

THE EFFECT OF PERFORMANCE ASSESSMENT ON WORK MOTIVATION OF TECHNICAL SERVICE OFFICERS AT PT. PLN ULP KUALA KURUN

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Abstract

Performance appraisal is a way for organizations to communicate and manage their human resources, of the workforce to carry out their work. In addition, performance appraisal also shows benefits that are especially in increasing staff work motivation which will then have an impact on the organization's ability to achieve its targets effectively and efficiently. The study was conducted with the aim of determining the impact of performance appraisal on the work motivation of technical service officers at PT. PLN Kuala Kurun Customer Service Unit. The method used in this experiment is a quantitative method by collecting facts by distributing questionnaires to forty technical service officers at ULP Kuala Kurun. Data analysis was conducted using simple linear regression to describe whether there is a positive relationship between performance appraisal and work motivation of technical service officers. The more objective and transparent the assessment carried out by the company on the workforce, the higher the motivation not only enjoyed by staff but also by the organization or company concerned.

Keywords: Performance Appraisal, Work Motivation, Technical Service Officer, Human Resources.

Introduction

Improving the quality of service to customers is something that is currently being emphasized by PT PLN Persero as an effort to improve financial performance and improve the company's reputation. There are a number of things that are carried out in improving the quality of this service by utilizing technological developments. In addition, trained human resources are also needed, successfully implementing and implementing company strategies and goals to support improving the quality of service. According to Sahat Simbolon and Dr. Agus Susanto (2023: 1) human resources have an important role in directing, maintaining and developing organizations in facing the demands of the times and the demands of society. In the midst of the progress of the times where various innovations continue to emerge and demands for the quality of a service continue to increase, human resources are needed who are able to face these challenges so that the company can continue to compete and survive.

Technical service officers (Yantek) are one of the teams owned by PT PLN, where Yantek officers have the task of ensuring the reliability of the medium voltage electricity supply network and dealing directly with customers in providing services related to electrical disturbances that occur in customers' homes, so that a measurement is needed that is able to assess the effectiveness and efficiency of the work carried out and to assess how good the quality of service is provided through feedback provided by customers and to ensure that the services delivered are in accordance with the objectives that have been set. PT PLN strives to improve the quality of service by maximizing the advancement of technology and human resources owned by changing and integrating all information through the implementation of a digital virtual command center (VCC) system that is connected to the Yantek mobile facility (an application owned by technical service officers) which is integrated with the PLN mobile application (a complaint application and services provided to customers). Through this innovation, customer service is not complicated, agile, attached, light and can be monitored in real time. In addition, the implementation of this integration also allows management to measure, assess and monitor the performance and productivity of each technical service officer, both through feedback provided by customers through the rating feature on PLN Mobile and through the implementation of special assignment requests.

HR performance is the achievement or acquisition of tasks obtained from HR, both in terms of quality and quantity within a certain period of time when realizing the work that is their responsibility (Bintoro and Daryanto 2017: 109). Meanwhile, according to Wibowo (2015: 2) stated that performance has a broader interpretation, not just the acquisition of tasks but related to the stages of the task being carried out. Sahat Simbolon and Agus Susanto (2023: 60) stated that performance is a situation that must be understood by all interested individuals in order to describe the achievement of work targets and the achievement of the vision and mission as well as the positive or negative impacts of a policy that is implemented. From this

understanding, it can be seen that performance is a result of work that is produced through a series of certain processes that have previously been agreed upon by management with human resources which can then be measured or categorized based on certain measures, both the quality and quantity of work produced and to determine the impact of the implementation of an operational policy that is implemented. In order to strengthen that the tasks carried out are in line with the agreement that has been agreed upon, an assessment of the performance of each HR owned by the company is needed objectively, openly and fairly.

According to Rima Nur Ainnisya, Isnurrini Hidayat Susilowati (2018: 133) Performance assessment should be realized regularly or scheduled which is evaluated by top management, while according to Drs. Bintoro, M.T and Drs. Daryanto (2017: 5), performance assessment is an important factor to know the condition of employee performance and can help develop the organization effectively and efficiently. Therefore, it can be summarized that performance assessment is a measuring tool that is used as a reference to assess the extent of the effectiveness and efficiency of the implementation of work and responsibilities shown by employees towards achieving company goals which should be carried out by management periodically. In addition, performance assessment can also function as a tool to conduct evaluations through the provision of rewards and punishments given by the company in its efforts to improve the quality of employee performance, as expressed by Indria Hangga Rani, Mega Mayasari (2015: 164) to get satisfactory performance, continuous evaluation of employees is needed.

