

THE ROLE OF COMMISSION AS A DRIVING FACTOR FOR EMPLOYEE MOTIVATION IN SEEKING CUSTOMERS TO ACHIEVE CLOSING AT PT AGRODANA FUTURES

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Abstract

This study aims to directly understand how the role of commission as a motivating factor for employees in finding customers to achieve closing at PT. Agrodana Futures. The commission system implemented by the company is not only given once at the time of closing or opening a customer account but is also given repeatedly every time a customer makes a transaction activity. The method used in this study is descriptive qualitative with data collection techniques through direct observation and documentation during the internship period. The results of the study indicate that the commission system provides a significant boost to employee enthusiasm and work motivation, especially in prospecting and follow-up activities for prospective customers. Employees who have active customers and receive regular commissions tend to show more stable performance and high initiative in maintaining relationships with customers. The commission also creates a competitive and collaborative work atmosphere through activities such as morning briefings and monthly top commission distribution. However, challenges remain, such as customers who do not understand the risks and mechanisms in futures trading and require an educational approach and personal communication from employees. Therefore, company support in the form of training and provision of educational materials is needed to maintain the sustainability of the commission system and customer loyalty.

Keywords: *Commission, Employee Motivation, Customers, Closing, Futures Trading*

INTRODUCTION

The futures trading industry in Indonesia has continued to experience significant development in recent years along with increasing public awareness of the importance of investment diversification. PT Agrodana Futures is one of the leading futures trading companies in Indonesia that plays an important role in bridging customer needs for access to global financial markets through products such as forex, indices, and commodities that have obtained permits from the Ministry of Trade of the Republic of Indonesia and are supervised by the Commodity Futures Trading Supervisory Agency (BAPPEBTI) with permit number 40/BAPPEBTI/SI/XII/2000. In facing increasingly tight business competition between similar companies, companies are required to have effective marketing strategies and human resources with high work enthusiasm and motivation.

Work motivation is a desire that arises from within a person or individual because they are inspired, encouraged, and driven to carry out activities.(Feby Dwi Cahyani et al., 2023). Work motivation is a very important element in determining the success of each employee and encourages someone to act consistently and committed in completing their tasks. One of the factors that affects the level of employee motivation is the amount of commission received. Commission is a financial incentive that plays a role not only as a compensation tool but also as a driver of employee enthusiasm and productivity in achieving optimal work results.

Based on the explanation above, this study is very important to provide an overview of the relationship between financial incentives in the form of commissions as a driver of employee motivation in finding customers to achieve closing at PT Agrodana Futures. The results of this study are expected to be used as evaluation material for companies in developing more effective compensation strategies and human resource management. In addition, this

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I Made Pratama Sujana Putra and Bowo Santoso

study can also be an academic reference for the development of performance management studies and work motivation in the world of marketing and sales.

LITERATURE REVIEW

Commission

Commission is one form of compensation given to employees in the sales sector. Commission is a wage that is a right that must be owned by an employee in return for the employee's contribution of services because they are able to get customers until the closing process is achieved.(Lina et al., 2023). Commissions are given as a form of direct reward for achieving certain targets such as selling products, acquiring clients, and increasing the volume of customer transactions which are not fixed and will always be different for each period depending on employee achievements. Commissions are generally used by a company to encourage employees to be more active in increasing work productivity. In a futures trading company, commissions are not only given once at closing but are also given repeatedly every time a customer makes a transaction activity. This commission system is known as an activity-based or volume-based commission, and encourages employee involvement in the long-term sales process and active customer retention.

Employee Motivation

Motivation is a process that explains the intensity, direction, and persistence of an individual to achieve his/her goals. Employee motivation can be interpreted as a condition that moves an individual towards a certain goal; a skill in directing employees to want to work optimally so that desires can be achieved properly; as energy to arouse encouragement within oneself and as a condition that influences to arouse; direct and maintain behavior related to the work environment(Widodo & Yandi, 2022). Meanwhile, work motivation is how to direct the power and all potential possessed by workers so that they are willing to work together and work productively as a result of which the hopes of employees and the goals of the organization can be achieved.(Prakoso, 2023)

The main functions of motivating employees are:

