
The Influence of Work Motivation and Compensation on the Performance of Employees in the Marketing Section Pt. Bintang Global Source Facilities Banjarmasin

¹Rifqi Amrulloh, ²Melania, ³Abdul Kadir, ⁴Noor Amallia
^{1,2,3,4}Pancasetia College of Economics Banjarmasin

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Abstract

The purpose of this study was to determine (1) To analyze the significance of the effect of motivation and compensation simultaneously on employee performance (2) To analyze the significance of the effect of motivation and compensation partially on employee performance (3) To analyze the significance of the influence of motivation and compensation which is more dominant on the performance of marketing department employees at PT. Global Star Sumber Sarana Banjarmasin. The method used in this study is a quantitative method that is associative causally. The sampling technique used in this study was using saturated sampling technique or total sampling, so that the sample used in this study was 34 respondents. Data collection using observation techniques, questionnaires and documentation studies. Data analysis technique using multiple linear regression. The results showed that (1) motivation and compensation variables have a significant simultaneous effect on employee performance, (2) motivation and compensation variables have a significant simultaneous effect on employee performance, (3) compensation variable is a variable that has a dominant effect on employee performance in the marketing department at PT. Global Star Sumber Sarana Banjarmasin.

Keywords: Motivation, Compensation, Employee Performance

1. Introduction

Performance refers to the level of accomplishment of the tasks that make up an employee's job. Performance is the result of a person's or group's work/training ability in an organization which is influenced by various elements to achieve company goals within a certain period of time (Fahmi, 2018). To advance human resources (HR) in a company, it is necessary to pay attention to the elements that influence employee performance, including work motivation and compensation. According to Hasibuan in (Sutrisno, 2017) found that motivation is a stimulant of desire and the driving force of a person's willingness to work because each motive has a certain goal to be achieved. Meanwhile, according to Robbins in (Irviani & Fauzi, 2018) "declares motivation as a method that generates (intensity), guidance (direction), and efforts and penetrates (persistence) people towards mission income. Encouragement is something that makes people act or behave in certain ways. A person's support shows a special path for him to do whatever is necessary to ensure arriving at the mission. Then again, being motivated means needing something of one's own will or being driven by whatever is available to make progress or success.

Another component that influences employee performance development is compensation. According to Enny (2019), it can be defined as a form of service delivery given to employees as a form of appreciation for their participation and profession in the group. Compensation can be in direct or indirect financial form, and appreciation can also be indirect. Compensation is very important for employees, because employees are ambitious that the compensation they receive can meet their needs and be able to increase their life safety. If employees perceive that their compensation is insufficient, job performance, inspiration and job fulfillment will suffer.

PT. Bintang Global Sumber Sarana Banjarmasin is a business which operates in the field of providing starter cards, internet cards and telecommunications which is centrally located in the Banjarmasin area. Delivery destinations cover the entire region of South Kalimantan and Central Kalimantan. To make progress requires key areas of strength for, more precisely, an organization that can strengthen and improve the presentation of its employees. In accordance with this description, one of the important components in an organization is human resources. This is because human resources are the main determinant in an association/organization. Human variables as a source of excellence are something that cannot be separated from the critical components of an association/organization. PT. Bintang Global Sumber Sarana Banjarmasin in achieving the company's vision and mission, the most important thing is that employee performance is expected to continue to improve.

The phenomenon that is currently occurring is the performance of marketing employees at PT. Bintang Global Sumber Sarana Banjarmasin experienced ups and downs. Based on the results of interviews conducted with the HRD department, it was realized that representative implementation was still low. This is shown by the large number of jobs that do not meet the target and even below the target, such as voucher sales data which continues to decline, sales of starter cards that do not meet the target, some work is not completed on time, the mentality of workers who are not fast and agile in the service process. customers so that service is less than optimal, and there is still a lack of employee initiative in developing and advancing PT Bintang Global Sumber Sarana Banjarmasin.

