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Effect of Insenti, Worklplace Environment, and Workplace Discipline on Employee Performance at PT Star Speedy Growth

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Abstract

The purpose of this study is to investigate how PT Star Speedy Growth employees' work habits are influenced by psychological factors, the workplace, and work discipline. Employee performance at PT Star Speedy Growth has not yet attained the anticipated level, despite the fact that human capital is crucial in today's globalised society. The hypotheses are tested through the collection and quantitative analysis of data. The results of the study demonstrate that incentives significantly and favourably affect workers' performance at work, indicating that a strong incentive programme may be the primary instrument for raising output. Nonetheless, employees' work habits are positively impacted by company culture and discipline, but this effect is not statistically significant.According to this article, PT Star Speedy Growth must concentrate on maximising staff incentives in an effort to boost output. Karyawan in a low voice. This study offers useful insights for company management and makes an empirical contribution to the body of knowledge on human resource management, especially as it relates to the jasa industry.
Keywords : Employee Performance, Work Environment, Work Discipline, and Incentives.

Introduction

In the face of the era of globalization and rapid technological advancement, the existence of quality human resources (HR) is very important. HR not only plays a role as a workforce, but also as a vital element that determines the success of a company in achieving its goals. According to the Indonesian Law No. 13 of 2003, the workforce is defined as everyone who is able to do work to produce goods or services to meet their own needs and the community.

The research was conducted on PT Star Speedy Growth, a service company that is a subsidiary of the Chinese group "Jiāo gè péngyou," which is known for its success in influencer marketing and live streaming shopping in China. However, based on data obtained from the Human Resources & General Affairs Dept., the performance of employees in this company has not reached the expected standard.

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Table 1.1 Average Employee Assessment Weights
PT Star Speedy Growth in 2025

Employee	Total	Weight Valuation Average Employee	Criterion
Human Resources & General Affair	3	3,2	Good
Business Development	4	2,6	Keep
IPM (KOL)	11	2,5	Keep
Project Manager	4	2,4	Keep
Video Team	4	2,8	Good
Live Streaming	19	2,4	Keep
Average	**45**	**2,65**	**Keep**

Source: PT Star Speedy Growth, 2025

According to Table 1.1, which shows the weight of the average employee evaluation in 2023, the average score of 2.65 for all employees places them in the "Medium" assessment category. While the Video Team (2.8) and Human Resources & General Affair (3.2) scored higher, other divisions, including Business Development (2.6), HDI (KOL) (2.5), Project Manager (2.4), and Live Streaming (2.4), performed below expectations. This indicates that certain divisions still require modification in order to perform better, as stated by Hasyim et al. (2022). Work discipline is one of the variables that directly or indirectly impact the achievement of company goals, hence it is imperative that employees maintain their commitment to the firm, according to Ridwan & Dini (2019).

In the pre-research, which involved 45 employees, most respondents gave "Fairly Agree" ratings to elements including task satisfaction, discipline, and timeliness. However, in order to ensure improved performance, some metrics, such as employee communication and overall job satisfaction, still require more attention. Another factor to consider is the role that management plays in creating a healthy workplace. The management who listens to employee needs and input and creates fair and

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transparent procedures is likely to increase employees' sense of ownership and commitment to the company, even though Kwon's (2012) reference offers no hard evidence of this.

Table 1. 2
PT Star Speedy Growth Incentive Amount

Divided	Jenis	Amount of Incentive
Human Resources & General Affair	*Loyality Incentive*	5% (Of Salary)
Business Development	*Loyality Incentive*	5% (Of Salary)
IPM (KOL)	*Sales Incentive*	5% (Of Salary)
Project Manager	*Loyality Incentive*	5% (Of Salary)
Video Team	*Loyality Incentive*	5% (Of Salary)
Live Streaming	*Loyality Incentive*	5% (Of Salary)

Source: PT Star Speedy Growth, 2024

Companies offer incentives equal to 5% of pay for practically every division, as Table 1.2 demonstrates, but some workers believe that this sum is insufficient to recognise their years of hard work. This suggests that employee motivation and productivity may be impacted by discontent. In industries like healthcare, where high stress levels and low morale can result in burnout and staff turnover, the relationship between incentives and working conditions is particularly crucial. In the healthcare industry, financial incentives and supportive organisational policies can help reduce job unhappiness (Mukhlif & Saeed, 2021).

