

Research Article

The Effect of Non-Physical Work Environment and Work Motivation on Oriflame Employee's Performance

Selsa Dima Yayang Sari, Lina Dameria Siregar*, Parama Santati

Sriwijaya University, Indonesia

Abstract.

This research aimed to explore the influence of the non-physical work environment and work motivation on the performance of Oriflame Palembang branch office members. There were 63 participants in the study. This research used saturated sampling, primary data obtained by distributing questionnaires and multiple linear regression analysis methods as data analysis techniques. The results of this research indicated that the non-physical work environment and work motivation have a positive and significant effect on the performance of Oriflame Palembang Branch office members.

Keywords: non-physical work environment, work motivation, performance

Corresponding Author: Lina

Dameria Siregar; email:

linadameria@fe.unsri.ac.id

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1. Introduction

The term Human Resources which is commonly abbreviated as “HR” refers to the single most important element that an organization or other business needs. Every newly founded business draws inspiration from other humans as an important necessary factor. Without HR or of lower quality than expected, the business will likely find it difficult to carry out its essential efforts even if other resources have reached peak levels. Apart from that, every business is always looking for employees who are able to work efficiently and effectively to achieve its goals [1].

Every company certainly wants to have employees who have good performance for the company. According to [2] the results of the work in terms of quantity and quality carried out by workers in carrying out their duties according to the directions given are known as employee performance. There are several factors that must be owned by every employee to increase their productivity, namely: work environment, discipline, organizational structure, leadership, and individual motivation. In this research, researchers will discuss factors such as work motivation and workplace conditions. The work environment is something that is near employees and can motivate people to complete the tasks that have been given [3].

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In increasingly tight global competition, companies really need employees who have high performance and at the same time employees also want feedback on what employees provide to the company. Of course, the feedback that employees want varies, it can be about the physical and non-physical work environment, work motivation that can encourage enthusiasm. However, what Oriflame members will feel directly is the non-physical work environment [4].

The work environment is divided into two, namely: non-physical work environment and physical work environment. According to (Sedermayanti, 2018) the non-physical work environment is any incident that involves work relationships, be it with leaders, co-workers or subordinates [5].

Oriflame is one of the major companies engaged in the field of international beauty, originating from Sweden until now. Oriflame produces more than 1,000 types of cosmetic products and accessories made from ingredients that are safe and healthy for skin health [6]. Products offered include cosmetics, fragrances, hair, body and skin care. The Palembang branch of the Oriflame company realizes that achieving the targets set by the branch company is influenced by the influence of the non-physical work environment and work motivation between upline and downline. So that members are more enthusiastic in achieving their goals.

Work motivation from colleagues can also affect the level of employee performance. To improve their performance, everyone needs encouragement and motivation from superiors or other authority figures so that their performance increases. When someone receives motivation from others, they will work as diligently as possible to ensure that their results are similar to those of others [7].

According to (Hamzah, 2013), work motivation is certain practices or actions carried out to make someone feel weak so that their behavior can become enthusiasm for more serious opportunities such as tenacity in carrying out work, high levels of productivity, self-improvement, and self-control so that goals can be achieved. achieved [8].

In a non-physical work environment, some of the personal members of the Oriflame Palembang Branch Office who are in the group until now have been less active. In every company, of course, there are problems or obstacles faced by employees, the same goes for Oriflame members. The smoothness of communication between members is influenced by how the non-physical work environment exists. By conducting a pre-survey of senior managers and several other members, researchers got answers. The conclusions regarding the answers of the members. There is a table of interview results (pre-survey) conducted some time ago, namely:

TABLE 1: Results of Interview with Orilame Members Palembang Branch Office.