The low performance of employees at PT Bintang Global Sumber Sarana Banjarmasin can be caused by several factors. The results of the survey were carried out by asking several employees directly and the results obtained were regarding factors regarding the lack of compensation provided by the company. Apart from that, there is a lack of communication and motivation given to employees so that employees do not have the enthusiasm to work harder. Every administrator or leader in a company must try to understand the importance of following and ensuring employee performance by providing appropriate persuasive procedures according to their needs. The absence of inspiration and motivation at PT Bintang Global Sumber Sarana Banjarmasin causes weak employee performance. Based on the existing problems, related to the importance of motivation and compensation in improving performance, the questions in this research are:

1. Do work motivation and compensation have a significant simultaneous effect on the performance of marketing employees at PT Bintang Global Sumber Sarana Banjarmasin?

2. Do work motivation and compensation have a partially significant effect on the performance of marketing employees at PT. Global Star Sumber Sarana Banjarmasin?
3. Of the work motivation and compensation variables, which variable is dominant in the performance of marketing employees at PT. Global Star Sumber Sarana Banjarmasin?

2. Literature Review

2.1 Motivation

According to Hasibuan in (Sutrisno, 2017), motivation is the main source of desire and strength behind a person's desire to work because every intention has a certain goal that needs to be achieved. Meanwhile, Robbins claims that motivation is a cycle that leads to (strength), "direction", and "constant mobilization" (persistence) of people to achieve internal goals (Irviani and Fauzi, 2018). A person is what they are motivated to be or act in some way. A person's motivation guides a particular path towards him doing whatever is necessary to ensure that he achieves his goals. Meanwhile, being motivated means needing something because of one's own desire or being driven by whatever is available to create success.

Motivation refers to the factors that encourage someone to work tirelessly. Motivated employees are more likely to try their hardest or without limits. This can increase worker productivity and help the company achieve its goals. In (Yusuf, 2018), Stefan Invanko defines motivation as a person's desire and effort that is focused on achieving a goal.

Ways that can be done to increase employee performance motivation are:

1. Respect, give respect and courtesy, as well as rewards. Fair does not mean equal. Therefore, from the perspective of job performance, it is impossible for superiors to give the same appreciation or respect to everyone. Give awards to employees based on achievements, rank, insight, etc.
2. Information, tell subordinates about business procedures, especially what they should do and how to do it. Inform satisfaction standards, make decisions, and choose actions. Offer compassion for their mistakes in a reassuring and instructive way.
3. Behavior, efforts to change behavior as indicated by subordinate assumptions and in this way it can cause subordinates to act or act in accordance with what is generally anticipated by the company. Give rewards to subordinates who are tireless and achiever, so that they try to improve yourself or better.
4. Punishment, reprimand the staff member in charge in a different room Avoid reprimanding or mocking employees in front of co-workers or outsiders. Being punished in front of other people can be upsetting and embarrassing.
5. Orders, direct orders cannot always be conveyed to subordinates (orders that are not mandated). Sometimes requests that should be given are sent incorrectly because they are rejected. Give the command to make the request, and if necessary provide an example to illustrate the command.
6. Feelings, the relationship between superiors and subordinates is human cooperation. Humans are individuals full of sentiment. Without understanding what subordinates assume and what sentiments they hold, it is undeniably challenging for leaders to motivate subordinates. The feelings mentioned include a sense of belonging, a sense of support, a sense of solidarity, a sense of kinship, a sense of recognition in a meeting, and a sense of pride.

According to Hasibuan in (Kurniasari, 2018) types of motivation: 1). Positive Motivation, is when a manager inspires (motivates) subordinates by rewarding workers who go above and beyond the call of duty. Because people often prefer to acknowledge what is positive, subordinate assurance will increase with positive motivation. 2). Negative Motivation is when leaders use coercion to punish staff, negative motivation results. Subordinate morale will always increase in the face of such unfavorable incentives because they fear punishment, but in the long run this can be detrimental.

