

Motivation Level of Construction Workers in Batam City on Maslow's Theory

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Abstract

One of the movers of the success of the company's products is human resources. Generally owner gives motivation to his workers. However, not all workers have same motivation. This research is to describe the results of the level of work motivation based on Maslow's theory consisting of physiological, safety and security, love or belonging, esteem, and self-actualization. Data were collected by distributing questionnaires to 8 construction companies in Batam City. The highest level motivation needs is physiological with percentage of 5.87%, in the second place there is esteem with percentage of 5.62%. The third rank is love or belonging with percentage 5.41%. Last rank is safety and security with percentage 3.93%.

Keywords:

Motivation, Maslow, Needs, Constructions, and Human Resources

Introduction

The entry of the globalization era made almost all aspects develop rapidly that causing intense competition. Likewise with the construction sector in Batam City. Batam City is used as a free trade zone which has been stipulated by president of Indonesia in the Republic of Indonesia Government Regulation Number 46 of 2007 concerning Free Trade Zone and Free Port of Batam [1]. Because of this, some investors are interested in investing in Batam City also because of its strategic location close to Singapore and Malaysia, which are busy global shipping lanes. Batam's economy is rapidly increasing and advancing, causing intense competition among construction companies.

In order to survive in the construction industry market, companies must be required to improve quality to build public trust such as using good and quality materials, having adequate tools and equipment in accordance with standard specifications that ensure their safety, and the most important thing is human resources who are be the movers of the company. Materials cannot be processed without the aid of non-human tools.

Human nature and characteristics are not all the same, some can be arranged some are difficult. Productivity is a priority point in hiring human resources. One of the keys to the success of a company is the high productivity of the workforce. The high productivity of labor is due to a strong impulse in workers called motivation. Motivation is a large-scale encouragement or interest in humans that increases a desire to reach certain goals or ideals. The enthusiasm and positive energy of workers will have an impact on the productivity of the workforce. In order for company owners and workers to benefit from work, company owners generally provide motivation for their workforce.

Through this research, we will get the highest and lowest motivation needs of construction project workers in Batam City. Data were collected through questionnaires from construction workers in the field and office staff in construction companies. The aim of the research was to identify the motivational needs of construction project workers.

Literature Review

Organizations have many kinds of resources as inputs to produce output in the form of goods or services. These resources are money, materials, machines, methods, market, and most importantly manpower. Manpower are people or employees who work in an organization. Without manpower contribution, a company cannot generate any profits. Because of this, human resources are said to be the company's most valuable assets. So that companies can manage human resources, human resource management is made. Human resource management is a strategic approach to managing all activities related to human empowerment such as planning, coordinating, fostering, motivating, and controlling human resources to achieve predetermined company or institutional goals [2]. The function of human resource management is to organize and manage workers, provide an assessment of prospective workers, conduct staffing according to company needs, provide awards or repayment for labor services, improve the quality of workers and the work environment, overcome all worker problems, and handle worker health and safety. Human resources are of course important for planning. Human resource planning is the process of identification and analysis carried out by companies of human resources so that companies can ensure the steps taken to achieve company goals [3]. With human resource planning, the company has a picture of the future and is able to prevent a lack of quality. According to Peterson and Plowman someone wants to work due to factors [4], including:

- a. The desire to live
- b. The desire for position
- c. The desire for power
- d. The desire for recognition

Movere, is the basic meaning of motivation from Latin which is defined as encouragement or enthusiasm [5]. The definition of motivation is a change that occurs in a person that appears with feelings, psychiatric and emotional symptoms so as to encourage individuals to do or act something caused by needs, desires and goals. In motivation management is focused on human resources, especially their subordinates [6]. The goal is to provide passion for work so that subordinates can release their potential and want to work productively. This provides benefits for both sides, namely for the owner to get the potential from the workers while the workers can achieve and realize their desires. The objectives of giving motivation to workers include [7]:

1. Encourage passion and morale
2. Improve employee morale and job satisfaction
3. Maintaining loyalty and stability of workers
4. Increase discipline and reduce the level of absenteeism
5. Making the attendance of workers effective
6. Creating a good working atmosphere and relationship
7. Increase the creativity and participation of workers
8. Increase the sense of responsibility for their duties

Maslow argues that motivation greatly influences human behavior. The theory presented by Maslow provides his view of motivation in order to refer to human behavior to achieve its goals. In this theory, human needs are arranged hierarchically from the lowest to the highest. When one kind of need has been met, it can no longer be used as a motivator. The basic assumption of this theory is that there are always more ways to satisfy a need at a higher level than at a lower level [8]. Maslow groups his motivation theory according to a priority scale because individual needs serve as the greatest booster force for human behavior. Abraham Maslow's hierarchy of needs motivation theory classifies human needs into five groups, namely as follows:

1. Physiological needs

Physiological needs are the most basic needs of a person related to human survival. The needs referred to are food, clothing, shelter, water, air, rest, and so on. If this basic need is not met, then humans will have difficulty surviving.

