# The Relationship Of Leader Characteristics, Company Support, And Learning Organizations With Work Motivation To Provide Multi Level Marketing In Pt. Melia Healthy Prosperous Tegal

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## ABSTRACT

*The purpose of this research is 1). to determine the relationship characteristic of a leader with the motivation to work 2). to determine the relationship of the company with the support of work motivation 3). to determine the relationship of the learning organization with motivation to work 4). to determine the relationship of the characteristics of a leader, the company's support, and learning organizations together with the motivation to work.*

*The hypothesis in this study were: 1) there is a relationship with the leader characteristics of work motivation. 2) there is a relationship with the company's support work motivation. 3) there is a learning organization relationship with work motivation. 4) there is a relationship characteristic of a leader, the company's support, and learning organizations together with the motivation to work.*

*Data collection method used in this research is literature study and questionnaire. While the data analysis method used is the Spearman rank correlation analysis, significance test Spearman rank correlation coefficient, multiple correlation analysis, multiple correlation coefficient significance test, and coefficient of determination.*

*Based on the research results are a strong, positive and significant characteristics of the leader on work motivation member of PT. Melia Sehat Sejahtera in Tegal. There is a strong, positive and significant support to the work motivation member company PT. Melia Sehat Sejahtera in Tegal. There is a strong, positive and significant organizational learning on work motivation member of PT. Melia Sehat Sejahtera in Tegal. There is a positive relationship, a strong and significant characteristics of the leader, the company's support, and learning organizations together to work motivation member of PT. Melia Sehat Sejahtera in Tegal.*

*Keywords : Motivation, karakterisstik leader, the company's support, organizational learning*

## INTRODUCTION

Multi Level Marketing began to enter Indonesia around 1970 and is growing rapidly in the 1990s. Actually Multi Level Marketing is the marketing development of *direct selling* method (direct marketing). Meanwhile , *direct selling* itself is a strategy marketing that relies on the quality and reach of distributors in marketing products (Aqmala, 2011). According to Santoso (in Aqmala, 2011) no less than 200 companies have been engaged in Multi-Level Marketing field. This data is obtained from APLI (Direct Seller Association). Indonesia) which is a forum for Multi Level Marketing companies in Indonesia and parts of Indonesia from the *World Federation of Direct Selling Association* (WFDSA). In May 2005 there were 60 companies that have officially become members of APLI and the rest are outside APLI (still in APLI) the process of becoming a member does not register or is rejected because it is not a Multi Level system legitimate marketing). If viewed from the company's turnover, the total national turnover generated from MLM companies continues to increase. According to research from the magazine SwarPlus October 2005, in 2000 the total national turnover was Rp. 2.97 trillion, and at the year 2003 experienced an increase of more than two times, namely Rp. 6.24 trillion. Thing This is interesting to study because MLM businesses have often received responses until now antipathy from society. However, more and more new companies are emerging with using the Multi Level Marketing marketing system. In recent years, many people have followed the multi-level marketing business, This can be seen from the number of members which has increased from year to year. Any reason the community becomes a member of multi-level marketing, among others, with the existence of a system lucrative marketing plan, open payment system in business, products needed globally, and the bonus payouts are relatively large and fast.

Members in a multi-level marketing business have a very important role to expand the multi-level marketing business network. For that a member must have great motivation in running a multi-level marketing business because of motivation become one of the factors that increase member performance. According to Handoko (2003:251) Motivation is not the only factor that affects a person's level of achievement. Two other factors involved are individual abilities and understanding/perception of roles. In multi-level marketing, motivation does not only come from within oneself, others such as team *leaders* who can be role models and real edification tools, support a clear system of the company and also training - training or learning process that where this learning process can be used as an arena for increasing confidence and generate motivation by looking at the entire multi-level marketing business. Success in developing a multi-level marketing business cannot be separated from ability that must be possessed in terms of providing encouragement and motivation to all member or network (Andi Moment, 2015). That's what a *leader* must have so that can motivate members or their network. Because without the characteristics of a *leader*  who have the ability to provide encouragement and motivation for multi-level business development will be hampered. Company support is an added value in motivating members. Because with complete and clear company support, it becomes its own support for members in developing a multi-level marketing business. According to Pratiwindyasari (2013) in terms of This support has two things, namely support from the company and support from groups or networks MLM player. So the support from the company must be

100% for its marketing success. According to Lundberg (in wikipedia) states that learning is "a" purposeful activities directed at the acquisition and development of skills and knowledge and its application. In this case the learning organization in multi-level marketing become a factor that can motivate members without a learning organization that true or even there is no learning organization in the multi-level marketing. It is certain that members do not have additional motivation in developing the business.

