

Motivational Influence On Job Satisfaction And Its Impact On The Performance Of Agricultural Extenders In Nias District

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ABSTRACT

This research aims to investigate the relationship between motivation and job satisfaction and its impact on the performance of agricultural instructors in Nias Regency. Data was collected through a survey using a questionnaire distributed to several agricultural instructors in the area. The variables studied included the instructor's motivation level, job satisfaction level, and agricultural instructor performance. The results of the data analysis show that there is a significant positive relationship between the motivation of agricultural instructors and their level of job satisfaction. The higher the level of motivation, the higher the level of job satisfaction felt by agricultural instructors. Besides that, This research also reveals that the level of job satisfaction of agricultural instructors has a positive impact on their performance in supporting agriculture in Nias Regency. The results of this research have important implications for the development of human resources in the agricultural sector. Efforts to increase the motivation of agricultural extension workers can be key to increasing their job satisfaction, which in turn will contribute to improved performance in supporting local agriculture. Therefore, it is recommended that related parties in the agricultural sector in Nias Regency pay more attention to the motivation and job satisfaction of agricultural instructors to increase the effectiveness of agricultural programs in the region. The results of this research have important implications for the development of human resources in the agricultural sector. Efforts to increase the motivation of agricultural extension workers can be key to increasing their job satisfaction, which in turn will contribute to improved performance in supporting local agriculture. Therefore, it is recommended that related parties in the agricultural sector in Nias Regency pay more attention to the motivation and job satisfaction of agricultural instructors to increase the effectiveness of agricultural programs in the region.

Keywords: *Agricultural development, Performance, Skills Development, Training.*

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1. INTRODUCTION

The agricultural sector plays an important role in driving the economy in many countries, including Indonesia. Agricultural extension workers are a key element in providing knowledge and guidance to farmers to increase agricultural productivity and sustainability. The success of agricultural instructors in carrying out their duties depends greatly on their level of motivation, the level of perceived job satisfaction, and ultimately, their performance in supporting farmers[1]–[3].

Indonesia is an agricultural country because it still relies on the agricultural sector as a source of livelihood and also as a support for development. In fact, the agricultural sector has a quite important role in economic activities in Indonesia. This can be seen in its contribution to Gross Domestic Product (GDP), which is quite large, namely around 13.28 percent in 2021 or second only to the industrial sector (GDP Analysis of the Agricultural Sector in 2022). Food is an agricultural product which is the most important basic human need and its fulfillment is part of the human rights guaranteed by Law number 18 of 2012 concerning food, as a basic component for creating quality human resources and mandates that people have the widest possible rights and opportunities. - widespread efforts to create food reserves. That the state is obliged to realize the availability, affordability and fulfillment of adequate, safe, quality and nutritionally balanced food consumption both at the national and regional levels and even for individuals throughout the territory of the Unitary State of the Republic of Indonesia. Along with the development of the population, the quality of life of the community is predicted that food needs will



continue to increase in quantity, diversity and quality. Moreover, the population of Indonesia which is quite large, around 270.2 million with a population growth rate of 1.25 percent per year (Indonesian Statistics, 2021) requires quite large food availability, with large efforts and resources to fulfill it. However, without reliable human resource management, the management, use and exploitation of other resources will be ineffective[4].

Nias Regency, as one of the agricultural regions in Indonesia, has many agricultural instructors who play a role in supporting the growth of the local agricultural sector. Therefore, it is important to understand how psychological factors such as motivation can influence agricultural extension workers' job satisfaction, and how this can then impact their performance. Nias Regency is one of the districts in North Sumatra Province which is located on one island called Nias Island with an area of 853.42 km² parallel to Nias Regency and is located to the west of Sumatra Island with a population of 143,319 people with a population growth rate per year 2018- 2019 amounted to 0.34% (Nias Regency in 2020 Figures). Food Security Service, Nias Regency Agriculture and Fisheries is a regional organization in which there is a technical implementation unit for agricultural extension which is responsible for carrying out agricultural extension, both administration and management and utilization. In improving the agricultural sector, quality human resources (HR) are needed, so that extension activities can run well, Extended resources are needed who have good work skills in the agricultural sector. The performance of agricultural instructors refers to the concept of empowerment which can increase the capacity and independence of farmers[5].