Motivation method by 1). Direct Motivation, namely motivation (material and non-material) given directly to each person to overcome their problems and fulfill them. So the nature is extraordinary, for example praise, grants, event prizes, allowances, awards. 2). Indirect Motivation, namely when someone is motivated to maintain their level of enthusiasm for their work. For example, a reliable machine, a comfortable work space, a soft chair, etc.

2.2 Compensation

Compensation is remuneration provided by a company or organization to workers, which can be in the form of money or non-cash, within a reasonable period of time. A viable compensation framework will genuinely want to deliver employee satisfaction and empower the organization to get, use, and retain workers. For companies or organizations, compensation has significant importance because compensation reflects the company's efforts to improve and maintain the welfare of its workers. Experience shows that insufficient compensation can reduce a worker's job performance, work motivation, and job fulfillment, and can actually drive potential workers to leave the organization. So it can be said that compensation (salary and wages) will affect worker performance. All types of business referred to as compensation are simply a replacement for workers who complete tasks in an organization that are not permanent in nature. Meanwhile, salaries are used as a substitute for administration for permanent workers.

Enny (2019) compensation is a type of service award that employers give to employees as appreciation for their dedication and hard work. Honors or gifts are also forms of indirect remuneration, such as direct or indirect financial payments. According to Akbar, et al., (2021) compensation is all types of monetary returns and profits obtained by workers as a feature of business relationships. Compensation incorporates the act of providing compensation to workers. The exercise here includes determining a compensation framework that can encourage employee performance, and also determining how much compensation each employee will receive. Furthermore, according to Sutrisno (2017) compensation is an important function in human resource management. Compensation includes gifts of money and services that are difficult to understand as well as benefits or benefits that workers receive as a feature of the business relationship. Compensation is what workers get in return for their commitment to the company

Compensation is influenced by 1). Labor supply and demand 2). Employee union 3). Productivity 4). Ability to pay 5). Various stripping and payroll policies 6). Government constraints. Compensation indicators according to Simamora in Paulus Leonu (2017): 1). Wages and salaries 2). Incentive 3). Allowance 4). Facility

2.3 Employee performance

Employee performance is the level at which employees achieve job requirements. Performance as an examination of the results achieved with work investment per unit of time (usually every hour). Performance is the result obtained by a company, whether the company is profitable or unprofitable, which is made within an undetermined period of time (Fahmi, 2018). Employee performance is the result of work carried out by a person or group in accordance with the authority or obligations of each employee during a certain period of time. An organization needs to direct presentation evaluation to its employees. Performance evaluation plays an important role in broadening motivation at the workplace. Appraisals should provide an accurate picture of job performance. According to Edison, Anwar and Komariyah (2017) stated that performance is the result of a process that refers to and measures over a certain period of time based on previously established provisions or agreements. Performance is the result of work completed by a person or group, for example work principles, targets set for a certain period of time which are directed by standards, standard work techniques, models and work that have been arranged or implemented in the organization.

Employee performance indicators according to Riordan in (Arifin, 2019): 1). Punctuality-completing certain types of work within the specified time requires attendance. 2). Quantity, someone can complete the work within the specified time. 3). Quality, every worker is aware and able to solve related problems, and has a positive attitude at work.

3. Research Methodology

The population in this study was all personnel from the marketing division of PT. Global Bintang Sumber Sarana Banjarmasin, totaling 34 people. Sampling was taken using a saturated sampling method where all members of the personnel population from the marketing division of PT. Global Bintang Sumber Sarana Banjarmasin, totaling 34 people, was used as a sample. The type of data used in this research is quantitative. Data or information collection is obtained from direct observation, questionnaires and documentation studies. The data analysis techniques used in this research are instrument validity and reliability testing, classical assumption testing and hypothesis testing. Next, the data was analyzed using multiple regression analysis with the following regression equation: $Y = b_0 + b_1X_1 + b_2X_2 + e$

