The Effect of Training & Development and Motivation on Job Satisfaction in Micro and Small-sized Enterprises' Managers in Plaju Ulu Village

Script by:

YANUR ARISKA

01111001076

Management

Submitted as a requirement in Achieving

Bachelor Degree of Economics

MINISTRY OF EDUCATION AND CULTURE

SRIWIJAYA UNIVERSITY

2014/2015

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COMPERHENSIVE EXAM APPROVAL LETTER

The Effect of Training & Development and Motivation on Job Satisfaction in Micro and Small-sized Enterprises' Managers in Plaju Ulu Village

Written by:

Name : Yanur Ariska

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Head of Management Department

Dr. Zakaria Wahab , M.B.A
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MOTTO

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones that you did do. So throw off the bowliness, sail away from the safe harbor, catch the trade winds in your sails. Explore, dream and discover.

Mark Twain

I dedicate this script to:

- ***Allah SWT***
- ***My Parents***
- ***My Beloved Brother and Sister***
- ***Sharada Prasanna Pani***
- ***My Best Friends***
- ***My Almamater***

DECLARATION OF AUTHENTICITY

The undersigned:

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Student Reg. Number : 01111001076

Faculty : Economy

Department : Management

Field of Study : Human Resource Management

Declare that the script entitled: The Effect of Training & Development and Motivation on Job Satisfaction in Micro and Small-sized Enterprises' Managers in Plaju Ulu Village.

Supervisors

Supervisor I : Dr. Hj. Zunaidah, M.Si

Supervisor II : Afriyadi Cahyadi, SE, MM

Examination Date : December 23rd, 2014

Is truly the work of my own. In this script there is no quotation of the other's work without mentioning the original author.

On this statement, I am ready to bear the risk or any sanctions imposed to me in accordance with applicable regulations, if in the future found that this is not true. And I am willing to be revoked from this degree.

Indralaya, January 8th, 2015

Writter

Yanur Ariska

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PREFACE

Praises and thanks to Allah SWT for all His help and permit so the writer can be finished the script entitled "The Effect of Training & Development and Motivation on Job Satisfaction in Micro and Small-sized Enterprises' Managers in Plaju Ulu Village". This script is one of the requirements in achieving the degree of Bachelor Economics in Economy Faculty of Sriwijaya University.

This script is based on research in training & development, motivation and job satisfaction. The research studied the managers of micro and small enterprises. This study shows that there is simultaneous effect of training & development and motivas on job satisfaction. But partially, training and development has no effect on job satisfaction. Whereas the motivation has effect on job satisfaction.

This script would not be finished without support, help and cooperation from various parties. In this occasion, writer would like to thank:

1. My supervisors, Mrs. **Dr. Hj. Zunaidah, M.Si** and Mr. **Afriyadi Cahyadi, SE, MM** for the guidance, support, help, inspiring and advice during the writing process of this script.
2. Mr. **Dr. Zakaria Wahab, M.B.A** as the Head of Management Department.
3. Mr. **Welly Nailis, SE, MM** as the Secretary of Management Department.
4. My thanks to Mr. **Drs. Supardi A. Bakri MPA** as the examiner for the suggestions.

5. **Allah SWT** who gave me all the opportunity, health and convenience to complete this script.
6. **Administrative staffs** of Plaju Ulu Village's Office. All of **MSEs' managers** in Plaju Ulu Village as respondents.
7. Both of my Parents, **Mom and Dad,** who never tired of giving prayer, encouragement, and assistances. Thank you very much. I love you.
8. Both of my beloved siblings, **brother and sister,** who helped me all this time. Thank you for the support. I love you guys.
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10. My thanks are extended to colleagues in **Human Resource Management 2011,** especially **Lisa, Pandan, Feby** and **Meta**. Thank you so much because you have helped me a lot. May we all succed.
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13. All **lecturers and administrative staffs** of Faculty of Economy.
14. **Mba Ninil** who has helped me so much.
15. And everyone who couldn't be mentioned one by one who has helped me.