**Hypothesis**

Based on the explanations of the problem formulation, theoretical study, and framework thinking. A temporary hypothesis can be taken which will later be proven true through further research, namely:

1. There is a relationship between the characteristics of the *leader* and the work motivation of members of PT. Healthy Melia Prosperity in Tegal.

2. There is a relationship between company support and work motivation of members of PT. Healthy Melia Prosperity in Tegal.

3. There is a relationship between learning organizations and the work motivation of members of PT. Healthy Melia Prosperity in Tegal.

4. There is a relationship between leader characteristics, company support, and learning organizations together with the work motivation of members of PT. Healthy and Prosperous Melia in Tegal.

**RESEARCH METHODS**

**Population And Sample**

Population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics set by the researcher to be studied and then conclusions are drawn (Sugiyono, 2006: 90). The population in this study were all members PT. MSS (Melia Sehat Sejahtera) in the Operational area of Tegal City which were registered as many as 300 member. The sample is part of the number and characteristics possessed by the population. When the population is large, and researchers are not likely to study everything in the population for reasons of limited funds, manpower, and time, researchers can use samples taken from the population. In determining the number of samples can be calculated from a certain population that has been the amount is known.

**Conceptual and Operational Definitions of Variables**

The research variable is to use two variables, namely the independent variable and dependent variable which includes.

a. Dependent Variable

The dependent variable is a variable that is the center of attention of researchers. The nature of a problem is easy to see by recognizing the various dependent variables used in a model (Ferdinand, 2006). In this research, the the dependent variable is Member Work Motivation (Y).

b. Independent Variable (Independent Variable)

The independent variable is a variable that affects the dependent variable,

good which have a positive or negative effect (Ferdinand, 2006).

## Method Of Collecting Data

The data collection methods used in this research are:

1.Literature Study

Literature study is a method of collecting data by reading books, literature, journals, references related to this research and previous research related to the research being conducted.

2.Questionnaire

Questionnaire is a method of collecting data which is done by provide questions to respondents with a questionnaire guide. The questionnaire in this study used closed questions, namely the form of questions that have been accompanied by alternative answers before, so that respondents can choose one of the alternative answers. In the measurement, Each respondent is asked for his opinion on a statement that has been scoring each alternative answer.

## Multiple Correlation Analysis

Multiple correlation aims to find out how big the multiple correlation coefficient is between *leader* characteristics variables (X1), company support (X2), organization learning (X3) together on the dependent variable work motivation of members (Y). The formula used is as follows (Sudjana, 2005:387):

$$\left(1 - R^2{}_{y.123}\right) = \left(1 - r^2{}_{y.1}\right)\left(1 - r^2{}_{y2.1}\right)\left(1 - r^2{}_{y3.12}\right)$$

Information :

$R^2$ y.123 = double correlation between X1, X2, and X3

Ry.1 = Correlation between Y and X1
Ry.2.1 = Correlation between Y and X2 if X1 remains
Ry.3.12 =Correlation between Y and X3 if X1 and X2 remain

## Significance Test of Multiple Correlation Coefficient

To test the significance of the correlation coefficient obtained, the F test will be used. The steps are :

a. Hypothesis Formula

Ho: ÿ = 0 There is no relationship between leader characteristics, company support, and learning organization together on work motivation members of PT. Healthy and Prosperous Melia in Tegal.

H1: ÿÿ 0 There is a relationship between leader characteristics, company support, and learning organization together on work motivation members of PT. Healthy and Prosperous Melia in Tegal.
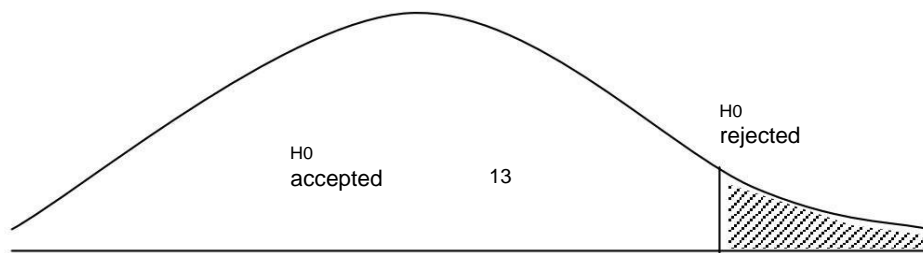
b.Selected level of significant ÿ = 5%

c.Hypothesis Testing Criteria

If Fcount>Ftable, then H0 is rejected

If Fcount<Ftable, then H0 is accepted



d. Testing the value of Fcount

To test the multiple correlation coefficient, the statistical test uses the general formula F test as follows (Sugiyono, 2010:238).

