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The Effect of Compensation on Marketing Performance through Work Motivation and Marketing Strategy Effectiveness at Nusantara Sakti (NSS)

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Abstract

This study looks into how compensation affects marketing performance by looking at work motivation and how effective marketing strategies are at Nusantara Sakti (NSS). The study employs a quantitative associative approach, relying on questionnaires and preliminary interviews with employees involved in marketing activities. The initial survey results included responses from 17 people. The results indicate that giving out brochures was the most common marketing activity mentioned, then came using other social media sites, visiting potential customers in person, and TikTok Live. The biggest problem respondents had was finding new customers, then came the tough economic situation of consumers, and also the low number of people watching during TikTok Live events. These results suggest that boosting marketing success might need better pay for employees, more help to keep them motivated, and stronger execution of marketing strategies. Recommended changes involve boosting digital marketing abilities, making better promotional content, growing customer connections, and offering enough help for field operations. Nevertheless, the outcomes are descriptive and do not establish the statistical effects or mediating roles of the research variables. More study with a bigger group and the right statistical methods is needed to check the ideas we talked about. This study offers early findings that could help improve how NSS manages its employees and promotes its marketing strategies.

Keywords

Compensation, Work Motivation, Marketing Strategy Effectiveness, Marketing Performance, Nusantara Sakti (NSS)

Introduction

Compensation and motivation at work are key aspects of managing people in a company, and they can have a big impact on how well employees perform and the results the organization achieves. In companies that focus on selling products, workers are tasked with finding potential customers, explaining the advantages of the products, organizing marketing efforts, and meeting sales goals. These duties need fair pay, ongoing drive to work, and good ways to

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promote the business. Paying employees with salaries, rewards, and bonuses that depend on their performance can help them work harder and reach the goals of the company. How well compensation works can depend on how fair employees think it is, how clear the system is, and how much the rewards match the performance. Good et al. (2022) discovered that both internal and external motivations are linked to how well salespeople perform, showing that it's important to know what factors drive sales employees to reach their goals. These results show that looking at pay together with what drives people at work can give a better picture of how well marketing is doing.

Work motivation helps employees stay focused and keep trying, especially when they have tough sales goals and find it hard to get new customers. Salespeople usually have to do promotions in person, talk to people who might buy their products, check back on customers who asked questions, and be ready to change how they work based on what's happening in the market. In this case, giving rewards can make employees try harder to meet sales goals, and their level of drive can affect how much they want to keep working consistently. Laathi'fah and Noekent (2024) examined the relationship between compensation, work stress, and employee performance and found that work motivation was a mediator between compensation and employee performance. Their study offers a good starting point for looking into how work motivation helps explain the connection between pay and how well someone does their job. Despite this, marketing performance has particular characteristics because it involves more than just employee effort, but also includes customer acquisition, promotional effectiveness, and sales objectives. So, the connection between how much money people get paid and how well they do in marketing needs to be studied more closely, especially when looking at companies that sell cars.

Another key aspect is how well a marketing strategy works in helping reach the goals of the marketing efforts. Companies should carry out suitable marketing efforts to connect with potential customers, share details about their products, and help people decide to buy. The growth of digital platforms has given sales workers more chances to sell products and connect with customers. Chaker and their team in 2022 looked at how inside salespeople use social media strategically and pointed out how important it is for connecting with customers digitally and for their overall performance. Kalra and other researchers in 2023 looked into how salespeople's use of social media connects to how well-known a brand is and how the company is doing. These studies show that digital marketing efforts can help improve sales results when they are done in a smart and planned way. Using social media and other ways to promote something doesn't always lead to good marketing results. The outcome could be affected by how good the promotional material is, how much people interact with it, how well we can find potential customers, and whether the organization offers enough support.

These issues are important for Nusantara Sakti (NSS), which is a company that sells vehicles. Based on preliminary questionnaire data collected on October 22, 2026, 17 respondents identified various marketing activities such as TikTok Live, brochure distribution, direct visits to prospective customers, other social media platforms, and customer follow-up. The responses also showed that there were some difficulties in carrying out the marketing efforts. It was often said that getting new customers was hard, and other issues like not enough people watching TikTok Live, people's money problems, and how far they had to travel to reach the promotion spots were also seen as big challenges. These early results show that NSS workers have trouble turning their promotions into actual sales. The results give a first look at the company's marketing environment and show that it's important to look at factors related to employees as

well as how well the marketing efforts are working. However, the initial responses are just descriptions and can't on their own show cause and effect between the research variables.