4. Research Results

4.1 Validity test

Uji validitas dalam penelitian ini di gunakan untuk mengukur kuesioner motivasi kerja (X1) terdiri dari 10 pertanyaan, Kompensasi (X2) terdiri dari 8 pertanyaan dan Kinerja Karyawan (Y) terdiri dari 10 pertanyaan. Prosedur yang digunakan untuk menguji validitas adalah dengan menggunakan koefisien koneksi product memont dari Pearson. Kebutuhan dasar untuk dianggap memenuhi syarat adalah jika koefisien $r > 0,3$ (Sugiono 2018). Hasil uji validitas dirangkum pada Tabel 1, menunjukkan bahwa semua kuisisionerdari variable Motivasi (X1), Kompensasi (X2) dan Kinerja Karyawan (Y) adalah valid, karenanilai dari setiap hal yang ditanyakan adalah positif. (r hasil) dan r hasil yang memilikinilai lebih besar dari $r = 0,3$. Hasil dari uji validitasdapat dilihat pada Tabel 1.

Table 1
Validity Test Results

Variable	Question Items	Correlation Product Moment	Information
Motivation (X ₁)	X _{1,1}	0,425	Valid
	X _{1,2}	0,411	Valid
	X _{1,3}	0,398	Valid
	X _{1,4}	0,696	Valid
	X _{1,5}	0,658	Valid
	X _{1,6}	0,609	Valid
	X _{1,7}	0,717	Valid
	X _{1,8}	0,356	Valid
	X _{1,9}	0,371	Valid
	X _{1,10}	0,393	Valid
Compensation (X ₂)	X _{2,1}	0,742	Valid
	X _{2,2}	0,386	Valid
	X _{2,3}	0,671	Valid
	X _{2,4}	0,398	Valid
	X _{2,5}	0,537	Valid
	X _{2,6}	0,533	Valid
	X _{2,7}	0,565	Valid
	X _{2,8}	0,419	Valid
Employee Performance (Y)	Y ₁	0,422	Valid
	Y ₂	0,447	Valid
	Y ₃	0,592	Valid
	Y ₄	0,406	Valid
	Y ₅	0,583	Valid
	Y ₆	0,553	Valid
	Y ₇	0,379	Valid
	Y ₈	0,720	Valid
	Y ₉	0,466	Valid
	Y ₁₀	0,525	Valid

Sumber : Data diolah, 2022

4.2 Uji Reliabilitas

Reliability testing is a tool used to measure the consistency of a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time (Ghozali, 2006). The results of the reliability test can be seen in Table 2

Table 2
Reliability Test Results

Variable	R Alpha	Information
Motivation (X ₁)	0,685	Reliable
Compensation (X ₂)	0,615	Reliable
Employee Performance (Y)	0,683	Reliable

Source: Processed data, 2022

From Table 2, the test results show that the Cronbach's Alpha value for the variables Motivation (X₁), Compensation (X₂) and Employee Performance (Y) is greater than 0.6, meaning that the variables in this study are reliable. This is in accordance with the assertion (Ghozali, 2018) which states that a test tool should be reliable with the assumption that it has a Cronbach's Alpha coefficient value above 0.6.

4.3 Normality test

The results of the data normality test are displayed in the following image:

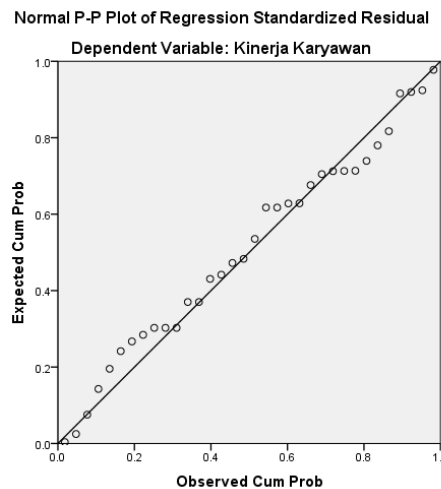


Figure 1 Plot diagram

On a dot plot chart the dots spread around the sloping line, and the spread follows the line corner to corner. These two graphs show that the regression model can be used because it meets the normality assumption.

