

THE EFFECT OF WORK STRESS ON MARKETING EMPLOYEE PERFORMANCE (STUDY AT PT. BUMI AKSARA)

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Abstract

Numerous aspects must be taken into account, including work stress, in order for an employee to provide quality work results. Employees are undoubtedly negatively impacted by job stress because it lowers productivity and makes it more likely that the organization won't meet its objectives. The goal of this study is to determine the level of work stress that employees experience, their current work results, how work stress itself affects performance, and how much impact the level of work stress has on the work performance of employees of PT. Bumi Aksara marketing department. A quantitative descriptive technique was used in this research. According to research based on 30 respondents, work-related stress has an impact on employee performance. The regression analysis's findings are $Y=6.597+0.649X$. This shows that a one-point increase in workplace stress will result in a 0.649-point increase in employee performance. Employee performance was impacted by work-related stress by 62.6%; the remaining effects accounted for the remaining percentage. Even though the employees of PT. Bumi Aksara marketing department execute well, the business may still get the best out of them.

Keywords: Work Stress, Employees Performance, Marketing

INTRODUCTION

Given today's competitive and dynamic workplace, the subject of job stress has become important. Employee performance can be significantly affected by job stress, especially in the marketing division of a company like PT. Bumi Aksara. The success of an organization is highly dependent on the marketing division. To increase sales and increasing the company's market share, staff in this department are tasked with creating and implementing efficient marketing plans. However, the high demands and pressures of the marketing industry can cause stress in workers that can be harmful.

Marketing division employees may face various stressors in the PT. Bumi Aksara setting, including time constraints, high sales goals, intense competition, and intensive client meetings. Long-term workplace stress may have negative effects on employee well-being and performance. It is important to understand how job stress affects employee performance at PT. Bumi Aksara. PT. Bumi Aksara management can take effective actions to reduce employee stress, improve work quality, and meet business goals by recognizing the relationship between job stress and employee performance.

How job stress affects the performance of marketing professionals at PT. Bumi Aksara is the formulation of the problem in this study. The purpose of this study is to experimentally investigate the relationship between workplace stress and worker performance in the marketing division of PT. Bumi Aksara. This study also seeks to offer useful suggestions for the management of PT. Bumi Aksara in developing policies and initiatives intended to reduce workplace stress and improve worker performance.

The findings of this study are expected to contribute to a greater understanding of how work stress affects employee performance at PT. Bumi Aksara, especially in the marketing division. The results of this study are anticipated to be a useful source of knowledge for business management in creating stress management strategies that work while also increasing marketing department productivity and employee happiness. This study is expected to improve employee performance in the marketing department and help PT. Bumi Aksara and related businesses manage workplace stress by adding to the academic literature on work stress and employee performance.

LITERATURE REVIEW

Job Stress

Job stress is a term used to describe the tension and strain a person feels at work. It is a physical, mental, and emotional response to too many or too few reasonable demands on the job. Heavy workloads, pressing deadlines, lack of control or support, conflict between work and home life demands, and job insecurity are just a few examples of the many causes of job stress.

According to Sunyoto (2013:42), "work stress is a dynamic state in which a person experiences opportunities, demands, and resources related to his desires and the results are considered uncertain and important". Meanwhile, work stress is a condition caused by an imbalance between personality and job features (Rivai and Mulyadi, 2012). Workplace stress, defined by Handoko (2008) as tension that affects feelings, states, and ideas, can compromise a person's capacity to manage their environment and hinder task completion.

It can be concluded from the thoughts of the experts above that work stress is a situation of tension or tension experienced by an individual in his workplace. Uncertain or important opportunities, expectations, resources, imbalances between one's personality and job requirements, and pressures that may affect one's sentiments, states, thoughts, and capacity to fulfill his duties are some of the causes of work stress. An individual's ability to stay balanced and deal with the workplace environment, as well as how well he performs his obligations, may be threatened by excessive work stress.