The first survey also gives information about how employees feel about their pay and the support they get from the company. Some people said that giving out bonuses could motivate employees to meet their marketing goals. At the same time, a respondent expressed worries about the difference between fixed salaries and rewards based on performance, especially since field marketing work often requires employees to spend money on things like fuel. This answer shows why it's important to look at pay in a way that is fair, easy to understand, and helps keep workers motivated. Some people mentioned that better promotional materials should be created, more internet data support should be provided, regular training in digital marketing should be offered, partnerships with dealers and agents should be strengthened, and more resources for marketing efforts should be made available. These suggestions show that how well marketing works can depend on how motivated the employees are and how well the plans and tools used to connect with potential customers are working. So, looking at how much people are paid, what drives them to work hard, and how well the marketing strategies are working together can help us better understand how well the marketing is performing at NSS. Past research has looked at how much people are paid, what motivates them to work, how well salespeople perform, and how digital marketing tools are used. Good et al. (2022) studied how different types of motivation affect how well salespeople perform Laathi'fah and Noekent (2024) looked at how work motivation acts as a middle factor between pay and how well employees perform. Chaker et al. (2022) and Kalra et al. (2023) looked more closely at how using social media relates to customer engagement, brand awareness, and results from sales. Although these studies give a good theoretical and practical base, looking at how pay, employee motivation, how well marketing strategies work, and marketing results all connect in a car sales company is a specific area that needs more research. This study wants to find out if work motivation and how well marketing strategies work can explain how compensation affects marketing performance at NSS. The research plan combines ideas from human resource management and marketing to better understand the factors that affect how well marketing works.

This study looks at how compensation affects marketing performance by looking at work motivation and how effective the marketing strategies are at Nusantara Sakti (NSS). Compensation is treated as the main factor, while work motivation and how well marketing strategies work are seen as the middle factors, and marketing performance is the outcome being measured. This study is expected to help grow research in human resource management and marketing, especially looking at how employee pay and motivation connect to how well marketing strategies are carried out and how successful the marketing efforts are in the vehicle sales industry. From a practical point of view, these findings could help managers assess their pay policies, boost employee motivation, and enhance how both digital and traditional promotions are carried out. The suggested connections will be checked using proper statistical methods on the research data.

Methodology

Research Design

This study uses a quantitative method with an associative research design to look at how compensation, work motivation, marketing strategy effectiveness, and marketing performance are connected at Nusantara Sakti (NSS). The research model treats compensation as the main factor, with work motivation and the effectiveness of marketing strategies acting as the middle

factors, and marketing performance as the outcome being measured. This method allows the researcher to look at both direct and indirect connections between the variables by using numbers collected from the answers to the questionnaires. Sim et al.(2022) said that when doing mediation analysis, it's important to think carefully about how big the sample is and how complicated the model is, so you can get accurate results for the indirect effects.

Population, Sample, and Data Collection

The study took place at Nusantara Sakti (NSS), which is a company that sells vehicles. The current early dataset includes 17 survey answers gathered on October 22, 2026, from workers in roles connected to sales, marketing, management, and other related jobs. The final sample is decided based on who is eligible to participate and the specific method used to select participants in the study.

Primary data was gathered using structured questionnaires and was also backed up by initial interviews. The questionnaire asked people to share their opinions about pay, how motivated they felt at work, how effective the marketing strategies were, and how well the marketing efforts performed. They answered using a five-point scale where 1 meant they strongly disagreed and 5 meant they strongly agreed. The first interviews looked into how people were paid, what marketing was being done, the difficulties in getting new customers, and the help provided by the organization. The marketing efforts reported involved using TikTok Live, handing out brochures, visiting potential customers in person, promoting on social media, and following up with customers.

Research Variables and Measurement

The study examines four variables. Compensation (X) is looked at by checking things like salary, incentives, bonuses, and how fair people think their pay is. Work motivation (Z_1) refers to how willing employees are to do their jobs and meet the marketing goals. Marketing strategy effectiveness (Z_2) means how well the promotional activities are working to connect with potential customers and help achieve the marketing goals. Marketing performance (Y) refers to how well marketing efforts are working, such as getting new customers and meeting sales goals. The suggested indicators should match the real questions in the questionnaire before doing the final analysis.

Before testing any hypotheses, it's important to check if the questionnaire is valid and reliable. To check if the content is valid, look at how well the questions match the ideas being studied.To see if the questions are reliable, use Cronbach's alpha or another appropriate measure of consistency. Shimada and Katahira (2023) emphasized how important it is to design questionnaires in a way that ensures reliable and accurate measurements. So, before understanding how the variables are connected, we need to make sure the measuring tool is good enough.