Information

F = magnitude Fcount

R = multiple linear correlation coefficient

n = number of data

k = number of independent variables

e. Ho's decision was rejected or accepted

**Coefficient of Determination Analysis**

The coefficient of determination is used to express the size of the contribution (direct contribution) between the characteristics of the leader, company support, and organization learning together on the work motivation of members of PT. Healthy Melia Prosperity in Tegal. The formula for the coefficient of determination is as follows (Riduwan, 2013:228)

KP = R² x 100%

Information :

KP = Determinant coefficient (determination)

r = Multiple correlation coefficient

**DATA ANALYSIS AND TESTING HYPOTHESES**

After the necessary data is collected from the questionnaires distributed to respondents, then the next step is to process and analyze the data. As described in the previous chapter, this research will discuss or answer the problems in the research This is how the characteristics of the leader, company support, and organization influence learning both individually and collectively on work motivation. This research will be conducted at PT. Melia Sehat Sejahtera Tegal, by taking a sample of 75 respondents, namely members of PT. Melia Healthy Prosperous Tegal.

*Spearman Rank* **Correlation Analysis**

*Spearman Rank* Correlation is used to find the relationship or to test the significance associative hypothesis. The following are the results of the *Spearman rank* correlation from this study:

**Table 1**

**Spearman Rank Correlation Results Between *Leader* Characteristics And Work Motivation**

| Spearman's rho | | | Leader_X1 | Motivation Work_Y |
|---|---|---|---|---|
| | Leader_X1 | Correlation Coef f icient | 1,000 | ,603* * |
| | | Sig. (2-tailed) | | ,000 |
| | | N | 75 | 75 |
| | MotivasiKerja_Y | Correlation Coef f icient | ,603* * | 1,000 |
| | | Sig. (2-tailed) | ,000 | |
| | | N | 75 | 75 |

Based on the results of the calculation of the *Spearman rank* correlation between the characteristics of the *leader* with the work motivation of members of PT. Melia Sehat Sejahtera in Tegal got a correlation value of 0.603. That means the relationship between *leader* characteristics and work motivation classified as strong because the correlation value lies in the coefficient interval 0.600 – 0.799. The relationship between *leader* characteristics and work motivation of members of PT. Healthy Melia Prosperity in Tegal is positive, it means that if the characteristics of the *leader* increase then work motivation of members of PT. Melia Sehat Sejahtera in Tegal will increase.

Based on the calculation results of the Spearman *rank* correlation between company support with the work motivation of members of PT. Melia Sehat Sejahtera in Tegal got a correlation value of 0.497. That means the relationship between company support and work motivation quite strong because the correlation value lies in the coefficient interval 0.400 - 0,599. The relationship between company support and work motivation of members of PT. Healthy Melia Prosperity in Tegal is positive, meaning that if the company's support increases then work motivation of members of PT. Melia Sehat Sejahtera in Tegal will increase. Otherwise if the company's support decreases, the work motivation of members of PT. Healthy Melia Prosperity in Tegal will decline. Based on the results of the calculation of the significance test of the Spearman rank correlation between the support a company with a work motivation of members of PT. Melia, Healthy and Prosperous in Tegal , scores *sig* 0.000 which is smaller than the significance (of 0.05 which means there is a significant relationship) significant relationship between company support and work motivation of members of PT. Healthy Melia Prosperity in Tegal.

**Table 2**

**Spearman Rank Correlation Results Between Learning Organizations With Work Motivation**

**Correlations**

| Spearman's rho | | | OrgPemb_X3 | Motivasi Kerja_Y |
|---|---|---|---|---|
| | OrgPemb_X3 | Correlation Coef ficient | 1,000 | ,529** |
| | | Sig. (2-tailed) | . | ,000 |
| | | N | 75 | 75 |
| | MotivasiKerja_Y | Correlation Coef ficient | ,529** | 1,000 |
| | | Sig. (2-tailed) | ,000 | . |
| | | N | 75 | 75 |

**. Correlation is signif icant at the 0.01 level (2-tailed).

Based on the results of the calculation of the Spearman rank correlation between learning organizations with the work motivation of members of PT. Melia Sehat Sejahtera in Tegal got a correlation value of 0.529. That means the relationship between learning organization and motivation work is quite strong because the correlation value lies in the coefficient interval 0,400 – 0,599. The relationship between learning organizations and work motivation of members of PT. Melia Healthy and Prosperous in Tegal is positive, meaning that if the learning organization increases then the work motivation of members of PT. Melia Sehat Sejahtera in Tegal will increase. Otherwise if the learning organization decreases then the work motivation of PT members. Melia Sehat Prosperity in Tegal will decline. Based on the results of the calculation of the significance test of the Spearman rank correlation between organizations learning with work motivation of members of PT. Melia Healthy and Prosperous in Tegal is obtained sig value of 0.000 which is smaller than the significance (of 0.05 which means there is a relationship which is significant between the learning organization with the work motivation of members of PT. Melia Prosperous Health in Tegal.