4.4 Multicollinearity Test

Table 3
Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Motivation (X ₁)	0,786	1,273	Non Multikolinieritas
Compensation (X ₂)	0,786	1,273	Non Multikolinieritas

Source: Processed data, 2022

Table 3 shows that the independent variable has a variance inflation factor (VIF) value below 10 and a tolerance value above 10% or 0.10. So it is very possible to reason that there is no multicollinearity of the independent variables in the regression model.

4.5 Heteroscedasticity Test

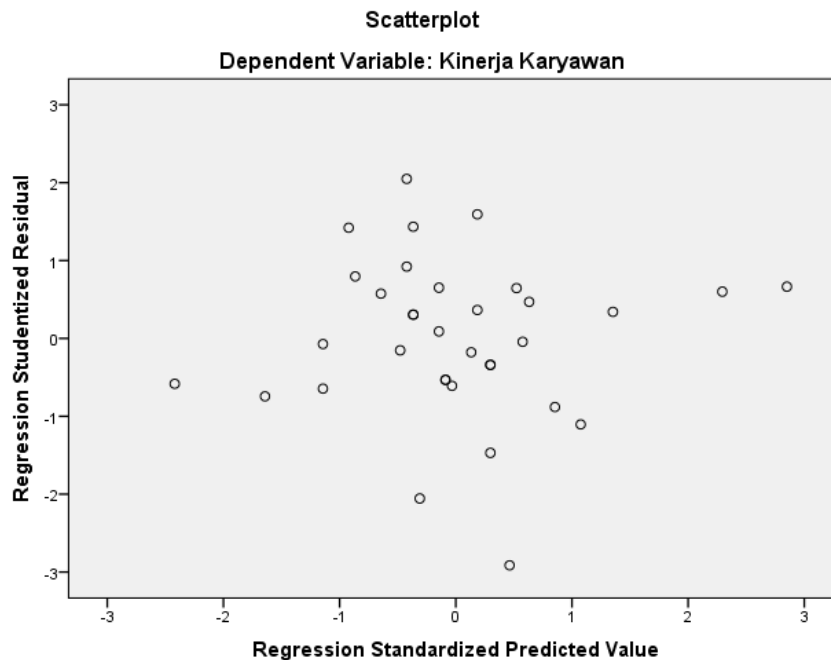


Figure 2 Scatterplot diagram

Based on the scatterplot diagram above, it is very clear that the spots spread randomly and disappear both above and below the number 0 on the Y axis. It is very possible to assume that there is no heteroscedasticity in the regression model, so the regression model makes sense to use in directing regression test.

4.6 Hypothesis test

Table 4
Multiple Linear Regression Results

Variable	Unstandardized Coefficients	Standardized Coefficients	t-count	Sig.t	Information
Motivation (X ₁)	0,380	0,389	2,688	0,011	Significant
Compensation (X ₂)	0,477	0,428	2,955	0,006	Significant
Constant	11,670				
R = 0,699 R Square = 0,489 Adjusted R Square = 0,456 n = 34		F-count = 14,838 Sig. F = 0,000			

Source: Processed data, 2022

Based on the results of multiple linear regression analysis in table 4, the mathematical multiple linear regression equation is $Y = 11.670 + 0.380X_1 + 0.477X_2 + e$

The regression equation can be explained as follows:

1. A constant of 11.670 shows that if the value of the motivation and compensation variables is constant, without additions, subtractions, or equal to zero, then the performance of marketing employees is a constant value of 11.670.
2. b_1 of 0.380 indicates that each expansion in the persuasive variable will be followed by an expansion in the implementation of workers receiving different factors that remain consistent.
3. b_2 of 0.477 indicates that every increase in compensation variables will be followed by an increase in employee performance accepting that various variables remain stable.

The R value of 0.699 indicates that the link or relationship between motivation and compensation on the performance of marketing employees is strong because the figure is above 0.5. The R Square figure or coefficient of determination is 0.489 derived from 0.6992. This means that 48.9% of employee performance variables are influenced by these variables, namely motivation and compensation, while the remaining 51.1% is determined by various other variables outside the model.