Data Analysis

The data analysis includes looking at basic statistics, checking how well the tools work, and testing the ideas we have. Descriptive statistics are used to give a summary of the characteristics of the people who responded and the answers they gave to the questionnaire. Once the measurement tool has been checked, the right method like regression analysis or structural equation modeling can be chosen to look at how compensation, work motivation, marketing strategy effectiveness, and marketing performance are connected.

Mediation analysis is used to check if work motivation and how well marketing strategies work help explain the connection between pay and marketing results. When looking at indirect effects, it's important to use a proper statistical method, like bootstrap confidence intervals, if the chosen approach and data support it. Jhantasana (2023) pointed out that using only simple rules of thumb to decide on sample size in partial least squares structural equation modeling has its limits. With the current set of 17 responses, it's important to carefully check if the sample is enough, and more people might need to be included before we can confidently say anything about the mediation effect. All the results will be shared based on the real statistical data.

Results and Discussion

Results

Respondent Characteristics

The initial survey results included responses from 17 people at Nusantara Sakti (NSS), gathered on October 22, 2026. The people who responded were sales and marketing staff, team leaders, and one person who had the TLD role. Most of the people who answered were women, between 20 and 25 years old, and had been working at the company for less than a year.

Table 1. Respondent Characteristics (n = 17)

Characteristics	Category	Frequency	Percentage (%)
Gender	Female	14	82.4
	Male	3	17.6
Age	Under 20 years	6	35.3
	20–25 years	7	41.2
	26–30 years	4	23.5
Position	Sales marketing	14	82.4
	Supervisor	2	11.8

	TLD	1	5.9
Employment duration	Less than 1 year	14	82.4
	1–2 years	2	11.8
	3–5 years	1	5.9

Source: Preliminary questionnaire data, processed by the researcher (2026). Percentages may differ slightly from 100% because of rounding.

Table 1 shows that the early results mostly come from the views of sales and marketing workers who have been in their jobs for not very long. This trait matters because workers who have been with the company for a shorter time might have different backgrounds and less knowledge about how the company pays its employees and how it promotes its products or services. However, because the sample is small and not many supervisory roles are included, we can't assume these results apply to all NSS employees.

Marketing Activities and Challenges

The questionnaire found that NSS staff used brochure distribution, social media promotion, visiting potential customers directly, and TikTok Live as ways to market their services. Respondents also mentioned difficulties with getting new customers, people's ability to buy things, and doing marketing online.

Table 2. Marketing Activities and Challenges Reported by Respondents

Category	Response	Frequency	Percentage (%)
Marketing activities	Brochure distribution	16	94.1
	Other social media platforms	8	47.1
	Direct visits to prospective customers	5	29.4
	TikTok Live	4	23.5
	Customer follow-up	2	11.8
Marketing challenges	Difficulty obtaining prospective customers	13	76.5
	Consumers' economic conditions	7	41.2
	Low TikTok Live viewership	5	29.4
	Distant promotional locations	1	5.9
	Unattractive printed brochures	1	5.9

Source: Preliminary questionnaire data, processed by the researcher (2026). Multiple responses were permitted; therefore, percentages do not add up to 100%.

The results show that distributing brochures was the most common marketing activity mentioned, with 16 respondents (94.1%) reporting it. Getting new customers was the biggest problem mentioned, and 13 people (76.5%) said that was their main challenge. Seven respondents (41.2%) mentioned consumer economic conditions, while five respondents (29.4%) said they had low TikTok Live viewership.

These results show that getting new customers is a big issue in the first set of data. Even though NSS employees use many ways to promote their products, just having access to these methods doesn't always lead to customers engaging or making purchases. The results also highlight how important it is to check the quality of promotional materials, how well the message reaches the audience, how effectively customers are followed up with, and what support and tools sales staff have access to.

The open-ended responses also pointed out possible ways to improve things, like creating more appealing promotional materials, providing training on digital marketing, offering support for internet data, expanding the network of agents, and improving the resources that help with marketing efforts. One person also mentioned worries about fixed salary setups and costs for field work, pointing out the importance of fair and clear pay. These answers give some background on the research issue, but they don't show clear, measurable connections between the different factors being studied.

