



**THE RELATIONSHIP BETWEEN WORK INVOLVEMENT AND WORK
PRODUCTIVITY OF TWO-WHEEL AUTOMOTIVE SALES MARKETING
EMPLOYEES IN KOTAMOBAGU CITY****Niky Daniel Sengkey**

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Abstract (English)

This study focuses on the relationship between job engagement and work productivity. Job engagement is defined as an individual's psychological state of interest, activeness, and awareness of the importance of their work. Meanwhile, work productivity is measured based on the efficiency and effectiveness of resource utilization to produce optimal output, which is influenced by employees' mental attitude to continuously improve productivity. Consequently, high levels of job engagement are expected to increase employee productivity. The research approach uses a quantitative method with product moment correlation analysis. The subjects in the study were 30 two-wheeled automotive sales marketing employees in Kotamobagu based on Arikunto's opinion (2006) using Purposive sampling data collection techniques. The results of the study obtained a simple correlation test obtained an empirical correlation coefficient (r_{xy}) of 0.742. The theoretical correlation coefficient value at a significance level of 5% dk 30 is 0.361. Comparing the empirical r_{xy} price with the theoretical r_{xy} price is known that the empirical r_{xy} price is greater than the theoretical r_{xy} price or $0.742 > 0.361$. so the results of the study concluded that there is a positive and significant relationship between work engagement and work productivity in two-wheeled automotive sales marketing employees in Kotamobagu. Based on these results, the hypothesis H_a is accepted and H_0 is rejected with a relationship level of 55%.

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INTRODUCTION

Automotive technology has now reached a modern stage with significant progress. In Indonesia, the motorcycle industry is experiencing rapid growth, with many regions now boasting abundant two-wheeled transportation.

According to data from the Central Statistics Agency (BPS), the number of two-wheeled motorized vehicles (motorcycles) in Indonesia reached 125,305,332 units in 2022. Overall, the number of motorized vehicles in Indonesia reached 148,261,817 units in the same year. Motorcycles account for a substantial portion of the total motorized vehicle population, accounting for approximately 85%.

Gaikindo data also states that by 2024, the number of motorcycles in Indonesia will reach 137.3 million units, while passenger cars will total 20.1 million units. The latest data from Bisnis.com as of April 6, 2025, shows that the total number of vehicles operating in Indonesia has reached over 168 million units. <https://foto.bisnis.com/view/20250430/1873177/168-million-vehicles-operating-in-Indonesia>).

The popularity of two-wheeled vehicles in Indonesia can be attributed to several key factors: high public purchasing interest, the time efficiency offered by two-wheeled vehicles for daily mobility, and innovative and persuasive marketing strategies from automotive companies. In the marketing context, automotive companies employ professional sales marketing staff to interact with customers. directly with potential consumers, promoting products, answering questions, and facilitating the sales process until the transaction is completed.



In promoting or marketing a product, a sales marketing will work individually and together in a team. Based on the results of field observations, researchers can describe that the provision of promotions from companies with various offers conveyed by sales marketing, makes people interested in owning the products offered. Job involvement as an individual's psychological state with his work where the individual has an interest in his work, job involvement is the level of psychological attachment of a person to his work, where their performance is considered very important for self-esteem. According to Rivai and Mulyadi (2012), job involvement is the degree of psychological attachment of a person to his work, which makes them feel that their performance is very meaningful to themselves. Individuals with high job involvement will feel that their work is very important and strive to provide optimal performance. High job involvement can increase a person's motivation and performance at work.

According to Blau and Bloal, Balay, Ramsey et al (in Uygur and Kilic, 2009) work involvement has four characteristics, namely: (1) Work becomes the main focus of life, (2) Active participation in work activities, (3) Work performance affects self-esteem, and (4) Performance is in line with the individual's self-concept. According to Noe, Hollenbeck, Gerhart & Wright (2011) work involvement is the extent to which people identify themselves with their work.

Employees with high levels of job engagement tend to view their work as an integral part of their lives, leading them to put in their best effort and often exceeding expectations. For sales and marketing employees, a sense of engagement in their work will positively impact company productivity, as they will be more motivated to achieve sales targets and deliver optimal results.