Based on the description above, this study aims to examine more deeply the influence of interpersonal relationships, work stress, and work environment conditions on employee performance, with job satisfaction as a mediating variable. It is hoped that this research can contribute to companies

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in designing more effective strategies to improve employee performance, improve the work environment, and create a more positive and productive work atmosphere. Thus, the company can achieve organizational targets more optimally and sustainably.

Literature Review

a) Incentive

A study by Bénabou and Tirole found that incentives have a big impact on worker performance. When incentives are clear and well-defined, workers are more likely to boost their output in order to reach goals (Rahim et al., 2023). On the other hand, demotivation may result from unfair or badly administered incentives. According to Kohn's research, incentives that are too competitive might lead to negative pressure and a decrease in motivation for work (Choi et al., 2022). As a result, it is critical that management create a well-rounded incentive programme that takes into account both the organisational culture and personnel traits.

Based on the definition above, it can be said that Incentives are a vital component in a human resource management strategy that can increase employee motivation and performance. Both financial and non-financial incentives play an important role, but they must be managed carefully to ensure that they produce the desired results. By creating a supportive work environment, organizations can increase the effectiveness of incentives, build a positive work culture, and improve overall performance.

b) Work Environment

According to Usman et al., 2018 in research shows that a positive work environment can have a great impact on employee satisfaction and performance. Several studies have shown a positive relationship between work environment conditions and employee productivity. For example, research by Bolea et al. Shows that good air quality and natural lighting can improve focus and efficiency. Some of the key components of a work environment include:

1. **Physical Factors** : Includes lighting, cleanliness, ventilation, and the physical layout of the

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workspace. Research shows that good lighting and a clean workspace can increase productivity and job satisfaction (Grill, 2023).

2. **Compensation and Incentives** : The salary structure and incentives affect employee job satisfaction and motivation. An environment where employees feel rewarded with a fair imbalance tends to result in better performance (Kazmi et al., 2022).
3. **Social Interaction and Emotional Support** : Good relationships between colleagues and support from management are essential. A supportive and collaborative work environment can increase employees' sense of belonging to the organization, which in turn affects performance (Rahim et al., 2023).
4. **Organizational Policies and Procedures** : Fair policies and transparency in the decision-making process create trust over time, which is essential for creating a positive work environment (Choi et al., 2022).

Based on the above definition, it can be said that Building a positive and supportive work environment is essential to improve employee satisfaction and performance. Organizations must pay attention to and adjust to various environmental factors that affect employees, including physical, social, compensation, and policies. A holistic approach to creating a good work environment not only increases productivity but also creates a healthy and sustainable organizational culture.

c) Work Discipline

According to Usman et al., 2018 in research shows that employee satisfaction is often influenced by the level of discipline that exists in the organization. The creation of a good work discipline culture can increase satisfaction because employees feel comfortable working in an orderly and orderly environment. A study by Koo, which explored the factors that affect job satisfaction, showed that disciplined team members often report higher levels of satisfaction with their work environment Conversely, when work discipline is ignored, it can calm the work atmosphere and reduce satisfaction.

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Research by Ghaffari et al. shows that inequity in the application of discipline can result in low employee dissatisfaction and loyalty (Rodríguez-Pose & Krøijer, 2009). Therefore, management needs to implement a fair and consistent discipline policy to increase job satisfaction.

Based on the definition above, it can be said that work discipline is a very important factor in achieving high performance and increasing employee satisfaction. In achieving organizational goals, it is important for management to develop a culture that supports good work discipline through clear policies and practices. By prioritizing work discipline, organizations can not only increase productivity, but also build a better work environment for all employees.

d) Employee Performance

Employee behaviour and work actions within the framework of their jobs might be characterised as performance. Mathis and Jackson (2011) state that a number of measures, like as attendance, attitude, productivity, and work quality, can be used to gauge an employee's performance. Individual and organisational factors are the two groups into which these factors can be divided.