**Multiple Correlation Analysis**

Multiple correlation aims to find out how big the multiple correlation coefficient is between *leader* characteristic variables (X1), company support (X2), learning organization (X3) together on the dependent variable of member work motivation (Y). The following is the results of the calculation of the double correlation of *leader* characteristic variables (X1), company support (X2), learning organization (X3) together on the dependent variable of work motivation member (Y).

This can be interpreted as the relationship between *leader characteristics,* company and organizational support learning together with the work motivation of members of PT. Melia Healthy and Prosperous at Tegal is classified as strong because the correlation value lies in the coefficient interval 0.600 – 0.799. Relationship between *leader characteristics,* company support and learning organization together with the work motivation of members of PT. Melia Healthy and Prosperous in Tegal is positive means if the characteristics of the *leader,* company support and learning organization jointly increase the work motivation of members of PT. Melia Healthy and Prosperous at Tegal will increase. On the other hand, if the characteristics of the *leader,* company support and the learning organization together decreases, the work motivation of members of PT. Melia Healthy and Prosperous in Tegal will decline. Multiple correlation Significance Test is used to obtain conclusions from the presence or absence of whether or not there is a significant relationship between *leader characteristics,* company support and learning organization together with the work motivation of members of PT. Healthy Melia Prosperity in Tegal.

**Table 3**

**Multiple Correlation Significance Test Results**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 604,257 | 3 | 201,419 | 16,037 | ,000a |
| | Residual | 891,743 | 71 | 12,560 | | |
| | Total | 1496,000 | 74 | | | |

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a. Predictors: (Constant), OrgPemb_X3, Leader_X1, Dukungan_X2

b. Dependent Variable: MotivasiKerja_Y

From the results of the calculation of the significance of the multiple correlation coefficient above at the level significance of 0.05 obtained a significance value of 0.000 <0.05. This can be interpreted that there is a significant influence between the characteristics of the *leader,* company support and learning organization together with the work motivation of members of PT. Healthy Melia Prosperity in Tegal.

## Coefficient of Determination

The coefficient of determination is used to express the size of the contribution (direct donation) *leader characteristics,* company support and learning organization together with the work motivation of members of PT. Healthy and Prosperous Melia in Tegal. As forthe results of the coefficient of determination are as follows:

**Table 4**

**The Result of the Coefficient of Determination**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,636a | ,404 | ,379 | 3,544 |

The magnitude of the coefficient of determination based on the analysis with the SPSS program is 0.404. Thus, it means that the total variation in the work motivation of members of PT. Melia Healthy and Prosperous in Tegal explained the relationship model between the variables of work motivation of members of PT. Melia Healthy and Prosperous in Tegal with variable characteristics of *leader,* company support and learning organization is 40.4% while 59.6% is explained by factors which cannot be explained in this study.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of research on the Influence of Leader Characteristics, Company Support, and Learning Organization on Work Motivation of Multi Level Marketing Members at PT. Melia Prosperous Health in the City of Tegal, it can be concluded as follows:

1. There is a strong, positive and significant relationship between *leader* characteristics and motivation working members of PT. Healthy and Prosperous Melia in Tegal.

2. There is a strong, positive and significant relationship with company support for work motivation of members of PT. Healthy and Prosperous Melia in Tegal.

3. There is a strong, positive and significant relationship of learning organization to work motivation of members of PT. Healthy and Prosperous Melia in Tegal.

4. There is a positive, strong and significant relationship with leader characteristics, support companies, and learning organizations together on work motivation members of PT. Healthy and Prosperous Melia in Tegal.

### Suggestion

1. Based on the conclusions above, the suggestions in this study are:

2. *Leaders of* PT. Melia Sehat Sejahtera in Tegal should be able to provide a clear vision able to encourage members to work for the organization. Rewards in the form of praise and compliments to members who are able to show work performance.

3. PT. Melia Sehat Sejahtera in Tegal should give members a chance to improve abilities and skills related to implementation Duty. Leaders and management are willing to help members who experience difficulty in completing tasks.

4. PT. Melia Sehat Sejahtera in Tegal should increase solidarity among others members through familiarity activities. Providing promotional opportunities fairly to each member who is able to demonstrate work performance, as well as provide incentives equitably according to duties and responsibilities That was carried out.

5. For consumers, before making a purchase, they should seek information about the products he will buy, especially the products related to the product health, especially products related to MLM products.

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