The Anova test obtained an F-count of 14.838 with an important value of 0.000. The regression model can be used to predict employee performance because the probability (0.000) is much lower than 0.05, or it can be said that motivation and compensation simultaneously influence the performance of marketing employees.

Table 5
ANOVA^(a)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.198	2	48.599	14.838	.000 ^b
	Residual	101.537	31	3.275		
	Total	198.735	33			

a. Dependent Variable: Employee performance

b. Predictors: (Constant), Compensation, Motivation

4.7 F Test (Simultaneous)

To determine the influence of motivation variables (X_1) and compensation variables (X_2) which mutually influence employee performance (Y), an F test was carried out with a certainty level of 95% or $\alpha = 0.05$, which was obtained by F calculated in this research. 14.838 if contrasted with the F table value of 3.30, it tends to be seen that F-count > F-table ($14.838 > 3.30$). This shows that motivation and compensation simultaneously have a significant effect on the performance of employees in the marketing department of PT. Global Star Sumber Sarana Banjarmasin. H_1 Accepted: There is a significant influence of motivation and compensation simultaneously on employee performance.

4.8 t Test (Partial)

Partial testing (t-test) is used as evidence of the second hypothesis, namely Motivation (X_1) and Compensation (X_2) on the Performance of PT Marketing Department Employees. Global Star Sumber Sarana Banjarmasin. The t value determined from the motivation variable is $2.688 > t$ -table of 1.69552 with a significance level of $0.011 < 0.05$ so it is very possible to explain that the motivation variable has a partially significant influence on employee performance. The calculated t value of the compensation variable is $2.955 > t$ table of 1.69552 with a significance level of $0.006 < 0.05$ so it can be interpreted that the compensation variable has a partially significant effect on employee performance. H_2 Accepted: There is a significant partial influence of motivation and compensation on employee performance.

4.9 Dominance Test

Based on the test results, the compensation variable (X_2) is the element that predominantly influences the performance of marketing employees, this is because the compensation variable (X_2) has a Standardized Coefficients value of 0.428 which is greater when compared to the motivation variable (X_1), namely with a Standardized Coefficients value of 0.389. Considering the results of this research, it is very possible to reason that the compensation variable is the dominant variable influencing the performance of marketing employees at PT. Bintang Global Sumber Sarana Banjarmasin, so that H_3 is recognized. H_3 Accepted: The compensation variable is the variable that has a dominant influence on employee performance.

5. Discussion

Work motivation and compensation variables simultaneously have a significant effect on employee performance

From the research results it is known that the motivation variable (X_1) and the compensation variable (X_2) simultaneously have a significant influence on employee performance (Y). The results of the regression analysis were obtained from an R Square of 0.489, which means that the influence of motivation and compensation on employee performance is 48.9% while the rest is influenced by other variables. Motivation and compensation are actually very closely related, that is, compensation will also create motivation in employees to work harder so that this will also have an impact on employee performance.

This research is also in line with research from Tanto Wijaya (2017) entitled "The Influence of Motivation and Compensation on Employee Performance at PT. Sinar Jaya Abadi Bersama". The results of the research show that motivation and compensation have a positive and significant effect on employee performance. Motivation and compensation have an influence on employee performance at PT Sinar Jaya Abadi Bersama and the magnitude of the influence is known from the results of SPSS calculations, namely significant results < 0.05 , namely 0.000, a multiple linear coefficient as shown by the R^2 results, namely 53.4%.

Work motivation have a partially significant effect on employee performance

The motivation variable has a significant impact on employee performance. Employee work motivation tends to surface when their desires are fulfilled by the industry. The fulfillment of physiological desires can influence an employee's drive to improve their abilities. These physiological desires include income, monthly earnings, and time. Income can enhance an employee's abilities because the alignment between income and the weight of tasks can push an individual to improve their performance.