No	Question	Answer
1.	How smooth communication between superiors and subordinates	Often, every time an activity is carried out to build communication, there are several members who do not participate or are not active. Even though communication is carried out via WhatsApp groups, sometimes we make group calls and also <i>zoom</i> once a week. Ask what obstacles members face or to build better communication.
2.	How to give encouragement to fellow members	By sharing activities carried out by fellow members, it is hoped that it can provide motivation for other members, especially members who are often inactive, to continue promoting products. However, quite a few members rarely respond to conversations in WhatsApp groups.
3.	What form of cooperation is carried out between seniors and other members?	Often seniors or other members give directions or help other fellow members to promote their products, but still there are members who are not active and seem confused about doing promotions. For example, one member took the initiative to edit the catalog so that it could be marketed directly by other members.

Additionally, an important factor that influences performance in every business is motivation in the workplace. For someone, work motivation is something that individuals need to be able to improve their performance. Work motivation is another term for anything that can encourage someone to increase their efficiency at work.

Multiple motivations and goals among each member is likely to lead to an increase in employee output. Thus, employees are motivated to achieve a goal and are ready to achieve the targets set by the company. An Oriflame member is closely related to how the upline motivates the downline to achieve the set goals so they can move up in rank.

2. Theory, Literature Review, and Hypothesis

2.1. Theory

Abraham Maslow theorized that people’s actions are strongly influenced by their level of motivation. Maslow promoted a theory of motivation to guide human behavior and facilitate the attainment of goals. A leader must be sensitive to the concerns of his employees. Maslow established a need fulfillment model known as a need hierarchy [9]. According to Abraham Maslow’s theory of motivation, human needs are tiered or multilevel, starting from the lowest level to the highest. The levels in question include:

physiological needs, security and safety, need for a sense of belonging, need for respect, and need for self- actualization.

2.2. Literature Review

2.2.1. Non-Physical Work Environment

In every business or organization, the work environment is a factor in daily life that influences employees' capacity to do their work and levels of productivity, whether they are physical, social, or psychological. A harmonious working relationship between employees and superiors is what is known as a non-physical work environment, because people not only look for money when they work, but also look for satisfaction [10].

The work environment is something that is nearby for employees who are skilled in carrying out various tasks that have been given by their superiors [8]. The work environment consists of the physical and non-physical environment that exists for employees so it cannot be determined by employee performance development policies.

According to [2] Environment non- physical work have close relationship with performance employees, and their achievement motives by para employee grow from self Alone And from environment work. As for indicator environment non- physical work according to (Sedermayanti, 2018) namely:

- a Work structure
- b Job responsibilities
- c Attention and support
- d Group collaboration
- e Smooth communication

2.2.2. Work Motivation

Motivation that comes from the Latin letter "Movere" is any obstacle, weakness, or other condition that results in an action or other type of obstacle. In general, motivation is understood as the main theme in giving motives. Usually, the main motive for working employees is to seek advancement opportunities, develop self-potential, actualize and fulfill the need for appreciation [11].

Motivation is a thought that arises from the mind of a person or individual because it inspires, encourages, and urges them to carry out an action full of determination, enthusiasm, and calm. The action is good and of good quality [12].

The indicators of work motivation according to [2] are:

- a Responsibility
- b Work performance
- c Opportunity to advance
- d Recognition of performance
- e Challenging work

2.2.3. Performance

Performance is concern to available employment expressed by employee through organization and works as results from his job [11]. Performance defined as every job done, good done repeatedly or no. Performance this is what makes it many people are reluctant contribute in business.

Performance is results work that can done by individual or moving group of people in something compatible business with moral principles and openness thought they against others for reach objective organization in a manner No legitimate with still obey law [12].

As for performance indicators according to [13] namely:

- a Working quantity
- b Work quality
- c Initiative
- d Efficiency in carrying out tasks

2.3. Hypothesis

Based on from formulation identified problem, hypothesis researcher are:

- i Environment non- physical work Influence positive and significant to performance of Oriflame Palembang Branch Office Members.

- ii Motivation Work influential positive and significant to performance of Oriflame Palembang Branch Office Members.

3. Research Methods

In this research, researchers used a quantitative approach method. Where quantitative methods are methods used in research to examine certain populations and samples with the aim of testing predetermined hypotheses, data collection uses research instruments, data analysis is quantitative/statistical [14].