In the agricultural sector, one of the human resources who teaches innovation or new knowledge in better agricultural cultivation is the Agricultural Extension Officer. Law no. 16 of 2006 concerning Agricultural, Fisheries and Forestry Extension Systems explains that agricultural, fisheries and forestry extension, hereinafter referred to as extension, is a learning process for the main actors and business actors so that they are willing and able to help and organize themselves in accessing market information, technology, capital and other resources, as an effort to increase productivity[6], business efficiency, income and welfare as well as increase awareness in preserving environmental functions[7].

The role of agricultural instructors as human resources is very important in agricultural extension to help communities improve the agricultural sector. Extension is a form of non-formal educational effort for individuals or community groups which is carried out systematically, planned and directed in an effort to change sustainable behavior in order to achieve increased production, income and improved welfare. The community as service users, in this case farmers, extension workers and extension institutions, provide services to the community, especially farmers, to obtain information about agricultural programs and information to solve problems related to the agricultural sector. Agricultural development in the future needs to pay special attention to agricultural extension, because extension is one of the strategic activities in an effort to achieve agricultural development goals. Through extension activities, farmers' abilities increase so they can manage their farming businesses productively, efficiently and profitably, so that farmers and their families can improve their welfare. As time goes by, the working conditions of agricultural instructors experience a decline, there are several things that illustrate this, namely the development of farmer groups does not show good progress in terms of quantity and quality[8].

Motivation is one of the key factors that influences individual behavior and performance in an organizational context. In the context of agricultural extension workers, motivation can refer to factors that encourage them to carry out their duties well, such as interest in agriculture, understanding of the positive impacts of their work, and the drive to make positive contributions to the agricultural community. According to Pratiwi (2019:97) that work motivation is a set of energetic forces that originate from within and outside the individual, to initiate work-related behavior in form, direction, intensity and duration[9], [10]. Motivation is also a desire that arises from within a person or individual because he is inspired, encouraged and encouraged to carry out activities with sincerity, joy and sincerity so that the activities carried out get good and quality results (Afandi, 2018: 23). Motivation is a mental state that encourages, activates or moves a person who will later direct and channel behavior, attitudes and actions that are always associated with achieving goals, both personal goals for each member. Motivation is defined by three main components, namely need, drive and goal.[4], [11]

In the context of Nias Regency, there has not been much research on the relationship between motivation, job satisfaction, and performance of agricultural instructors. Therefore, this study aims to fill this knowledge gap and provide better insight into the factors influencing the effectiveness of agricultural extension workers in the region. Thus, it is hoped that this research can make a positive contribution to efforts to improve the agricultural sector in Nias Regency and other similar area

2. RESEARCH METHODOLOGY

The type of research used is a quantitative study with a descriptive approach. A quantitative research method is one specific type of research that is systematic, planned, and structured clearly from the beginning until making the design of the research. Quantitative research methods can be interpreted as methods philosophy-based research positivism, yes used For researching population or sample particular, technique of taking samples in general done randomly, collection use instrument research, data analysis is quantitative/analytical statistics with objective For testing the hypothesis that has been determined (Sugiyono 2017:8). According to Sugiyono (2017:308) data

collection techniques are the most important step in research, because the main aim of research is to obtain data [12], [13]. Collecting data using a questionnaire technique containing a list of statements to respondents in the hope of providing responses to the list of statements. The questionnaire given to respondents is structured so that respondents are limited in giving answers by choosing one alternative answer from the five alternative answers provided. This method was chosen because the respondents are people who know the situation or what they themselves have experienced, so that what the respondents state to the researchers is true and trustworthy.

Population in study This is power extension worker agriculture field within the District Agriculture and Food Security Service Nias totaling 40 people.

3. RESEARCH RESULTS

In organizations, motivation has an important role, because it is directly related to the human element in the organization. The right motivation will be able to advance and develop the organization. According to Sedarmayanti (2017:154), "work motivation is the force that encourages a person to act or not which is essentially positive or negative internally and externally."