In carrying out their work, human resources need a strong reason as a driver for an action in carrying out their work. Work motivation is the drive felt by employees in carrying out their duties and responsibilities towards their work as a result of the stimulus received. According to Indria Hangga Rani, Mega Mayasari (2015: 166) motivation is how long and consistent a person is in maintaining the efforts made. Work motivation drives the direction of employee behavior and actions in achieving company goals. In other words, employees with high motivation can help the company achieve its goals effectively and efficiently. According to Dr. Endang Suswati (2022: 14) work motivation is a very important drive for the company because it determines the high and low performance of employees which has an impact on the company's ability to achieve its goals. Therefore, it can be explained that good performance needs to be strengthened by high and strong motivation so that the skills that employees master can be maximized in order to achieve company goals. The study will discuss the impact of performance appraisals on the work motivation of technical service officers at PT. PLN Customer Service Unit Kuala Kurun.

Research Methods

This research uses a quantitative approach to determine the relationship between performance appraisal and work motivation of Engineering service officers at ULP Kuala Kurun. Quantitative research is defined as a method of observation based on a systematic approach that exploits facts in numerical form to describe research questions and identify social events that are the object of study (Waruwu, M., Pu`at, S. N., Utami, P. R., Yanti, E., & Rusydiana, M. 2025: 918-919). In this study, variables X and Y were analyzed using simple linear regression analysis in the SPSS application to determine the effect of performance appraisals conducted by the company on the work motivation of engineering service officers.

The population in this research is the entire technical service personnel working at PT PLN ULP Kuala Kurun. Population means the entire group of human personnel, animals, events or objects sitting together in a location that is constructed to be the target of the conclusion of the final results of an experiment (Nur Fadilah Amin, Sabaruddin Garancang, Kamaluddin Abunawas. 2023: 18).

The sample of this study was 40 respondents from a total of 49 respondents. The sample was selected based on the type of position required in this study. According to Anak Agung Putu Agung and Anik Yuesti (2017: 49) a sample is part of a population that is determined in a certain way, clearly and completely and can be a representative of the population. A sample is basically defined as an element of a population that is a reference to honest facts in research, a sample is part of the data taken to replace the entire population (Nur Fadilah Amin, Sabaruddin Garancang, Kamaluddin Abunawas. 2023: 20). Samples are taken to represent the population if the population tends to be homogeneous so that only part of the data can be used to describe the entire population.

Data were collected by distributing questionnaires to ULP Kuala Kurun technical service officers consisting of two questionnaires, namely a performance assessment questionnaire and a work motivation questionnaire. The performance assessment questionnaire contains questions about various aspects of the company's performance assessment. This questionnaire uses a four-point Likert scale (most agree, agree, disagree, least agree) to determine the officer's perception of how clear the company's performance assessment is and the rewards and punishments that will be received for the performance assessment carried out. The work motivation questionnaire is a questionnaire that is divided to measure the level of employee work motivation based on the sources generated, namely intrinsic and extrinsic motivation.

Result And Discussions

This research aims to describe the effect of performance appraisal on the work motivation of technical service officers at PT PLN ULP Kuala Kurun. Performance appraisal is an absolute must for companies to be able to determine the extent to which the implementation of the company's strategy and focus goals has produced positive results for the progress of the company. In addition, performance appraisal can also function as a tool that helps management in evaluating employees, both in providing appreciation for the performance that has been achieved and providing direction and employee development to be able to increase their productivity. The performance appraisal approach must be carried out with a positive spirit so that good communication can be built about common goals and correcting problems and seeking opportunities to produce better performance (Wibowo. 2015: 196). Data collection in this study was obtained through the distribution of questionnaires, the data obtained was then analyzed using simple linear regression analysis.

From the research data collected through the distribution of questionnaires, several characteristics of the forty respondents taken as samples in this study were known, where the entire sample was technical service officers who were all male in the age range of around 18 years to the oldest 51 years. The following is a demographic table of respondents from the data that has been taken.

Table 1. Respondents' Age Range

No	Age	Many Informants	Percentage
1	18-25	7	17,5%
2	25-35	15	37,5%
3	35-45	11	27,5%
4	45-55	7	17,5%
Total		40	100%

Source: Data Processing Result, 2025

Meanwhile, the demographics of respondents based on their last education are presented in the following table:

Table 2. Respondents' Last Education

No	Last education	Many Informants	Percentage
1	SMA/SMK	35	87,5%
2	D3	3	7,5%
3	S1	2	5%
Total		40	100%

Source: Data Processing Result, 2025

Respondent demographics based on years of service are presented in the following table:

Table 3. Respondents' Working Period

No	Years of service	Many Informants	Percentage
1	< 1 Year	7	17,5%
2	1 – 10 years	15	37,5%
3	10 -20 years	16	40%
4	20 – 30 years	2	5%
Total		40	100%

Source: Data Processing Result, 2025

Correlation and Reliability Test

Table 4. Correlations

		X	Y
X	Pearson Correlation	1	.790**
	Sig. (2-tailed)		<,001
	N	40	40
Y	Pearson Correlation	.790**	1
	Sig. (2-tailed)	<,001	
	N	40	40

Source: Data Processing Result, 2025

According to Sugiyono (2017) the correlation relationship will be stronger if it is closer to the number one, conversely if the correlation relationship value is closer to zero it indicates a weak correlation relationship.