Indralaya, January 2014

Yanur Ariska

ABSTRAK

The Effect of Training & Development and Motivation on Job Satisfaction in Micro and Small-sized Enterprises' Managers in Plaju Ulu Village

Oleh:

Yanur Ariska

Usaha mikro dan kecil memiliki kontribusi yang besar dalam perekonomian negara. Namun rendahnya tingkat keahlian dan kemampuan manajer UMK ini menyebabkan banyak kendala sehingga mempengaruhi tingkat kepuasan kerja. Agar mampu memaksimalkan kepuasan kerja tersebut, maka dibutuhkan pelatihan & pengembangan dan motivasi. Penelitian ini dilakukan untuk mengetahui ada tidaknya pengaruh antara pelatihan & pengembangan dan motivasi terhadap kepuasan kerja. Penelitian ini dilakukan pada manajer UMK di kelurahan Plaju Ulu dengan sampel sebanyak 78 responden dan menggunakan metode stratified random sampling. Metode analisis dalam penelitian ini menggunakan regresi berganda. Hasil analisis menunjukkan bahwa variabel pelatihan & pengembangan dan motivasi berpengaruh positif dan signifikan terhadap kepuasan kerja. Secara parsial pelatihan dan pengembangan tidak memiliki pengaruh terhadap kepuasan kerja. Sedangkan motivasi berpengaruh positif dan signifikan terhadap kepuasan kerja. Koefisien determinasi menunjukkan bahwa 24,6% variasi dari kepuasan kerja dapat dijelaskan oleh variabel bebas dalam penelitian ini, sementara 76,4% dijelaskan oleh variabel lain seperti inovasi, komitmen, kepemimpinan, dan kepribadian yang tidak dibahas dalam penelitian ini.

Kata Kunci: ***Kepuasan Kerja, Motivasi, Pelatihan, Pengembangan, Usaha Mikro dan Kecil***

Pembimbing I

Dr. Hj. Zunaidah, M.Si
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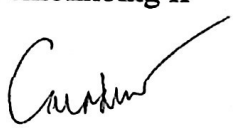
Pembimbing II



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ABSTRACT

The Effect of Training & Development and Motivation on Job Satisfaction in Micro and Small-sized Enterprises' Managers in Plaju Ulu Village

By:

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Micro and small enterprises have a great contribution to the country's economy. However the lack of managers' skills and abilities cause obstacles that affect the level of job satisfaction. In order to maximize the job satisfaction, MSEs' managers need training and development and motivation. Training & development aims to increase managers' skills and abilities. Motivation will give positive impact and increase satisfaction if a manager is able to expand his/her business. This study aims to know whether there is effect between Training & development and motivation on job satisfaction. This study is conducted on MSEs' managers in Plaju Ulu Village. The number of samples is 78 managers as respondents, and the sampling technique is stratified random sampling. The analysis method used in this study is multiple regression analysis. The test result shows that Training & development and motivation have a significant and positive effect on job satisfaction. But Training & development do not has a partial effect on job satisfaction, while motivation has a significant and positive effect on job satisfaction. Coefficient determination shows that 24,6% variance of job satisfaction can be explained by independent variables in this study, while the rest 74,6% can be explained by others variable such as as innovation, committment, leadership, and personality that are not discussed in this study.

Keywords: ***Development, Job Satisfaction, Micro and Small Enterprises Motivation, Training***

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CHAPTER I

INTRODUCTION

1.1 Background

Micro and small business contribute to economic development, national income, increase household income, and create jobs (International Finance Corporation, 2000; Spring & McDade, 1998; Steer & Taussig, 2003; Benzing & Chu, 2009). They have historically been the main players in domestic activity, especially as a provider of employment. Micro and small enterprise are a key source of employment and economic development in Indonesia. They contributed to the country's economic resilience during the 2008-2009 financial crisis (Mourougane, 2012).