Employee performance

According to Dharma (2014), employee performance is the level of success of a person in achieving work results in accordance with the goals that have been set. Companies in assessing a person's performance, there needs to be a clear goal that has been set in advance. Employees are expected to achieve work results in accordance with these goals in order to be said to be successful. Employees are expected to work with focus and direct their efforts to achieve the desired results in accordance with the goals set by the company. Performance evaluation is usually carried out based on the extent to which employees succeed in achieving these goals and the extent to which they can meet the expectations that have been set.

According to Hasibuan (2013), employee performance can be interpreted as the work results achieved by individuals or groups in carrying out tasks assigned by superiors or managers. Therefore, employee performance is not only related to individual efforts, but also involves cooperation in groups and the fulfillment of tasks assigned by superiors.

Meanwhile, according to Robbins (2017), a leading management expert, employee performance can be defined as the level of achievement achieved by an individual in carrying out specific work tasks. Robbins emphasizes the importance of performance as a measure of success and individual contribution to the organization or company. Therefore, it is important for companies to ensure that employees have the appropriate skills, high motivation, adequate resources, clear role perceptions, and quality feedback to maximize employee performance.

According to the expert opinion stated above, it can be concluded that employee performance refers to the level of success or work results achieved by individuals or groups in carrying out tasks given by managers or superiors in accordance with the goals set by the organization. Employee performance is the final result of work that shows the level of achievement, contribution, and success of people or groups in meeting professional goals set by the company.

According to Dharma (2014) employee performance indicators are as follows:

1. Quantity of work: Measures the level of efficiency and work output produced by an employee in a certain period of time.
2. Work quality: Measures the extent to which employees produce high-quality work, following established standards or specifications.
3. Punctuality: Measures the extent to which employees complete tasks or projects according to specified deadlines.

Relationship between Job Stress and Job Performance

Job stress can have a significant impact on employee performance. When employees experience excessive or chronic job stress, it can interfere with their ability to work effectively and optimally. Robbins (2017) argues that stress levels

that are too high or too low can have a negative impact on individual performance in the workplace. If employees experience too much job stress, it can hinder their performance. Excessive workloads, too much pressure, and tight deadlines can cause excessive stress. As a result, employees may experience fatigue, loss of motivation, and difficulty concentrating. This can lead to decreased productivity, increased error rates, and decreased quality of work. On the other hand, too low levels of job stress can also have a negative impact on employee performance. If the tasks given are not challenging or provide a lack of sense of accomplishment, employees may feel bored and less motivated. This can lead to job dissatisfaction, lack of creativity, and lack of initiative. As a result, employee performance can decline overall.

Based on the introduction, research objectives and literature review explained above, the following hypothesis can be formulated:

H₀ : Work stress does not have a significant effect on employee performance in the marketing of PT. Bumi Aksara.

H_a : Work stress has a significant effect on employee performance in the marketing of PT. Bumi Aksara.

METHOD

Type of Research This research uses a quantitative approach with a descriptive correlational research design. This approach was chosen because it aims to measure and analyze the relationship between work stress and employee performance in the marketing department at PT. Bumi Aksara.

Data Collection Techniques Data in this study were collected using the following instruments:

- Questionnaire: Questionnaire to measure work stress (using a Likert scale) and employee performance (using performance indicators relevant to the marketing department's work).
- Interviews: Conducted with several employees to further explore the impact of stress on performance.

Data Analysis Techniques Data collected from questionnaires and interviews will be analyzed using the following statistical analysis:

- Validity and Reliability Test: To ensure that the measurement instruments used are reliable and consistent.
- Simple Linear Regression Analysis: Used to determine the significant effect of work stress on the performance of marketing employees.
- Pearson Correlation Test: To measure the relationship between work stress and employee performance.

- T-test: To determine whether the work stress variable has a significant effect on employee performance.