The data used in this study were primary data obtained directly from the research location by distributing questionnaires to Oriflame members at the Palembang branch office. In this study, the population and sample used were 63 active respondents, while the technique used was a saturated sample. The technique used in collecting data in this study is a questionnaire (questionnaire). There are 3 types of variables in this study, namely the independent variables (non-physical work environment and work motivation. The second variable is the dependent variable (performance).

4. Results and Discussion

4.1. Respondent Profile

In general, the profile of respondents in this study was dominated by women. Respondents in this study were mostly 20-30 years old. Many respondents joined in 2020-2023, with the average respondent being a different profession or general responden.

4.2. Validity test

The Validity Test is used to determine the appropriateness of the items in a list of statements in defining a variable. Testing the validity of the research instrument was carried out by calculating the correlational number or r count of the value of each respondent's answer for each statement item, then compared with r table. By using 63 respondents, the r table value is obtained through r with $df = 63 - 2 = 61$, then $r_{table} = 0.248$.

From table 2 above it can be concluded that each statement item from the non-physical work environment variables (X1), work motivation (X2) and performance (Y) is declared valid.

TABLE 2: Validity test results.

Variable	grain	r count	table r	Information
Environment Non Physical Work	X1.1	0.556	0.248	Valid
	X1.2	0.535	0.248	Valid
	X1.3	0.299	0.248	Valid
	X1.4	0.541	0.248	Valid
	X1.5	0.614	0.248	Valid
	X1.6	0.740	0.248	Valid
	X1.7	0.592	0.248	Valid
	X1.8	0.717	0.248	Valid
	X1.9	0.597	0.248	Valid
	X1.10	0.731	0.248	Valid
	X1.11	0.531	0.248	Valid
	X1.12	0.790	0.248	Valid
	X1.13	0.611	0.248	Valid
	X1.14	0.597	0.248	Valid
	X1.15	0.376	0.248	Valid
Motivation Work	X2.1	0.620	0.248	Valid
	X2.2	0.544	0.248	Valid
	X2.3	0.763	0.248	Valid
	X2.4	0.552	0.248	Valid
	X2.5	0.690	0.248	Valid
	X2.6	0, 524	0, 248	Valid
	X2.7	0, 467	0, 248	Valid
	X2.8	0, 658	0, 248	Valid
	X2.9	0, 652	0, 248	Valid
	X2.10	0, 713	0, 248	Valid
	X2.11	0, 727	0, 248	Valid
	X2.12	0.517	0.248	Valid
	X2.13	0.604	0.248	Valid
	X2.14	0.477	0.248	Valid
	X2.15	0, 547	0, 248	Valid
Performance	Y1	0, 707	0, 248	Valid
	Y2	0, 711	0, 248	Valid
	Y3	0, 769	0, 248	Valid
	Y4	0, 708	0, 248	Valid
	Y5	0, 386	0, 248	Valid
	Y6	0, 465	0, 248	Valid
	Y7	0, 661	0, 248	Valid
	Y8	0, 437	0, 248	Valid
	Y9	0, 394	0, 248	Valid
	Y10	0, 306	0, 248	Valid
	Y11	0, 633	0, 248	Valid
	Y12	0, 715	0, 248	Valid

4.3. Classic assumption test

4.3.1. Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. In this study, normality was tested using the Kolmogorov-Smirnov test with a significance level of 0.05. Data is said to be normally distributed if the probability number is > 0.05.

TABLE 3: Normality Test results.

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residuals
N			63
Normal Parameters ^{a,b}	Mean		0.0000000 _
	std. Deviation		394.39970927
Most Extreme Differences	Absolute		0.156 _
	Positive		0.097 _
	Negative		-0.156 _
Test Statistics			0.156 _
Asymp. Sig. (2-tailed)			0.001c _ -
Monte Carlo Sig. (2-tailed)	Sig		0.078d _ -
	99% Confidence	LowerBound	0.071 _
	Interval	Upperbound	0.085 _

a. Test distribution is Normal.
 b. Calculated from data.