From the data above it can be seen that the Pearson Correlation shows a number close to one, which is 0.790, meaning that the data has a strong correlation.

Table 5. Reliability Statistics

Cronbach's Alpha	N of Items
.923	12

Source: Data Processing Result, 2025

From the test results on the facts collected through the questionnaire, it shows a fairly high Cronbach's Alpha value, which is at 0.923. Where the quality Cronbach's Alpha point is above 0.60, meaning that the questionnaire data that has been collected has met the reliability requirements.

Data Analysis Using Simple Linear Regression

Table 6. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.574	2.048		1.745	.089
	X	.836	.105	.790	7.956	<,001

a. Dependent Variable: Y

Source: Data Processing Result, 2025

Through data analysis through SPSS, constant points of 3.574 and x points of 0.836 were collected. Therefore, the regression equation can be written as:

$$Y=3.574+0.836X$$

From this calculation, it can also be observed that the relationship between variable x and variable y is positive, meaning that performance appraisal has a positive effect on work motivation. Performance appraisal has a significant impact on the work motivation of technical service officers.

Coefficient of Determination

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.625	.615	1.56941

a. Predictors: (Constant), X

Source: Data Processing Result, 2025

Impact of Performance Appraisal on Human Resources

Bintoro and Daryanto (2017: 5) stated that performance assessment is an important factor to know the condition of employee performance and can help develop the organization effectively and efficiently. According to Dedy Prasetyo Wicaksono and Andri Octaviani (2025: 97), in measuring performance there are several requirements or specific parameters as follows: quantitative, namely how many units of performance output, qualitative, namely how qualified or how complete the acquisition that must be used, the timeliness of work realization or product creation, the effectiveness of the use of organizational resources, how to do work or certain standards in making contact, the impact on an effort, the strategy to realize tasks, historical provisions and zero or absolute provisions.

Performance appraisal not only assesses the quality of work done by each individual in the company, but is also a means to communicate work results so that it can increase work motivation if done positively and increase the company's opportunities to continue expanding towards a higher quality. Performance appraisals need to be carried out fairly and openly by the company so that officers can understand the results received for the performance they have done. Officers who receive positive performance appraisals feel appreciated and respected for their efforts and achievements. Conversely, officers who feel that performance appraisals are not objective or unfair tend to feel demotivated and less enthusiastic about working.

Technical Service Officer Performance Assessment System

The performance appraisal system carried out by the company to technical service officers has been well understood and implemented so that the data that has been analyzed shows positive results where the performance appraisal carried out increases the work motivation of technical service officers. This can be monitored through the acquisition of fact identification using a simple linear regression method where performance appraisal has a positive relationship with work motivation.

The Influence of Performance Appraisal on Work Motivation

Through the acquisition of the fact processing carried out, it was found that the R Square value was 0.625, this shows that performance appraisal affects work motivation by 62.5% while the rest is influenced by other factors, meaning that performance appraisal has a significant influence or impact on work motivation. In addition, the results of the correlation test between performance appraisal and work motivation show a fairly high value of 0.790, so it can be concluded that performance appraisal has a fairly high correlation relationship with work motivation. Performance appraisal can function as a tool to motivate technical service officers to improve their performance by meeting the needs they want as stated by Abraham Maslow in the Hierarchy of Needs Theory, these needs include: physiological needs, security, social relationships, appreciation and self-actualization. This is in accordance with the results of the analysis which shows a significant influence between performance appraisal and work motivation. Motivation can be distinguished based on its source, namely intrinsic motivation where the source of stimulation comes from within the individual and extrinsic which is stimulation that comes from outside the individual (Wicaksono & Octaviani 2025)

According to Dedy Prasetyo Wicaksono and Andri Octaviani (2025: 57) motivation becomes an ambition from within an individual's feelings to continue to achieve or even exceed previously set task achievements in accordance with organizational goals. From the acquisition of the identification of facts that were carried out, it illustrates that there is a positive relationship between performance assessment and work motivation, meaning that the more open and transparent the performance assessment is carried out and with the existence of rewards and punishments that are in accordance with the performance results of technical service officers, this will have a positive impact on the work motivation of technical service officers.

Conclusion

Through the research findings that have been realized, it can be monitored that there is a positive relationship between performance assessment and work motivation, meaning that the more open, clear and transparent the performance assessment realized by the company, the more it will have a positive effect on the work motivation of technical service officers. In addition, performance assessment with clear, fair and appropriate rewards and punishments will provide an opportunity for the company to continue to motivate technical service officers to improve their performance, so that the company's achievements can be achieved effectively and efficiently.

The author's suggestion is that companies need to improve and update their assessment methods to ensure that the quality of performance assessment is maintained and is able to have a direct impact on increasing work motivation, both through providing rewards that are commensurate with performance achievements and appropriate punishments so that technical service officers can maximize their potential and abilities.

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