2. Safety and security needs

Safety and security needs are needs to feel safe and secure. This need will be sought if the physiological needs have been met. The needs referred to are such as freedom from threats, security at work, protection from dangers, crimes, natural disasters and war, property security, and others.

3. Love or belonging needs

Love or belonging need is the need for a relationship with human interaction. This need is also an important need because basically humans are social creatures who need help from others and cannot live alone. These needs include love, affection, friendship, conversation, belonging, and so on. This need will be needed when security and safety needs have been met.

4. Esteems needs

Esteems need is the need to want to be recognized and appreciated by others. This need is like wanting to get self-respect and recognition from someone else. This need will be needed when love or belonging needs have been met.

5. Self-actualization needs

Self-actualization needs are the highest needs that will be met if the previous four needs have been met stably. Self-actualization needs intend to fulfill oneself by maximizing existing skills, abilities, and potentials. An example is the desire to make himself meaningful because he has helped and served others.

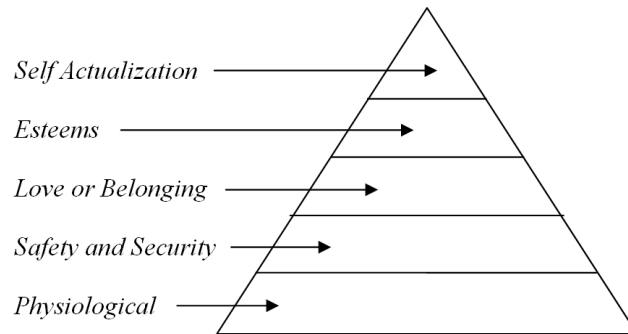


Figure 1. Hierarchy of Human Needs According to Maslow's Theory

Source : article [9]

Research Methods

The location of the research was conducted in Batam City, Riau Islands, Indonesia and the data were collected around January 2021. The data was collected by distributing questionnaires to construction companies in Batam City. The questionnaire divided is a closed research type, namely a questionnaire that presents the questions and answer choices that have been provided. The type of sampling used is nonprobability sampling, which is a subjective sampling technique depending on the tastes of the researcher in sampling, especially for the number of populations that are not known with certainty. The type of nonprobability sampling used is quota sampling in which the number of samples is determined by the researcher who is considered to reflect the characteristics of the population. Collecting data was taken from a sample of 50 respondents consisting of 30 field workers and 20 office staff in 8 construction companies in Batam City. The number 50 is a researcher estimate who is believed to represent construction workers in Batam City. The data collected are as follows:

1. Primary Data

Primary data was collected by researchers from the results of distributing questionnaires to 50 respondents in 8 construction companies in Batam City.

Table 1. Respondent Lists

No.	Company Name	Sector	Sampling Date	Number of Sample	
				Workman	Staff
1	PT. McDermott Indonesia	Offshore construction	Thursday, 14 January 2021	5	5
2	PT. Batindo Tatasentosa	Material supplier	Monday, 18 January 2021	-	5
3	PT. Remicon Widyaprima	Ready mix supplier	Monday, 18 January 2021	-	5

4	PT. Assia Berdikari	Contractor	Wednesday, 20 January 2021	5	-
5	PT. Gerbang Sukses Karya	Contractor	Wednesday, 20 January 2021	10	-
6	PT. Penuin	Developer	Wednesday, 20 January 2021	5	-
7	PT. Anugrah Bintang Trijaya	Contractor	Friday, 22 January 2021	5	-
8	Central Raya Group	Developer	Friday, 22 January 2021	-	5

2. Secondary Data

Meanwhile, secondary data that is not obtained from the main source, researchers collect information from sources other than primary data. Information collected through literature studies such as from books, journals, and the other to supporting reference for research.

The questionnaire presented contains variables made using a Likert scale which consists of a scale of 1 to 5. Each has a meaning and value as described in the table below:

Table 2. Likert Scale and Meaning

Score	Symbol	Meaning (id)	Meaning (en)
5	SS	Sangat Setuju	Strongly Agree
4	S	Setuju	Agree
3	R	Ragu-ragu	Doubtful
2	TS	Tidak Setuju	Disagree
1	STS	Sangat Tidak Setuju	Strongly Disagree

Source : journal article [10]

Results and Discussion

In Maslow's motivation theory, there are five needs that become human motivation factors from the highest to the lowest, namely physiological needs, safety and security needs, love and belonging needs, esteem needs, and self-actualization needs. To meet the research objectives, each question contains meaning in accordance with Maslow's theory of motivation. Questions are coded from X1 to X20 for easy reading of the table. Physiological needs include questions 1 to 4 which are marked with the code X1, X2, X3, and X4. Safety and security needs include questions 5 through 8 marked X5, X6, X7, and X8. Love and belonging needs include questions 9 to 12 which are marked with codes X9, X10, X11, and X12. Esteem needs include questions 13 to 16 which are marked with the codes X13, X14, X15, and X16. Self-actualization needs include questions 17 through 20 which are marked with the codes X17, X18, X19, and X20.

