

THE EFFECT OF MOTIVATION AND SUPERVISION ON THE PERFORMANCE OF PARKING ATTENDANTS IN KOTA JUANG DISTRICT

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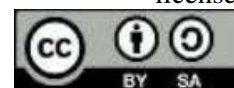
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ABSTRACT

This study aims to analyze the influence of motivation and supervision on the performance of parking attendants in Kota Juang District, Bireuen Regency. The background of this research is the importance of improving the performance of parking attendants in providing orderly and secure parking services to the community. This research used a quantitative approach with a survey method. The population in this study consisted of all parking attendants operating in Kota Juang District, totaling 47 people. The sampling technique used was saturated sampling, where the entire population was used as the research sample. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the help of SPSS software. The results showed that motivation has a significant effect on the performance of parking attendants. Supervision also has a significant influence on their performance. Simultaneously, motivation and supervision significantly affect the performance of parking attendants. These findings indicate that increasing work motivation and strengthening supervision can improve the performance of parking attendants in Kota Juang District.

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INTRODUCTION

Human resource performance is one of the important factors in determining the success of an organization in achieving the goals that have been set. Management plays a role in organizing and directing the resources that the organization has so that it can work effectively and efficiently. According to Hasibuan (2021), management is a science and art in managing the process of using human resources and other resources effectively to achieve organizational goals. With good management, organizations can increase productivity and the quality of services provided to the community.

In the context of public services, the quality of performance of field officers has a great influence on community satisfaction. One of the field officers who has an important role in providing services to the community is the parking attendant. The parking attendant has the responsibility of regulating parked vehicles and maintaining order and safety of vehicles in the parking area. Therefore, the performance of parking attendants needs to be considered so that parking services to the community can run well and support the creation of traffic order in an area.

A person's performance in carrying out their work is influenced by various factors, including motivation and supervision. Motivation is an impulse in a person that affects the enthusiasm and desire to work optimally in achieving certain goals. Meanwhile, supervision is one of the management functions that aims to ensure that work is carried out in accordance with the plan and standards that have been set. Supervision that is carried out effectively can prevent irregularities and increase discipline at work.

Some previous studies have also shown that motivation and supervision have a close relationship with employee performance. Research conducted by Pratama (2021) shows that simultaneous motivation and supervision have a significant effect on the performance of public service officers. In addition, research by Nurhayati et al. (2023) also shows that the application of good work motivation and effective supervision can increase the productivity and quality of field labor services.

In Bireuen Regency, especially in Kota Juang District, the increasing community activities cause the need for good parking management to also be higher. This area has many parking points spread across several roads so the role of parking attendants is very important in maintaining order and smooth traffic. However, based on initial observations and information from the public, there are still differences in the level of discipline and quality of service among parking attendants. Some parking attendants carry out their duties well, but others still do not pay attention to the rules and service ethics.

Based on these problems, research is needed that can analyze the factors that affect the performance of parking attendants, especially work motivation and supervision. Therefore, this study was conducted to analyze the influence of motivation and supervision on the performance of parking attendants in Kota Juang District, Bireuen Regency.

RESEARCH METHODS

This study uses a quantitative approach with a survey method. A quantitative approach was used to determine the relationship and influence between motivation and supervision variables on the performance of parking attendants. This research was conducted in Kota Juang District, Bireuen Regency. The population in this study is all parking attendants in Kota Juang District with a total of 47 people. The sampling technique used is saturated sampling, which is a sample determination technique by making the entire population a research sample.

The data collection technique in this study was carried out through the distribution of questionnaires to respondents using the Likert scale. In addition, data is also obtained through observation and documentation to support research data. The data analysis technique used was multiple linear regression analysis with the help of the Statistical Product and Service Solutions (SPSS) program. This analysis was used to determine the partial or simultaneous

influence of motivation and supervision on the performance of parking attendants in Kota Juang District, Bireuen Regency.