Discussion

Compensation and Work Motivation

The initial answers show that how employees are paid is connected to their experiences at NSS. Some people mentioned that bonus chances were a reason they worked hard to meet their marketing goals. Another person worried about the difference between a fixed salary and rewards based on performance, especially since field marketing involves costs like fuel.
These responses show how important it is to look at pay not just about rewards but also about being fair, clear, and easy to understand. Good et al. (2022) looked at how intrinsic motivation, extrinsic motivation, and salesperson performance are connected, and they stressed the need to tell apart the different types of motivation. Laathi and Noekent (2024) also discovered that work motivation acted as a middle factor in the connection between pay and how well employees perform.

These studies give a basic understanding of how work motivation might connect pay and marketing results at NSS. The current descriptive information does not show if compensation has a big impact on work motivation. The testing of this relationship requires the use of questionnaire items that are clearly identified and statistical analysis that is appropriate.

Marketing Strategy Effectiveness and Customer Acquisition

Because brochures are given out a lot and it's hard to get new customers, it's clear that we need to tell the difference between how much promotion we're doing and how well our marketing is working. The number of promotional efforts made by a company does not always reflect the success of reaching its target market or converting customer interest into sales.

Digital marketing also gives NSS a chance to take advantage of opportunities. According to reports, the company may need to improve its digital promotional efforts due to low TikTok Live viewership. Chaker and their team in 2022 looked at how salespeople use social media as a strategy and how that connects to how customers interact digitally and how well they perform. Kalra and their team in 2023 looked into how salespeople's use of social media connects to

brand awareness and how well the company is doing. Their study shows that digital marketing could help improve sales results.

Based on the early results, NSS can check how well its advertising methods are working by looking at how many potential customers ask questions, how customers respond after contacting them, how interested the audience is, and how many of those questions turn into actual sales. Making the brochure look better, teaching staff about digital marketing, and giving them the right tools to promote the business can also help make marketing efforts more effective. These are useful suggestions based on the problems that have been reported, not results that have already been confirmed by this study.

Implications for Marketing Performance

The early results suggest that the marketing performance at NSS needs to be looked at using a combined approach that includes pay, employee motivation, and how well the marketing strategies are working. Pay could make employees try harder to meet marketing goals, but their level of motivation might affect how long they are willing to keep promoting products. How well a marketing strategy works can help find out if those efforts are reaching potential customers and creating chances for sales.

Consumer economic conditions are also a key part of the bigger picture. Even when employees do promotional work, potential customers might wait to buy because they don't have enough money. So, marketing results aren't just about how hard the employees are working; they can also depend on how much customers want the product and how well the promotion is done.

The results show early signs of marketing difficulties at NSS, especially when it comes to getting new customers and connecting with people online. The data available does not indicate whether compensation and marketing performance are influenced by work motivation or marketing strategy effectiveness. The questionnaire export doesn't keep all the labels for the Likert-scale questions, and the sample includes just 17 people. Because of this, you can't accurately report the regression coefficients, significance levels, or indirect effects from the current summary.

More analysis needs the full questionnaire with each question clearly connected to the research topic, plus a check on whether the tool is accurate and dependable. More people who qualify might also be needed to help with the planned mediation analysis. These steps would help the study go beyond just describing what is happening and instead offer more solid evidence about how compensation, work motivation, marketing strategy effectiveness, and marketing performance are connected at NSS.

Conclusion

This study looks at how pay, motivation to work, how well marketing strategies work, and how marketing performs are connected at Nusantara Sakti (NSS). From the first set of questions given to 17 people, the results show that handing out brochures was the most common marketing method. Next were using other social media sites, visiting potential customers in person, and doing live sessions on TikTok. The biggest problem respondents faced was having trouble getting new customers. After that, there were issues with people's money situations and not enough people watching TikTok Live sessions.

These early results show that to boost marketing performance at NSS, it's important to focus on helping employees and putting marketing strategies into action. When employees feel that their pay is fair, easy to understand, and matches their job duties, it can help them stay

motivated at work. Meanwhile, building better digital marketing skills, making promotional materials more effective, growing customer connections, and giving enough support for field work can help employees reach more potential customers.

The current results are just descriptions and do not show any statistical effects or explain how work motivation and the effectiveness of marketing strategies might influence each other. The small number of people who answered and the need to check if the questions match up properly also make it hard to draw firm conclusions. Further studies should use a bigger and more diverse group of people, make sure each question in the survey is linked to the right part of the research, and carry out proper statistical methods to check the connections that were suggested.

Overall, this study offers preliminary information on the marketing activities and challenges faced by NSS staff. The findings could help start changes in pay policies, ways to keep employees motivated, and how to carry out marketing plans, but more statistical work is required to verify the research ideas.

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