Employee performance is an important aspect of organizational success that requires serious attention in terms of measurement and management. By assessing and understanding the factors that affect performance, companies can design appropriate interventions to increase employee productivity. Further research in this area can help to explore more about the interactions between different factors and how they affect each other in the context of employee performance.

Methods

This study was conducted at PT Star Speedy Growth. The population consists of 45 production workers. Saturation sampling, the sampling strategy used in this study, chooses samples from the total population. Data for this study was gathered using SPSS using a questionnaire that included an indicator measurement scale that used a Likert scale.

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Results and Discussion

Result

Respondent Characteristics

Table 4.1. Number of respondents by gender

Yes	Gender	Sum	Percentage
1	Man	10	22%
2	Woman	35	78%
Sum		45	100%

Source: Data Processing Results, 2025

Based on table 1 above, it is known that the majority of respondents are male (22%) while women are 35 people (78%).

Table 4.2. *Number of respondents by age*

NO	Age	Sum	Percentage
1	<20 Years	14	31%
2	21-30 years old	26	56%
3	31-50 years old	5	11%
4	>50 years old	0	0%
Sum		**45**	**100%**

Source : Data Processing Results 2025

Based on table 2 above, it is known that the majority of respondents aged <20 years are 14 people (31%), 26 people (56%) are 21-30 years old, and 5 people are 31-50 years old (11%).

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Table 4. 3. *Number of Respondents by Department*

No	Work	Sum	Presentation
1	Human Resources &General Affair	3	7%
2	Business Development	4	9%
3	IPM (KOL)	10	22%
4	Project Manager	4	9%
5	Video Team	4	9%
6	Live Streaming	20	44%
Sum		45	100%

Source: Data Processing Results, 2025

Based on table 3 above, it is known that the majority of respondents are Live Streaming as many as 20 people, HDI (KOL) as many as 10 people (22%), Project Managers as many as 4 people (9%), Video Team as many as 4 people (9%), Business Development 4 people (9%) and Human Resources & General Affair 3 people (7%). It can be concluded that the majority are the Live Streaming department.

Validity Test

The validity testing criteria are carried out with a product moment at a significant level of 10%. If the calculation of r is greater than the value in critical r, then the instrument is declared valid. The minimum requirement to be considered valid can be considered valid if critical r = 0.3. The test results

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regarding the validity level of the three variables, namely the Incentive variable 8 statement items, the Work Environment variable 8 statement items, the Work Slipin variable 8 statement items and the Employee Performance variable 10 statement items submitted to 45 respondents in the questionnaire were declared valid because they had a calculated r of > 0.3

Reliability Test

The reliability testing technique uses the alpha cronbach coefficient with a real level of 10%, to assess the reliability of the instrument is carried out by consulting the results of the alpha creonbach calculation with the number of the table r calculated. If the alpha cronbach (α) > 0.6, then the reliability of the questions and statements in this study is acceptable. The reliability for the questionnaire of each variable can be measured in the table as follows:

Table 4.3 . Reliability Test Results

Variabel	r Count	r Critical	Criterion
Insentent (X_1)	0,881	0.600	Reliable
Working Environment (X_2)	0,951	0,600	Reliable
Work slips (X3)	0,954	0,600	Reliable
Employee Performance (Y)	0,946	0,600	Reliable

Source : SPSS Data Processing Results, 2025

According to the reliability test findings, each variable's alpha Cronbach value (α) is greater than 0.6, as shown in table 4.3 above. in order for the variables of employee performance, work slippage, work environment, and incentives to be deemed reliable.