RESULT AND DISCUSSION

Results

The analysis model of this study uses simple linear regression analysis. The authors in this study used simple linear regression analysis to determine how closely the work stress variable is related to employee performance characteristics. The test results are shown in Table 1 below as follows:

Table 1. Results Test Analysis Regression Linear Simple Coefficients^a

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	t	Sig.
	B					
1 (Constant)	6,597		1,818		3,629	.001
StresWork	.649		.095	.791	6,843	.000

a. Dependent Variables: PERFORMANCE EMPLOYEE

The constant value (a) of 6.579 and the regression coefficient (b) of 0.649 are based on Table 1 above. These findings lead to the following conclusions regarding the regression equation:

$$Y = a + bX$$

$$Y = 6.597 + 0.649X$$

According to the equation formula above, it can be concluded that the constant (a) has a value of 6.597, which translates into a consistency value of 6.597 for the work stress variable (X). The regression coefficient for variable X is equal to 0.649, which indicates that for every 1% increase in work stress, employee performance will increase by 0.649. Since the regression coefficient is positive, it can be concluded that there is a positive relationship between the work stress variable (X) and the employee performance variable (Y), which means that when work stress increases, employee performance will also increase.

Hypothesis Testing

In this study, hypothesis testing was conducted to determine the relationship between the dependent variable, namely employee performance, and the independent variable, work stress. The T-Test, which compares T-count with T-table with the following test conditions, was used in this study to test the hypothesis.

If t count < t table then H0 is accepted. If t count > t table then H0 is rejected.

Based on the results of data processing, the following partial hypothesis testing results (t-test) were obtained:

Table 2. Results Hypothesis Testing (Test) t
Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	6,597	1,818		3,629	.001
STRESSWORK	.649	.095	.791	6,843	.000

a. Dependent Variables: PERFORMANCE EMPLOYEE

The t-count result determined for this study is 6.843 with a t table of 1.701 using partial hypothesis testing data from table 2 above. As a result, it can be concluded that because the t-count value > t table is 6.843 > 1.701, H₀ is not accepted and means that work stress affects the performance of employees of the marketing division of PT. Bumi Aksara.

Coefficient of Determination Test

To find out how much the independent variable contributes to the dependent variable discussed in this study, a determination coefficient test is run. The formulation of the study on the problem, which is the impact of work stress on employee performance in the marketing division of PT. Bumi Aksara, is also handled using the determination coefficient. The following are the results of the determination coefficient test in table 3 below:

Table 3. Results Test Coefficient Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.626	.612	1,484

a. Predictors: (Constant), STRESS WORK

From table 3 above, the R² figure is 0.626 or in percentage of 62.6%. This means that 62.6% shows that work stress affects employee performance variables, while the other 37.4% are influenced by other variables not explained in this study.

CONCLUSION

Based on the research findings you mentioned, that work stress has a positive and significant influence on employee performance in the marketing division of PT. Bumi Aksara, here are some suggestions that can be taken:

1. Work Stress Management: Companies should pay special attention to work stress management. This can be done by providing stress management programs, stress management skills training, and promoting employee well-

- being. Reducing stressors that can affect employees in the marketing division will help improve their performance.
2. **Providing Adequate Resources:** Ensure that employees in the marketing division have adequate resources to carry out their duties. This includes support from management, necessary tools and technology, and access to relevant information. By providing adequate resources, employees will be better able to cope with the demands of their jobs and can improve their performance.
 3. **Improved Communication and Team Support:** Improving communication and support between team members in the marketing division can also help reduce work stress and improve employee performance. Companies can facilitate open and supportive communication between coworkers, and encourage collaboration in completing tasks. Social support from coworkers and superiors can help reduce stress levels and increase employee motivation.
 4. **Improved Work-Life Balance:** Companies can promote a healthy work-life balance in the marketing department. This includes respecting work time limits, providing flexibility in work schedules, and encouraging balanced non-work activities. By creating a work environment that supports work-life balance, employees will feel more alert, energetic, and able to perform better.
 5. **Monitoring and Feedback:** Companies can implement an effective performance monitoring system and provide quality feedback to employees in the marketing division. This will help employees understand where they are in achieving work goals, identify areas for improvement, and provide motivation to improve their performance.

The above suggestions can help companies reduce work stress and improve employee performance in the marketing division of PT. Bumi Aksara. However, it is also important to remember that each company has a unique context and challenges, so these suggestions can be tailored to the specific conditions and needs of the company.

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