To simplify the discussion, the following is a classification table for human motivation needs based on Maslow's theory in a list of questions.

Table 3. Maslow's Classification Theory in a List of Questions

Code	Questions	The Need for Maslow's Theory
X1	I work for the company to provide for my family	Physiological
X2	I am happy because there is over time at this company	Physiological
X3	I feel that by working in this company, my working hours are appropriate so that I can balance work and rest	Physiological
X4	I worked at this company because I had no other job options	Physiological
X5	I feel that by working in this company, my safety and security are guaranteed	Safety and Security
X6	I am guaranteed health and safety in this company	Safety and Security
X7	Working in this company can guarantee my old age life	Safety and Security
X8	I feel comfortable working in this company	Safety and Security
X9	I feel all workers in this company are very friendly	Love or Belonging
X10	I feel happy because my presence is accepted by other workers	Love or Belonging
X11	I feel I can interact well with fellow workers in the company	Love or Belonging
X12	My boss always appreciates and cares about my work	Love or Belonging
X13	I want my work to be recognized by superiors and others	Esteems
X14	My boss always gives praise when I complete a task well	Esteems
X15	My boss always gives appreciation for my dedication	Esteems
X16	I feel happy when my superiors acknowledge my dedication	Esteems
X17	My boss provides opportunities for workers who want to develop their potential	Self-Actualization
X18	I feel challenged to complete the assigned task	Self-Actualization

X19	I feel proud to be involved in working on projects in this company	Self-Actualization
X20	I want to continue to do my job in construction	Self-Actualization

After collecting data from the results of the questionnaire, the next step is to find the highest level of Maslow's theory needs by making it a percentage.

The first step is after collecting data from the questionnaire, to get the score is sum all each questions based on the number of Likert scale. After getting the score sum of each questions, then sum all to get the grand total. To get percentage of each questions is to divided the total each questions with grand total then multiplied by 100%.

For example, the score in the first question (X1) is 218 which is obtained from the sum of the Likert scale values of 50 respondents. The total of the 20 questions is 3716. Then the formula obtained is as follows.

$$\text{percentage (\%)} = \left(\frac{\text{total score each questions}}{\text{grand total}} \right) \times 100\%$$

$$\text{percentage (\%)} = \left(\frac{218}{3718} \right) \times 100\% = 5.87\%$$

Based on the above mathematical explanation, it states that the percentage of X1 is 5.87%. Maslow's rank and percentage of motivation requirements are summarized in the table below.

Table 4. Maslow's Motivational Needs Ranking

No.	Score	Percentage	Code	The Need for Maslow's Theory
1	218	5,87%	X1	Physiological
2	209	5,62%	X13	Esteems
3	201	5,41%	X12	Love or Belonging
4	199	5,36%	X10	Love or Belonging
5	199	5.36%	X9	Love or Belonging
6	198	5.33%	X11	Love or Belonging
7	196	5.27%	X16	Esteems
8	193	5,19%	X20	Self-Actualization
9	193	5,19%	X19	Self-Actualization
10	191	5,14%	X6	Safety and Security
11	188	5,06%	X8	Safety and Security
12	186	5,01%	X17	Self-Actualization
13	186	5,01%	X3	Physiological
14	183	4,92%	X5	Safety and Security

15	179	4,82%	X14	Esteems
16	176	4,73%	X18	Self-Actualization
17	165	4,44%	X2	Physiological
18	162	4,36%	X15	Esteems
19	148	3,98%	X4	Physiological
20	146	3,93%	X7	Safety and Security

From the table above, it can be seen that the highest motivation needs that affect the workers from 8 construction companies in Batam City are physiological needs with a percentage of 5.87% with the highest score of 218. The second rank of workers' motivation needs is esteem needs with a percentage of 5.62% with a score of 209. While the lowest motivation needs are occupied by safety and security needs with a percentage of 3.93% and a score of 146.

Conclusions

Based on the analysis, the results concluded that the highest motivation need is physiological needs with percentage 5.87% and highest score 218. So that construction workers in Batam City still need the interests of life in the form of basic necessities. While the lowest motivation needs are safety and security needs with percentage 3.93% and a total score of 146.

Through this research, it is suggested in the future to conduct research on the concept of motivation using other motivation theories to compare the results of the motivation level of construction project workers in Batam City.

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