RESULTS AND DISCUSSION

Results of the Instrument Validity and Reliability Test

Validity and reliability tests are carried out to ensure that the research instruments used are able to measure research variables accurately and consistently. The validity test was conducted to find out the extent to which the statement items in the questionnaire could measure the variables being studied. The validity test in this study uses Pearson Product Moment correlation, which is by comparing the calculated r value with the r table. Based on the number of respondents as many as 47 people with a significance level of 5%, the table r value of 0.287 was obtained. A statement item is declared valid if the calculated value r is greater than the r of the table and has a positive value. The results of the validity test showed that all statement items in the variables motivation (X1), supervision (X2), and parking attendant performance (Y) had a calculated r value greater than the r of the table (0.287). Thus, all statement items used in this study are declared valid and can be used as research instruments.

Next, a reliability test was carried out to determine the level of consistency of the research instrument. Reliability testing is carried out using Cronbach's Alpha method. An instrument is said to be reliable if Cronbach's Alpha value is greater than 0.60. Based on the results of the reliability test, all research variables, namely motivation, supervision, and parking attendant performance, had a Cronbach's Alpha value greater than 0.60. Thus, it can be concluded that the research instruments used in this study are reliable and suitable for further data analysis.

Classic Assumption Test

Normality Test

Table 1. Normality Test

No.	Statistics	Value
1	N	47
2	Kolmogorov–Smirnov Z	0.125
3	Asymp. Sig. (2-tailed)	0.193c

Source: SPSS Output (2026)

Based on Table 1, the results of data processing were obtained from Asymp. Sig. (2-tailed) is greater than 0.05, so it can be concluded that the residual data in this study are normally distributed. Thus, the assumption of normality in the regression model has been met.

Multicollinearity Test

Table 2. Multicollinearity Test

Variable Independent	Colinearity Statistic		Remarks
	Tolerance	VIF	
Motivation	0.994	1.006	Non Multikolinearitas
Supervision	0.994	1.006	Non Multikolinearitas

Source: SPSS Output (2026)

Based on the results of data processing, the Tolerance value for the motivation (X1) and surveillance (X2) variables was obtained which was above 0.10. In addition, the VIF value for the two independent variables is also below 10. These results show that there is no strong relationship between independent variables in this study. Thus, it can be concluded that the regression model used in this study does not experience multicollinearity problems.

Heteroskedasticity Test

Table 3. Heteroskedasticity Test (Glacier Test)

No	Independent Variables	Regression Coefficients	Sig.	Remarks
1	Motivation (X1)	0.578	> 0,05	Heteroscedasticity does not occur
2	Supervision (X2)	0.345	> 0,05	Heteroscedasticity does not occur

Source: SPSS Output (2026)

Based on the results of the heteroscedasticity test using the Glejser test as presented in Table 3, it is known that the significance value (Sig.) for the motivation and supervision variables is greater than 0.05 each. This shows that there is no significant influence between independent variables on the residual absolute value. Thus, it can be concluded that the regression model in this study did not experience symptoms of heteroscedasticity.

Analysis of the Regresi Linier Berganda

Table 4. Multiple Linear Regression Test Results

Variabel	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B.	Std. Error			
Constant	5.660	3.866		6.379	0.000
Motivation	0.170	0.120	0.088	3.586	0.000
Supervision	0.133	0.145	0.035	4.230	0.003

Source: SPSS Output (2026)

The results of multiple linear regression analysis show similarities:

$$Y = 5.660 + 0.170X_1 + 0.133X_2 + e$$

Description:

- Y = Parking attendant performance
- a = Konstanta
- B1-2 = Regression coefficient
- X1 = Motivation variable
- X2 = Supervision variable
- e = Standard error

The equation shows that the performance of the parking attendant is influenced by motivation and supervision. The value of constant (a) indicates that if the variables of motivation and supervision are considered constant or have a value of zero, then the performance of the parking attendant has a value equal to that constant. The regression coefficient on the motivation variable (X₁) indicates that any increase in motivation will improve the performance of the parking attendant, assuming the other variables remain. Similarly, the regression coefficient on the supervision variable (X₂) shows that the better the supervision carried out, the performance of the parking attendant will also increase.

The results of the regression analysis showed that the variables of motivation and supervision had a positive influence on the performance of the parking attendant. This shows that increasing work motivation and effective supervision can improve the performance of parking attendants in carrying out their duties and responsibilities in providing parking services to the community.