When the economic crisis hit Indonesia (which fell down many large enterprises) most MSEs survive, and even the number is increasing rapidly. The enduring strength of MSEs is also supported by the capital structure that is more dependent on their own funding (73%), 4% of private bank funding, 11% of state bank funding and 3% of the suppliers funding (Azis 2001; Damarjati, 2007).

In Indonesia, the kind of small enterprises is very diverse, and the number per capita is higher compared to other countries (Kushnir et al., 2010;

Mourougane, 2012). The data of micro and small-sized enterprises in Indonesia in 2012 shows as the following Table:

Table 1.1 Micro and Small-sized Enterprises in Indonesia in 2012*

Indicator	Unit	Total	Contribution (%)
Enterprise Units	Unit	**56.485.594**	**99,90**
- Micro Enterprises		55.856.196	98,79
- Small Enterprises		629.418	1,11
Employment	People	**104.395.487**	**94,21**
- Micro Enterprises		99.859.517	90,12
- Small Enterprises		4.535.970	4,09
GDP on Current Price	IDR Billions	**3.749.242,26**	**45,49**
- Micro Enterprises		2.951.120,06	35,81
- Small Enterprises		798.122,2	9,68

*Extremly temporary figure

Source: Ministry of SMEs and Co-Operatives, 2014 (processed)

According to the Ministry of SMEs and Co-Operatives, by the end of 2012 there were an estimated 56,485,594 units of micro and small enterprises. It means that more than 99% enterprises in Indonesia are micro and small-sized enterprises. With this large number of enterprises, MSEs are able to provide jobs for 104.125.487 workers. It means that MSEs have accommodated more than 94.21% of Indonesian workers. Aside from providing jobs, MSEs also contributed 45.49% or more than IDR 3.5 billion of the total GDP in 2012. From the data above, it can be proved that MSEs have great contribution to the country's economy. The main contribution is to absorb labor and reduce unemployment.

In Palembang by the end of 2012 there were approximately 25.659 units of micro and small enterprises. The percentage of Micro and Small Enterprises in Palembang in 2012 are up to 85.22% with the achievement of

performance indicators is 95.48 % with good category. The realization of performance in 2012 was 85,22%. However, this percentage did not reach the target set at 2012 as much as 89.29%. This target couldn't be achieved due to the lack of funds that support the micro and small enterprise development in order to maintain the production. And the lack of human resources that can socialize the knowledge about new enterprises and marketings (Government of Palembang City, 2014). Generally, most of the labor force engaged in micro, small and medium enterprises is not a professional workforce to manage the enterprise properly. Most of the small enterprises are traditionally grown and hereditary family enterprise (Kristiyanti, 2012). That is why the owners of the micro and small enterprises also act as the managers.

Meanwhile, in the village of Plaju Ulu until June 2014, the number of micro and small enterprise units is estimated as many as 350 units. According to the interview with the Head of Administrative Section Plaju Ulu Village, the data of micro and small-sized enterprises is shown in the figure below:

Table 1.2 Micro and Small-sized Enterprises in Plaju Ulu Village

Unit	Total	Percentage (%)
MSEs	350	
- Micro Enterprises	280	80
- Small Enterprises	70	20
Retail Enterprises	210	60
Service Enterprises	88	25
Manufacture Enterprises	52	15

Source : Head Office of Plaju Ulu Village (2014)

This number is spread across 16 neighborhoods (RW) and 45 hamlets (RT). Based on an interview with the Head of Administrative Section Plaju Ulu

Village on August 26th, 2014, 80% of the total or 280 units are micro enterprises, while the rest are small enterprises. Based on the fields of business, retail enterprises are as much as 210 units, service enterprises are as much as 88 units and manufacturing enterprises are as much as 52 units.

