valid
	10. Convenience of cooperation	0.771		valid
	11. Work is carried out according to procedure	0.772		valid
	12. Awards for achievements	0.771		valid

Source: SPSS Ver24.00 (2019)

From the data table 4 above, the overall of research variables viz. Work Environment (X1) Motivation (X2) and Performance Oriflame Indonesia's Members obtained the value of r statistics is more significant than 0.214, so all questionnaire items are declared valid. For this reason, the questionnaire used is feasible to be processed as research data.

Reliability testing is intended to test whether a questionnaire is reliable or not. A

questionnaire is said to be reliable or dependable if a person's answer to a statement is consistent or stable over time. If Chronbach Alpha > 0.60, then the instrument is declared trustworthy. If Chronbach Alpha < 0.60, the instrument is declared unreliable.

The results of the reliability test are as follows:

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Std.Cronbach's Alpha	Conclusions
Work Environment (X1)	0.816	0.60	Reliable
Motivation (X2)	0.826	0.60	Reliable
Performance Oriflame Indonesia's Member (Y)	0.790	0.60	Reliable

Source: SPSS Ver24.00 (2019)

Based on the test results in the table above, it shows that the Work Environment (X1), Motivation (X2), and Performance (Y) variables are declared reliable. This is

evidenced by each variable having an alpha coefficient value more significant than Chronbach's Alpha 0.60.

Hypothesis Testing

Table 5. Regression Coefficients: Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	(Constant)	20.540	4.185			5.864	.000
	Work Environment	.297	.108	.259		2.756	.007
	Motivation	.225	.066	.322		3.405	.001

a. Dependent Variable: Performance Oriflame Indonesia's Member
 Source: SPSS Ver24.00 (2019)

Based on the results of the calculation of the regression coefficient equation that the linear regression coefficient $Y = 20.540 + 0.297X1 + 0.225X2$ means that if the Performance Oriflame Indonesia's Members simultaneously increases one squad, the Work Environment will increase by 0.297 and Motivation will increase by 0.225 too.

Based on the results of the calculation of the significance of individual parameters (Table 5), the t-value of the variable Work Environment (X1) is 2.756 (more generous

than t-table = 1.9873) with a significant probability of 0,007 less than alpha (0,05), then the t-value of the variable Motivation (X2) is 3.405 (more generous than t-table = 1.9873) with a significant probability of 0,001 less than alpha (0,05), so H1 and H2 are Acceptable. There is a positive and considerable influence on each of Work Environment (X1) and Motivation (X2) on the Performance Oriflame Indonesia's Members (Y)

Table 6. ANOVA: Simultaneous Test Results (F-Test)

Model Summary ^b					
Model	df1	df2	F-Stats	Sig.	Test Results
1	3	88	21.255	.000 ^b	Ha acceptable

Source: SPSS Ver24.00 (2019)

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Based on the results of the simultaneous test calculations (Table 6), the score of F-statistics of 21.255 is greater than the F-table (2.708187) at a significant probability of 0,000 (< 5%), then rejects H₀ and accepts H_a. This means that this test provides a positive and significant impact on the Work Environment and Motivation simultaneously on the Performance Oriflame Indonesia's Member.

Discussion

The results of the analysis of the partial test of the Work Environment variable (X1) on the Performance of Oriflame Indonesia's Member resulted in t-statistics (2.756) more significant than the t-table value (1.9873) and significance value (0.007) smaller than the alpha level of 5%. Thus rejecting H₀ and accepting H₁, meaning that there is a positive and significant influence on the Work Environment on Oriflame Indonesia's Member Performance. Research findings confirm the importance of environmental factors and customer focus for an Oriflame consultant (Kamawo, 2016), and the work environment has a significant effect on performance (Irawan & Kristinae, 2019). Increase organizational or company productivity, we need to design organizations, design jobs, and also design work environments, all to provide comfort to the people who work in them so that they feel excited, excited, and get satisfaction at work (Tohardi, 2008, hal. 128).

The results of the analysis of the partial test of the Motivation variable (X2) on the Performance of Oriflame Indonesia's Member resulted in t-statistics (3.405) more significant than the t-table value (1.9873) and significance value (0.007) smaller than the alpha level of 5%. Thus rejecting H₀ and accepting H₂, meaning that there is a positive and significant influence on the Motivation on Oriflame Indonesia's Member Performance. Research findings confirm the importance of togetherness, spirit, and passion for staying in business (Kamawo, 2016), as well as the influence of work motivation, which functions as a mediator and has a direct effect on the performance of the Oriflame Funbiz Club Surabaya network (Septiana & Azzuhri, 2018). The importance of motivation is the power that is in a person, which drives his behavior to take action. The magnitude of the intensity of the strength within a person to do a task or achieve a goal shows the level of motivation (Widowo, 2014).

The results of the analysis of the simultaneous test of the Work Environment and Motivation for the Performance of Oriflame Indonesia's Member, yielding in an F-statistics score (21.255) is greater than the F-table score (2.708187) and significance value (0.000) smaller than the alpha 5%, thus rejecting H₀ and accepting H₃, which means that there is a positive influence Work Environment and Motivation to the Performance of Oriflame Indonesia's Member simultaneously. Performance can be known only if the individual or group of individuals has predetermined success criteria. These success criteria are in the form of specific goals or targets to be achieved. Without a target goal, the performance of a person or organization cannot be known because there are no benchmarks.

CONCLUSION

This research was conducted to analyze the influence of the Work Environment and Motivation to the Performance of Oriflame Indonesia's Members and to prove it empirically. The results showed that both partially and simultaneously the Work Environment and Motivation had a positive and significant effect on the Performance of Oriflame Indonesia's Members.

Oriflame Indonesia should maintain and, if possible, improve what has been achieved in the work environment and motivation variables with the hope that employee performance will also get better. For other researchers or furthermore, it can deepen by adding other variables that can affect employee performance, such as job conditions, leadership, and a broader population, to prove further that there is a significant influence between motivation and work environment on employee performance.

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