In the normality test using the significant value method (Monte Carlo Sig. 2-tailed) for variables X1, X2 and Y is 0.078. So it can be concluded that the data for all these variables is normally distributed.

4.3.2. Heteroscedasticity Test

The Heteroscedasticity Test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another observation.

From Figure 1 above, the result is that heteroscedasticity does not occur, because the distribution of data points is not patterned or spread randomly.

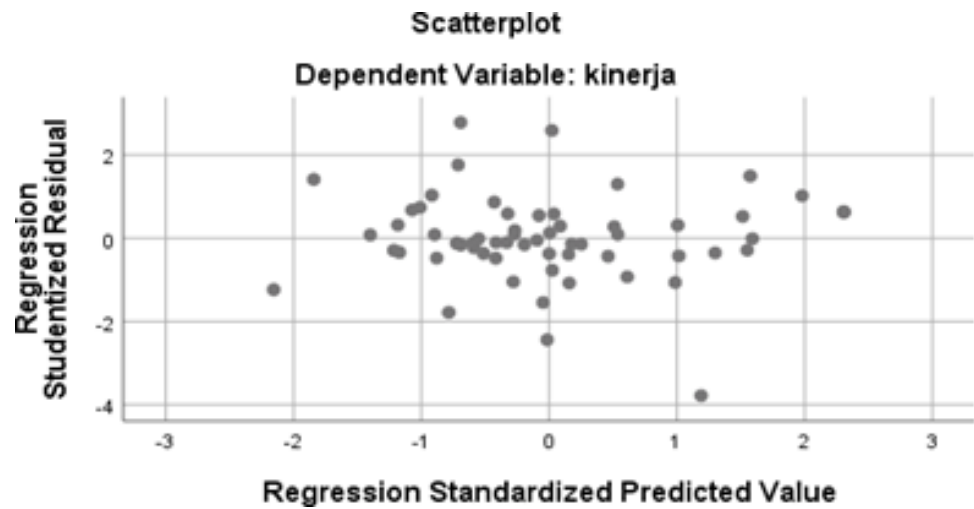


Figure 1: Heteroscedasticity Test Results.

4.3.3. Multicollinearity Test

Multicollinearity aims to determine whether the regression model found any correlation between independent variables or independent variables.

Based on the coefficients, the VIF value for all variables is $2.064 < 10$ and the tolerance value is $0.484 > 0.10$. So, it can be concluded that there is no multicollinearity in the data.

4.3.4. Autocorrelation Test

The autocorrelation test aims to test whether in the regression model there is a correlation between confounding errors in period t and confounding errors in period $t-1$ (previously). The autocorrelation test was carried out using the Durbin Watson (DW) method.

TABLE 4: Autocorrelation Test Results.

Summary Model ^b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	0.765 ^a	0.585 ₋	0.571 ₋	400,91915	2,238

a. Predictors: (Constant), X2, X1 b. Dependent Variable: Y

The Durbin Watson value in the Summary model is 2.238. Where the determination is based on $du < d < 4-du = 1.527 < 2.238 < 2.342$ where there is no positive or negative autocorrelation. So, it can be concluded that 2.238 does not have autocorrelation.

4.4. Statistic Test

4.4.1. Multiple Linear Regression Test

The multiple regression model is a model used to analyze the influence of various independent variables on one dependent variable [14].

Based on the results of multiple regression used in this study, it is formulated:

$$Y = 824.851 + 0.357X_1 + 0.291X_2 + e$$

4.4.2. Determination Coefficient Test (R²) and Correlation Coefficient (r)

The coefficient of determination is used to measure the ability to explain the dependent variable and the coefficient value is between zero and one. Correlation test (r) is used to determine whether there is a relationship between X and Y variables. The purpose of this r test is to determine the relationship between the independent and dependent variables with predetermined conditions.

influenced by the value of the coefficient R Square (R²) of 0.585 or 58.5% so in conclusion the influence of non-physical work environment variables and work motivation on performance is 58.5%. While the remaining 41.5% is influenced by other factors outside the research conducted, such as compensation, rewards, workload, and others.