Correlation and Determination Coefficient (R²)

Table 5. Correlation Coefficient dna Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,797	0,386	0,522	1,454

Source: SPSS Output (2026)

The correlation coefficient was used to determine the level of relationship between the motivation variable (X₁) and supervision (X₂) on the performance of the parking attendant (Y). The results of the analysis showed that the two variables had a relationship with the performance of the parking attendant. The coefficient of determination (R²) is used to determine how much an independent variable affects a dependent variable. The results showed that the motivation and supervision variables were able to explain the variation in parking attendant performance, while the rest were influenced by other factors outside the study.

Partial Hypothesis Testing (t-test)

Table 6. Test Results t

Variabel	t count	t table	Sig.	Remarks
Motivation (X ₁)	3,586	2,015	0,000	Significant effect
Supervision (X ₂)	4,230	2,015	0,003	Significant effect

Source: SPSS Output (2026)

Based on the results of the t-test, the motivation variable had a calculated t-value of 3.586, which is greater than the t-table of 2.015, and a significance value of $0.000 < 0.05$. Thus, H1 is accepted, which means that motivation has a significant effect on the performance of parking attendants in the Juang City area, Bireuen Regency. Furthermore, the results of the t-test showed that the supervision variable had a calculated t-value of 4.230, which was greater than the t-table of 2.015, and a significance value of $0.003 < 0.05$. Thus, H2 is accepted, which means that supervision has a significant effect on the performance of the parking attendant.

Simultaneous Hypothesis Testing (F Test)

Table 7. F Test Results

Models	F count	F Table	Sig.	Remarks
Regression	7,209	3,20	0,019	Significant effect

Source: SPSS Output (2026)

Based on the results of the F test in Table 7, the F value of the calculation was obtained of 7.209, which is greater than the F of the table of 3.20, and the significance value of $0.019 < 0.05$. Thus, H3 was accepted, which means that motivation and supervision together have a significant effect on the performance of parking attendants in the Juang City area, Bireuen Regency.

The Effect of Motivation on Partial Parking Attendant Performance

Based on the results of partial hypothesis testing using the t-test, it is known that the motivation variable (X1) has a significant effect on the performance of parking attendants (Y) in the Juang City area, Bireuen Regency. This is evidenced by a calculated t-value of 3.586, which is larger than the t-table of 2.015, and a significance value of 0.000, which is smaller than the significance level of 0.05. Thus, the first hypothesis (H1) that states that motivation affects the performance of the parking attendant is acceptable. The significant influence of motivation on the performance of the parking attendant shows that the internal and external encouragement that the parking attendant has plays an important role in improving the quality of their work. Good motivation encourages parking attendants to work more disciplined, responsible, and provide more optimal service to parking service users. This is in line with the theory of work motivation which states that individuals who have high motivation tend to show better performance compared to individuals who have low motivation.

The results of this study support the findings of previous research that stated that work motivation has a positive and significant influence on the performance of the service sector workforce. Research by Nasution (2021) shows that work motivation has a significant effect on the performance of public service officers. In addition, research by Rahman et al. (2022) also found that work motivation has an important role in improving the performance of field officers through increased work responsibility and discipline.

In the context of parking attendants under the Transportation Agency, work motivation can come from meeting economic needs, recognition of performance, a sense of responsibility for work, supportive work environment conditions, and opportunities for development. If these

aspects are fulfilled properly, then the parking attendant will be encouraged to work more optimally and professionally. Thus, the results of this study confirm that motivation is an important factor that partially affects the performance of parking attendants. Therefore, the parking management and the Transportation Department need to pay attention to the aspect of work motivation in an effort to improve the performance of parking attendants, for example through the provision of fair incentives, rewards for performance, and the creation of a conducive work environment.

The Effect of Supervision on the Performance of Parking Attendants Partially

Based on the results of partial hypothesis testing using the t-test, it is known that the supervision variable (X2) has a significant effect on the performance of parking attendants (Y) in the Juang City area, Bireuen Regency. This is evidenced by the calculated t-value of 4.230, which is larger than the t-table of 2.015, and the significance value of 0.003, which is smaller than the significance level of 0.05. Thus, the second hypothesis (H2) which states that supervision affects the performance of the parking attendant is acceptable. These results show that supervision has a very important role in improving the performance of parking attendants. Supervision that is carried out in a planned, consistent, and continuous manner is able to ensure that parking attendants carry out their duties in accordance with established work procedures and standards. With supervision, parking attendants will be more disciplined, responsible, and careful in carrying out their duties in the field.