Normality Test

To determine if a set of data has a normal distribution or not, the normality test is utilised. To conduct the test, the Kolmogorov-Smirnov method was used. As long as the variable's computed α

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value is greater than 0.05, it is said to have a normal distribution. The following table displays the findings of the normalcy test for each variable's questionnaire:

Table 4.5 Normality Test Results

Variabel	Kolmogorov Smirnov		Criterion
	α Count	Critical α	
Insentent (X_1)	0,246	0,05	Normal Distribution
Working Environment (X_2)	0,250	0,05	Normal Distribution
Work slips (X3)	0,251	0,05	Normal Distribution
Employee Performance (Y)	0,188	0,05	Normal Distribution

Source: SPSS Data Processing Results, 2025

Based on table 6 above, it shows that all variables follow the normal data distribution because the significant value α calculating all variables is more than 0.05.

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	2.983	2.766		1.078	.287
	INCENTIVE	.288	.138	.231	2.089	.043
	WORK ENVIRONMENT	.628	.584	.498	1.076	.288
	WORK SLIPS	.256	.583	.203	.438	.664
A. Dependent Variable: Employee Performance						

Source : SPSS 2025 Processing Results

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The table indicates that the path coefficient for the variable Incentive (X_1) to Employee Performance (Y) is 0.231, which indicates that the coefficient of the Incentive path (X_1) to Employee Performance (Y) is 0.310. This results in the equation Y = 0.231 X_1. Additionally, the path coefficient for the variable Work Environment (X2) to Employee Performance (Y) is 0.498, which indicates that the Work Environment path (X2) to Employee Performance (Y) is 0.498, so that the equation Y = 0.498 X2, and for the path coefficient for the variable Work Slipin (X3) to Employee Performance (Y) is 0.498, which indicates that the coefficient of the Work Slipin pathway (X3) to Employee Performance (Y) is 0.023, resulting in the equation Y = 0.023 X3.

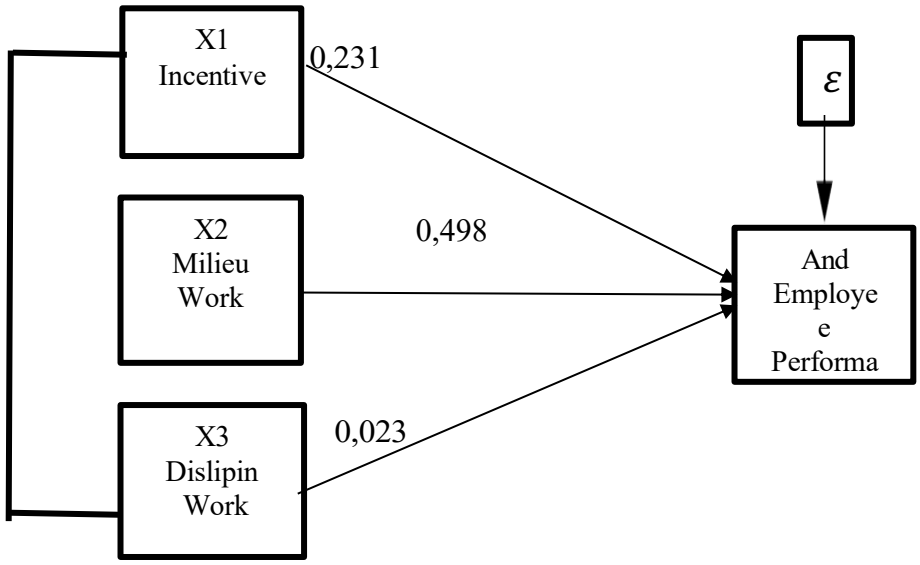


Figure 1 indicates that the Work Environment variable (X2) has a greater impact on Employee Performance (Y) than Incentives (X1) and Work Dismissal (X3). This is because the magnitude of the associative degree or coefficient of the Incentive variable path 0.231 and Work Disslipin 0.023 is smaller than the Work Environment variable 0.498. The following are the ways that the paths are similar:

$$Y = 0{,}231\,X_1 + 0{,}498\,X_2 + 0{,}023\,X3 + \varepsilon$$

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Information:

X1 = Incentive

X2 = Work Environment

X3 = Work Discipline

Y = Employee Performance

ε = Other variables that are not measured, but affect Y

Discussion

The Effect of Incentives (X1) on Employee Performance (Y)