Desire for appreciation, which includes appreciation or applause from superiors, and tangible incentive-based appreciation, can motivate employees to enhance their skills. The fulfillment of self-actualization desires can influence an employee's drive to improve their performance. Employee self-actualization desires can take the form of a willingness to create in accordance with their abilities, a desire to share their capabilities and knowledge with others, and a desire to create and enhance new things based on their existing abilities, all of which can motivate employees to improve their performance.

Employee performance will be good if they are motivated at work. According to Hasibuan in (Sutrisno, 2017) observed that motivation is a generator of desire and the main driver of a person's readiness to work because every thought process has a certain goal to be achieved. Meanwhile, according to Robbins in (Irviani and Fauzi, 2018) states that motivation is a cycle that causes (strength), direction (bearing) and consistent exertion (persistence) of people towards achieving goals. So that motivation has a significant influence in improving employee performance, especially in the marketing department at PT. Bintang Global Sumber Sarana Banjarmasin must always be given motivation so that they can achieve the targets expected by the company.

This is also in line with previous research from Irfan Rizka Akbar (2020) with the title "The Influence of Work Motivation on Employee Performance at PT. Eternal Excellence in Jakarta". The results of this research are that motivation has a positive and significant effect on employee performance with a regression equation value of $Y = 9.047 + 0.862X$, and a correlation coefficient value of 0.774 or has a strong level of relationship with a determination value of 59.9%. Hypothesis testing obtained a significance of $0.000 < 0.05$.

Compensation have a partially significant effect on employee performance

The compensation variable has a significant influence on employee performance. Compensation is one of the rewards received by employees as a recognition of their service participation in the industry. Compensation serves as a significant factor in enhancing employee capabilities and as a motivator to drive employees to contribute to the industry's success. Implementing a good compensation system will make employees feel valued, thereby motivating them to perform their duties. Appropriate compensation will encourage employees to work better and more actively, ultimately leading to the achievement of the industry's goals.

According to Enny (2019), compensation can be defined as a form of service provided to employees as a form of appreciation for their participation and profession in the group. Compensation can be in direct or indirect financial form, and appreciation can also be indirect. According to Akbar, et al., (2021) compensation is all forms of financial returns and benefits that employees receive as part of an employment relationship. Compensation includes activities to provide services to employees. The activities here include determining a compensation system that can encourage employee results, as well as determining the amount of compensation that each employee will receive. So compensation plays a very important role, especially in the marketing sector, so that marketing employees become more enthusiastic about working and provide maximum results for PT. Global Star Sumber Sarana Banjarmasin. This is also in line with previous research from Diah Dinaloni (2019) entitled "The Influence of Compensation on the Performance of Marketing Department Employees at PT Apikomindo Jombang".

Compensation variables have a dominant influence on employee performance

Considering the results of this examination, the compensation variable (X_2) is the element that predominantly influences the performance of marketing employees, this is because the compensation variable (X_2) has a Standardized Coefficients value and also a larger t-count value when compared to the motivation variable. Considering the results of this research, it is very possible to reason that the compensation variable is the dominant component influencing the performance of marketing employees at PT. Global Star Sumber Sarana Banjarmasin.

The results of this research are also in line with research from Trifena Setiawaty Sinaga (Sinaga, 2020) with the title "The Influence of Motivation and Compensation on Employee Performance at PT. Balindo Manunggal with the City of Palu." Simultaneously motivation and compensation have a positive and significant effect on the performance of PT employees. Balindo Manunggal with the City of Palu. Apart from that, the compensation value has a t-count that is greater than motivation, so the dominant influence is the compensation variable.

6. Conclusion

1. Simultaneous test results show that the independent variables, namely motivation and compensation, have a significant effect on employee performance at PT. Global Star Sumber Sarana Banjarmasin.
2. Partial test results show that the independent variables, namely motivation and compensation, have a significant effect on employee performance at PT. Global Star Sumber Sarana Banjarmasin.
3. Compensation is a variable that has a dominant influence on employee performance at PT. Global Star Sumber Sarana Banjarmasin.

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