The findings of this study are in line with the theory of supervision in human resource management which states that supervision is a management function that aims to ensure that activities run according to the plan and take corrective actions if deviations occur. Research by Gustu et. Al (2021) stated that effective supervision can improve employee performance through increased compliance with work rules. In addition, the results of this study are also supported by previous research conducted by Prayuda (2021) which stated that supervision has a positive and significant effect on the performance of operational officers. Another study by Aulia et al. (2023) also found that good supervision can improve the quality of service and work productivity of field workers.

In the context of parking attendants under the management of the Transportation Agency, supervision includes the determination of work standards, monitoring the implementation of duties, performance evaluation, as well as providing coaching and corrective actions. If supervision is carried out effectively and continuously, parking attendants will be encouraged to work in accordance with applicable regulations and provide better services to the community. Thus, the results of this study confirm that supervision is a factor that partially has a significant effect on the performance of parking attendants. Therefore, the Transportation Agency needs to improve the quality of supervision of parking attendants as an effort to improve the performance and quality of parking services in the Juang City area, Bireuen Regency.

The Influence of Motivation and Supervision on the Performance of Parking Attendants

Based on the results of simultaneous hypothesis testing using the F test, it is known that motivation (X1) and supervision (X2) together have a significant effect on the performance of parking attendants (Y) in the Juang City area, Bireuen Regency. This is evidenced by the calculated F value of 7.209, which is larger than the F of the table of 3.20, and the

significance value of 0.019, which is smaller than the significance level of 0.05. Thus, the third hypothesis (H3) which states that motivation and supervision simultaneously affect the performance of the parking attendant is acceptable. These results show that the performance of the parking attendant is not only influenced by one factor separately, but is the result of a combination of work motivation and effective supervision. Motivation encourages parking attendants to work more disciplined, responsible, and initiative, while supervision plays a role in ensuring that all work activities are carried out in accordance with established procedures and standards. The synergy between motivation and supervision is able to create more optimal parking attendant performance.

The findings of this study are in line with the theory of human resource management which states that employee performance is the result of the interaction between internal and external factors. Motivation as an internal factor functions as a driver of work behavior, while supervision as an external factor plays a role as a control and coaching mechanism. Research by Sari (2020) states that a combination of motivation and an effective supervisory system can significantly improve employee performance.

In addition, the results of this study are also supported by previous research conducted by Pratama (2021) which found that simultaneous motivation and supervision have a significant effect on the performance of public service officers. Other research by Nurhayati et al. (2023) also shows that the application of good work motivation and effective supervision is able to increase productivity and the quality of field labor services.

Based on the determination coefficient value (R^2) of 0.386, it can be seen that motivation and supervision together were able to explain 38.6% of the variation in parking attendant performance, while the remaining 61.4% was influenced by other factors that were not studied in this study, such as parking management system, operational policies, working environment conditions, and parking attendant work characteristics. Thus, the results of this study confirm that simultaneous motivation and supervision have an important role in improving the performance of parking attendants. Therefore, the Transportation Agency is expected to be able to manage these two factors in an integrated manner through policies that support increased work motivation and continuous supervision.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research that has been conducted, it can be concluded that motivation and supervision have an effect on the performance of parking attendants in Kota Juang District, Bireuen Regency. Partially motivation affects the performance of the parking attendant, as well as supervision that shows an influence on improving performance. In addition, simultaneously motivation and supervision also affect the performance of the parking attendant. This shows that the better the work motivation and supervision carried out, the performance of the parking attendant will also increase.

Suggestions

Based on the results of the research that has been carried out, it is recommended to related parties to increase work motivation and carry out more effective supervision of parking attendants so that the performance in providing services to the community can be more

optimal. In addition, further research is expected to add other variables that can affect performance so that the research results become more complete.

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