The number of units in MSEs in Plaju Ulu village is quite large due to the number of people who decided to engage in this business. The main reason is that they do not have a job because they could not fulfilled the specification for a certain occupation. Another factor is the capital required to run a business is relatively small, as well as considerable revenue. The following table shows the estimated amount of MSEs' income in Plaju Ulu Village by type of business:

Table 1.3 Estimated Income of MSEs in Plaju Ulu Village

Type of Business	Income
Retail Enterprise	Rp 1.5000.000 – Rp 8.000.000
Service Enterprise	Rp 3.000.000 – Rp 7.500.000
Manufacture Enterprise	Rp 3.000.000 – Rp 12.000.000

Source: Primary data (processed)

Table 1.3 above shows that the amount of revenue generated by SMEs is quite large. If a retail enterprise unit is able to get IDR 1.500 million to IDR 8 million within one month, then in one year the revenue is IDR 18 million to IDR 96 million. For service enterprise, if the monthly income generated is IDR 3 million to IDR 7.5 million, then in a year the revenue is IDR 36 million to IDR 90 million. And for the manufacture enterprise, if the monthly revenue is IDR 3 million to IDR 12 million, then in a year could reach IDR 36 million to IDR 144 million. Despite having a fairly large amount of income, but this does not

necessarily make MSEs in Plaju Ulu Village has professional manager and workforce. From interviews, researcher found that most of MSEs' owners do not have any specific skills and abilities. And 75% of the labor involved in MSE in Plaju Ulu village are still the family member of the business's owner. Besides the labor issues, MSE in Plaju Ulu Village also still constrained by capital, motivation and enthusiasm issues.

The limitations of the quality of human resources that manage MSEs, both in terms of formal education and skills, will greatly affect the efficiency of the management of MSEs so that the enterprise is difficult to develop optimally. This limitation also causes difficulties for MSEs in applying new technologies to improve the competitiveness of products (Kristiyanti, 2012). Therefore, human resource training and development is necessary to improve the skills of the managers of these enterprises.

Mourougane (2012) says that it is important to increase the role of education and training institutions in overcoming the lack of labors skill. Training and development exists to promote individual and organizational excellence by providing opportunities to develop workplace skill (Laird, 2003). So that will improve the quality of human resources to meet the demands of the labor market.

The education level of entrepreneurs in small firms is low in Indonesia. Data from the 2003 Social and Economy Survey (*Susenas*) suggest that more than half of all top managers had no diploma or had completed only primary school. Low levels of entrepreneurial skills can magnify barriers to SME development. In

particular, capacity building in terms of improving financial statements and management training is found to have a positive impact on SME development in Europe (European Commission, 2006; Mourougane, 2012).

Research shows that training has a role in improving the level of resilience and success of an enterprise (Jeffrey, Hide & Legg, 2009). There is also evidence that entrepreneurial training for workers in the informal economy facilitates the transition from self-employment in the informal economy to micro enterprise development in the formal economy (Martinez-Fernandez and Powell, 2010). Several programmes already exist to foster entrepreneurship in Indonesia, but it would also be useful to include entrepreneurship activities in school curricula. International experience suggests that most effective courses use interactive teaching methods that incorporate practical experience (OECD, 2010; Mourougane, 2012). However, improving entrepreneurship skills in Indonesia is challenging and will require removing obstacles to accessing formal training.

Beside the lack of skilled managers, micro and small-sized enterprise's managers in Plaju Ulu Village are also having problem with encouragement or motivation. According to the interview, researchers found that micro and small enterprises in Plaju Ulu still lack passion in running the business. Most of the business owners confess that they are not satisfied and do not enjoy their job. This dissatisfaction can also be caused because they feel that their enterprises are not developing.

The form and strength of motivation will determine the level of success of an enterprise manager. In other words, how strong is the motivation that will indicate the success achieved in the future (Mulyawan & Saefulloh, 2013). High motivation arising from an entrepreneur him/herself will give great impact to business operations, stimulate and develop the enterprise (Irawati, 2012). This is of course a positive impact and increase the satisfaction when they are able to expand their enterprises. Positive attitudes indicates satisfaction towards the job whereas negative attitude indicates dissatisfaction toward the job (Armstrong, 2006; Funmilola, Sola & Olusola, 2013).