The correlation coefficient value for the non-physical work environment (X₁) and work motivation value (X₂) was 0.765. Based on the interpretation value guidelines, the correlation value is between 0.60-0.799, which means that X₁ and X₂ with respect to Y are at the level of a strong relationship or are strongly correlated.

4.5. Hypothesis testing

4.5.1. Simultaneous Test (F)

The value of the non-physical work environment correlation coefficient (X₁) and work motivation value (X₂) is 0.765. Based on the guideline value interpretation, the correlation value is between 0.60-0.799, which means that X₁ and X₂ to Y are at the level of a strong relationship or a strong correlation.

Based on the ANOVA table, it shows that the Fcount value is 42,258 while the Ftable at a significance level of 5% or 0.05 is 3,150. This means that Fcount > Ftable (42,258 > 3,150) means that it can be concluded that this multiple regression model

is feasible to use, and the independent variables (non-physical work environment and work motivation) have a simultaneous effect on the dependent variable (performance).

Partial Test (t)

The t test was conducted to test the significance of the effect of the independent variables on the dependent variable, whether the independent variables (non-physical work environment and work motivation) really affect the dependent variable (performance).

The results of the t test in this study were:

Obtained t-calculated value of non-physical work environment variables (X1) on performance (Y) of $8.071 > 2.000$ or sig. $0.001 < 0.05$ where there is a significant influence of X1 on Y.

Obtained a t-calculated value of the work motivation variable (X2) on performance (Y) of $7.613 > 2.000$ or sig. $0.000 < 0.05$ so that there is a significant influence of X2 on Y.

5. Discussion

This research aims to analyze and provide an overview of the influence of the non-physical work environment and work motivation on the performance of Oriflame members at the Palembang branch office. Based on descriptive analysis carried out, the respondent profile criteria were based on gender, age, partner level, year of joining and position/profession. The sample was dominated by 53 female respondents or 83%.

The partial test (t) shows the results obtained that t count on the independent variable $>$ t table (2,000) it can be concluded that the results of the t test analysis are: Obtained the tcount value of non-physical work environment variables (X1) on performance (Y) of $8,071 > 2,000$ or sig. $0.001 < 0.05$ and the tcount value of work motivation variable (X2) on performance (Y) is $7.613 > 2.000$ or sig. $0.000 < 0.05$ so that there is a significant influence of the non-physical work environment (X1) and work motivation (X2) on performance (Y).

6. Finding and Conclusion

Based on results study And discussion on chapter before, then taken conclusion that: Environment non-physical work influential positive And significant to performance. Motivation Work influential positive And significant to performance of Oriflame members

office Palembang branch. From test coefficient determination (R) shows that environment non-physical work And motivation Work in a manner together have significant influence to performance amounting to 58.5%. Thereby explained that besides environment non-physical work And motivation Work Also determined by other factors do not studied in study This of 41.5% because besides environment non-physical work And motivation Work Still Lots other factors too affect performance employee For example: compensation, burden work, safety work, work stress And others. Performance employee will the more increase when influencing factors influential in a manner aligned And positive.

7. Implications, Limitations, and Suggestions

Based on the results of research and discussions obtained from members of the Oriflame Palembang branch office, the following will provide several suggestions that are useful for several parties, as follows:

1. The performance of Oriflame members from the Palembang branch office is quite good, but it is recommended that Oriflame members from the Palembang branch office pay more attention to other members in providing motivation to improve their performance and provide ideas or ways to promote products to achieve targets like the others.
2. All members must embrace each other and improve communication, so that there are no gaps between each other. And we must be able to motivate other members so that their performance increases and can achieve the desired targets.
3. Subsequent research is suggested to add other independent variables to performance. The addition of variables is intended because employee performance is not only influenced by non-physical work environment variables and work motivation, but there are still other variables such as: compensation, work stress, workload, leadership and others that can affect the performance of a company or organization

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