From the results of the distribution of respondents' answers, it can be seen that the mean for the motivation variable is 3.5 in the good category. However, some indicators must be optimized and are of concern to the Nias Regency Food Security, Agriculture, and Fisheries Service because they have a mean value of at least 1.6 in the very poor category, this indicator is that the income currently obtained is very satisfactory. This is a very serious obstacle and must be addressed, with income that is still not in line with the needs of themselves and their families, agricultural instructors will try to get additional income from other jobs which will affect their concentration at work so that it is not optimal and ultimately the expected target will be difficult to achieve. .

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Motivation has a positive and significant effect on job satisfaction, meaning that the better the motivation obtained, the better the employee's or employee's job satisfaction will be. This is supported by need level factors which include physiological, security, social, appreciation and self-actualization. Physiological, social needs and a sense of security are the highest measures of motivation, especially the family atmosphere at work, transportation facilities at work and the salary given have an impact on employee job satisfaction. These results support the results of research conducted by Ni Kadek (2015) that motivation has a positive and significant influence on job satisfaction. Saifuddinillah's research results (2018) show that training has a positive and significant effect on employee job satisfaction. Work motivation will greatly influence employee performance, if an employee works in a company every day and has good work motivation, it will certainly have a positive impact on employee loyalty and productivity and of course the employee will also have good performance. There is a significant positive relationship between job satisfaction and employee work motivation, where employees have a high job satisfaction value followed by high work motivation or when employees feel a moderate level of satisfaction, it is also followed by a moderate level of motivation and so on, meaning that employees who have reached High job satisfaction will also encourage employee work motivation to the maximum level.

The dimensions of job satisfaction values should be a concern and can be created harmoniously by the company for its employees. Because of this, besides being able to provide aspects of employee comfort and responsibility for their duties, it will also be able to foster positive work motivation for employees. In other words, to be able to create superior human resources (HR) in a company, it must first be able to create aspects of job satisfaction for all its employees.

**Results of Substructure Regression Model II
Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
I (Constant)	22,773	6,568		3,467	,001
Training (X1)	,220	,104	,301	2,108	,042
Motivation (X2)	-,363	,178	-,368	-2,039	,049
Workload (X3)	-,217	,097	-,324	-2,237	,032
Job Satisfaction (Z)	,560	,180	,607	3,105	,004

a. Dependent Variable: Performance
Source: Primary data processed

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Hypothesis testing shows that the t value is -2.039 and the significance figure is 0.049 < 0.05, so from this, it can be concluded that Ho is rejected and Ha is accepted, meaning that there is a positive and significant influence of motivation on the performance of agricultural instructors.

By understanding the important role of the humans involved in the organization and how to motivate them appropriately, organizations can create employees or instructors who are more enthusiastic and innovative. From the results of the analysis, it can be seen that the motivation variable directly has an influence of 39.6%. This can be determined based on the R Square value of 0.396 and is significant on the performance of instructors at the Nias Regency Food Security, Agriculture and Fisheries Service. Furthermore, it can be seen that there is no influence. direct and significant motivation variable on performance through job satisfaction of 0.372. This is also in line with research by Lusri & Siagian (2017) that motivation has a direct influence on performance and motivation has an indirect influence on performance through job satisfaction.

The results of this research are also supported by research conducted by Prasetyo (2023) that motivation has an indirect effect on performance through job satisfaction, as well as research conducted by Jumiaty (2023) that job satisfaction is able to mediate the influence of motivation on performance, meaning that the higher the job satisfaction felt by employees due to If the motivation obtained is good, it tends to improve performance because when employees receive positive encouragement they will also make a good contribution.

4. CONCLUSION

This article concludes that the results of the research show that there is a positive relationship between the motivation of agricultural instructors in Nias Regency and their level of job satisfaction. The higher the instructor's level of motivation, the higher the perceived level of job satisfaction. This indicates that motivation plays an important role in forming positive perceptions about their work.

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