According to the findings of the research investigation, it has been scientifically demonstrated that incentives (X1) significantly and favourably affect employee performance (Y). These results suggest that PT Star Speedy Growth staff will perform better if they receive larger levels of incentives. This causal link demonstrates how important incentives are as a motivator for staff members to accomplish or surpass the organization's performance goals. Rifai and Sumarsono (2018) assert that both monetary and non-monetary incentives have a major impact on raising workers' output and calibre of work across a range of industrial sectors. Additionally, the discovery that pay is the highest The primary determinant of job satisfaction in this study is consistent with Robbins and Judge's (2017) assertion that contentment with pay might encourage workers to put more effort into their work, which in turn impacts output. The upshot of this relationship is that the standard deviation of data on job satisfaction, which is heavily impacted by pay, also suggests indirectly how incentives could affect performance. Thus, this study supports the claim that good incentive programmes directly boost employee performance in addition to raising job happiness.

The Influence of Work Environment (X2) on Employee Performance (Y)

According to the results of the analysis of this research data, it is scientifically proven that the Work Environment (X2) has a significant and positive impact on Employee Performance (Y). These findings imply that there is a positive correlation between PT Star Speedy Growth's work environment and employees' performance levels. It has been demonstrated that a positive work

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environment is a crucial element that can enhance comfort and contentment and, in turn, motivate staff members to become more productive and effective at work. This includes both non-physical elements like relationships between coworkers, organisational culture, and management support, as well as physical elements like proper lighting, air circulation, and adequate work facilities. The findings of this study are in line with a number of earlier investigations that have similarly emphasised the significance of the workplace for worker performance. According to Wulandari and Subyantoro (2019), workers in the service industry are far more productive and motivated when they work in a comfortable and secure atmosphere. Similar findings were made by Setiawan and Fitriati (2018), who found a direct correlation between employee commitment and performance and elements of the non-physical work environment such social support and a healthy organisational climate. Thus, the results of this study offer compelling empirical support for the idea that PT Star Speedy Growth's preservation or enhancement of an ideal workplace is a successful tactic for maximising worker performance. It also backs management ideas that stress how crucial it is to provide working environments that enable staff members to realise their full potential.

The Effect of Work Slippage (X3) on Employee Performance (Y)

Employee Performance (Y) at PT Star Speedy Growth is positively and significantly impacted by work discipline, according to the findings of the study of this research data. According to these scientific findings, employees will perform better if they exhibit a higher degree of job discipline. Disciplined workers are more likely to follow SOPs, make efficient use of their time, and show a strong dedication to finishing assignments, all of which directly boost output and organisational efficacy. The findings of this study are consistent with and lend credence to those of other earlier investigations that looked at the connection between performance and work discipline.Strong disciplinary enforcement was found to be favourably connected with higher production and the accomplishment of employee work goals, according to research conducted in the industry by Simanjuntak and Simarmata (2020). In a similar vein, Sutrisno (2017) highlights in his book that one of the most important elements in establishing a productive and efficient work environment is work

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discipline, which in turn improves both individual and organisational performance. As a result, this study supports the claim that, in order to achieve the best possible staff performance, PT Star Speedy Growth's management needs to pay close attention to and appropriately manage work discipline.

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Conclusion

Employee Performance (Y) at PT Star Speedy Growth is positively and significantly impacted by Incentive (X1), according to the findings of data analysis and study debate. This indicates that it has been demonstrated that offering incentives that work can raise employee performance. In the meantime, while Work Environment (X2) and Work Discipline (X3) had a positive association direction with Employee Performance (Y), their respective effects were not statistically significant in this investigation. Therefore, only incentives—out of the three independent factors examined—were shown to have a direct and meaningful effect on PT Star Speedy Growth employees' performance. Additionally, businesses are highly encouraged to concentrate on improving and assessing the incentive structure in order to make it more successful in inspiring staff performance. Companies must maintain and enhance the physical and non-physical work environment and work discipline through clear and consistent policies, even though these factors were not statistically significant in this study. This is because these aspects are crucial for professionalism and operational efficiency.

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