Job satisfaction refers to small-enterprise's managers experiencing their involvement in their own business as enjoyable, fulfilling and rewarding, as well as being satisfied with the way people work together in their occupation (Farrington, 2012). It means, for the enterprise's managers, satisfaction is not only measured based on the results but also through the processes.

It is not easy to achieve the job satisfaction, due to the issues such as: laziness, the number of complaints from the workers and consumers, low performance work, low consumers' quality of services and workers disciplinary, etc (Syaiin 2008; Irawati, 2008).

Based on the background and various references, author is interested in doing the research titled **"The Effect of Training & Development and Motivation on Job Satisfaction In Micro and Small-sized Enterprises' Managers In Plaju Ulu village".**

1.2 Statement of the Research Problem

Based on the background, the statement of the problem in this research is:

1) Do training & development and motivation have a partial effect on job satisfaction in MSEs' Managers in Plaju Ulu village?
2) Do training & development and motivation have simultaneous effect on job satisfaction in MSEs' Managers in Plaju Ulu village?
3) Which variable that has the greater influence on job satisfaction in MSEs' Managers in Plaju Ulu village?

1.3 Research Objectives

Based on the problem statement above, the objectives of this research are:

1) To see the partial effect of training & development and motivation on job satisfaction in MSEs' Managers in Plaju Ulu village.
2) To see the simultaneous effect of training & development and motivation on job satisfaction in MSEs' Managers in Plaju Ulu village.
3) To see which variable that has the greatest influence on job satisfaction in MSEs' Managers in Plaju Ulu village?

1.4 Benefits of the Research

a. Theoretical Benefits

To enrich the concept or theory of science which contributes the development of human resource management, organizational behaviour,

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3) To see which variable that has the greatest influence on job satisfaction in MSEs' Managers in Plaju Ulu village?

1.4 Benefits of the Research

a. Theoretical Benefits

To enrich the concept or theory of science which contributes the development of human resource management, organizational behaviour,

especially in the effect of training & development and motivation on job satisfaction.

b. Practical Benefits

1. For the Author

To get a better understanding about the science of Human Resource Management, especially in training & development, motivation and job satisfaction and also to apply the knowledge that has been received by the author.

2. For College

As a contribution to the science development, especially in the science of human resource management that can be used as a reference and guidance for the further research.

1.5 Research Systematics

In this research, writing systematic is divided into (5) chapters, which are described as follows:

CHAPTER I Introduction

This study began with an explanation of the background of the problem that triggered the problems. And the background of the problem defined more detail statement of the problem as a reference to determine the hypothesis. This chapter also elaborated the purpose and

benefits of the research, and at the end of the chapter described the systematic research that will be used.

CHAPTER II Literature Review

According to the title, Chapter II will describe the theoretical basis as the evidence and reason in finding the right solution for the submitted hypothesis. This chapter will be explained previous research that has been done by previous researchers, who have a relationship with the hypothesis. In this chapter will be elaborated on the framework and hypotheses of the existing problems in Chapter I.

CHAPTER III Research Methodology

This chapter consists of an explanation of the scope and design of the study, the types and sources of data, the number and characteristics of the samples, and the methods of collecting data from respondents. Then the measurement of variables in operational definitions. Furthermore, we will discuss the analysis methodology used to process the data that have collected from the object of study (sample).

CHAPTER IV Result and Analysis

In this chapter will be elaborated the results of the data analysis obtained from the research object (sample) along with the explanations. Data analysis and elaboration is based on the theoretical

basis that has been described in Chapter II, so that all the issues raised in Chapter I can be solved.

CHAPTER V Conclusion and Suggestion

According to the results of data analysis in Chapter IV above, in this chapter will formulate the conclusions based on the hypothesis in Chapter II. In addition, this chapter will express suggestions that are expected to be useful for relevant agencies, as well as the limitations of the research.

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