Sales marketing employees will perform well in their workplace and contribute to themselves and see their success at work as an indication of success in life as a whole. This benefits the company in marketing motor vehicle products, which can increase the current amount of work productivity. Therefore, the researcher is interested in conducting research on work engagement with work productivity. Thus, the researcher raised the research title "The Relationship Between Work Engagement and Work Productivity in Sales Marketing Employees in Kotamobagu City".

RESEARCH METHODS

This research uses a quantitative methodology, which, according to Arikunto (2002), involves the use of numbers in data collection, analysis, and presentation of results. The quantitative approach assumes that reality can be measured objectively and that research variables can be clearly defined to understand the relationships between them.

The population used in this study was 30 two-wheeled automotive sales employees in Kotamobagu City. According to Sugiyono (2008) A sample is a part of the number and characteristics possessed by the population.

Appropriate sampling is crucial in research to ensure that the sample accurately represents the population. By using statistical methods or research estimation, researchers can determine the appropriate sample size. A representative sample allows research results to be generalized to a wider population with a high degree of confidence. Conversely, an unrepresentative sample can introduce bias and reduce the validity of research results, so it is important to pay attention to appropriate sampling methodology. The sampling technique used purposive sampling. Purposive sampling is a technique for sampling data sources with specific considerations.

DISCUSSION

In the context of two-wheeled vehicle marketing, an effective sales marketing must have the ability to be actively involved in every stage of the work process, both independently and in a team, to achieve optimal sales targets, especially amidst current challenges that require adaptation and innovation. High work involvement in sales marketing employees allows them to be more proactive in identifying sales opportunities, building relationships with customers, and developing effective marketing strategies, so as to increase sales of two-wheeled vehicle products and achieve the desired work results.

Based on the research results, it is known that a person's involvement in work is related to work productivity with a significance value of Sig. (1-tailed) of $0.000 < 0.05$ which means there is a significant correlation between the work involvement variable and the work productivity variable. Hypothesis decision making if the correlation coefficient $r_{count} > r_{table}$ then H_a is accepted and if $r_{count} < r_{table}$ then H_0 is accepted. Based on the r_{count} value of $0.742 > 0.361$ it can be concluded that the H_a hypothesis is accepted and the H_0 hypothesis is rejected. These results indicate that work involvement in two-wheeled automotive sales marketing employees in Kotamobagu has a major impact on work productivity, where the work results of employees individually and with work team groups continue to run well in accordance with work duties and responsibilities.

CONCLUSION AND SUGGESTIONS

Based on the results of the hypothesis test, it is concluded that there is a positive and significant relationship between work engagement (X) and work productivity (Y) in two-wheeled automotive sales marketing employees in Kotamobagu, so that the hypothesis H_a is accepted and H_0 is rejected. Where, the results of the Pearson Product Moment correlation show an empirical correlation coefficient value (r_{xy}) of 0.742, where the empirical value is greater than the theoretical value of 0.361. and a significance value of Sig. (1-tailed) of $0.000 < 0.05$, which means there is a significant correlation between the work engagement variable and the work productivity variable. The magnitude of the relationship between work engagement and productivity is based on the R-square value of 0.550, so it is concluded that the magnitude of the relationship between work engagement and work productivity is 55%, and the remaining 45% is determined by other factors.

Based on the conclusions obtained, there are several suggestions that researchers can convey based on the research process and results:

1. To the Sales Marketing Employees of Two-Wheeled Vehicles, it is recommended to be able to carry out their responsibilities by providing efficient and effective resources so that they can make progress for the company from the mental attitude of employees who are more productive every day.
2. To the Company, to be able to provide facilities and be able to foster a sense of interest in sales marketing employees towards their work, so that employees can be actively involved in their work and realize that their work is important for their self-esteem and good for the company in achieving its goals.
3. For further researchers, they can expand the research data collection by considering other variables such as self-confidence, job satisfaction, workload, and compensation in sales marketing.

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