1. Encourage Employees to Work Optimally
Motivation acts as a driver for employees to mobilize all their abilities and maximum potential in carrying out their responsibilities. With high motivation, employees will show a more energetic, enthusiastic work attitude and have strong mental resilience in facing various challenges.
2. Increase Productivity and Performance
Motivated employees tend to show more optimal performance. They become more focused in carrying out tasks and more oriented in achieving targets set by the company, thus providing a real contribution to increasing the company's overall productivity.
3. Building Loyalty and Job Satisfaction
Motivation that arises from giving awards and appreciation can increase the sense of emotional attachment between employees to the company. In this condition, it has an effect on creating loyalty and reducing employee turnover rates.
4. Enhancing Creativity and Innovation
Motivated employees are encouraged to generate new ideas and more effective solutions to get the job done. They tend to take the initiative in creating more efficient and adaptive ways of working to changes in the work environment.
5. Helping Achieve Organizational Goals
Motivation is the link between the personal interests of employees and the strategic goals of the company. When employees feel that their efforts are appreciated and in line with their personal aspirations, they will demonstrate a high commitment in realizing the company's vision and mission.
6. Cultivating a Positive Work Environment
Employees who have high work motivation tend to spread positive spirit in their work environment. This creates a harmonious, collaborative work atmosphere and fosters a work culture of mutual respect.

Customer

A customer is a person who has a relationship with or is a regular customer and interacts frequently over a long period of time.(Andriyani & Ardianto, 2020). Customers can be defined as individuals or institutions that utilize financial services from a company, including futures trading companies. In the futures trading industry, customers are parties who open trading accounts and deposit funds as capital to carry out derivative contract buying and selling activities, such as forex, indices, or commodities through platforms such as MetaTrader 4 or 5. The existence of

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I Made Pratama Sujana Putra and Bowo Santoso

customers plays a vital role in the company's operations because all futures trading activities are highly dependent on transaction activities carried out by customers. Customers are very important assets for the company that must be maintained and developed continuously. The main task of employees, especially those in the marketing division, is to approach them personally, provide adequate education, and build trust from potential customers so that they are willing to become active customers in making transactions. The relationship between employees and customers does not stop after the customer opens an account but continues in the form of consistent communication, providing daily fundamental information, and assistance in making transactions. Thus, managing customer relationships is the main key in maintaining the continuity of ongoing transaction activities and also has an impact on the continuity of commissions received by employees.

Closing

Closing is the final stage in the process of offering investment services or products which is marked by the success of an employee in convincing potential customers to open an account and deposit initial funds in the company. In the world of futures trading, the closing stage is the main indicator in assessing the effectiveness and success of an employee's work. The closing stage does not take place instantly but rather through several stages such as searching for a database, contacting, appointments, follow-ups until finally at the closing stage where potential customers decide to join and make transactions. Therefore, closing reflects the communication skills, approach strategies, and mastery of the material from the marketing employee.

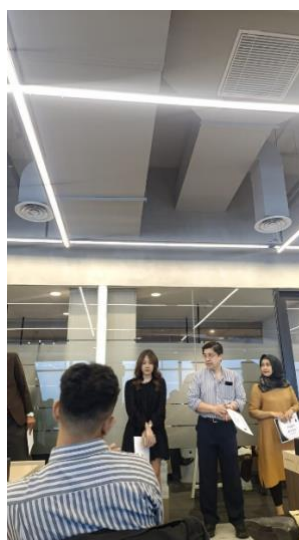
In addition to being a benchmark for performance achievement, successful closing also opens up opportunities to build long-term relationships between customers and the company. In a futures trading company, commissions are not only given once at closing but are also given repeatedly every time a customer makes a transaction activity. Therefore, employees are required not only to focus on achieving the target number of closings, but also to play an active role in assisting customers so that they feel comfortable and continue to make transactions. This makes the closing stage not just a short-term achievement, but an important part of a relationship strategy and sustainable business growth.

RESEARCH METHODS

The research method is a systematic stage used by researchers in collecting, processing, and analyzing data in order to obtain a valid and in-depth understanding of a phenomenon. In this study, the research method used by the author is a qualitative method with a descriptive approach. This study aims to understand directly how the role of commission as a driving factor in employee motivation in finding customers to achieve closing at PT. Agrodana Futures. The qualitative method was chosen by the author because it provides an in-depth picture of the experiences of employees in the work environment they experience, perceptions, and internal and external drives felt by employees in finding customers.

The main subjects in this study were the marketing employees at PT. Agrodana Futures who were actively involved in the customer search process and closing transaction activities. Data collection techniques used included direct observation and documentation. Observations were made by the author by observing employee work activities during activities such as morning briefings and prospecting. While documentation was done by collecting data in the form of monthly closing notes and morning briefing activities.

RESULTS AND DISCUSSION



Based on the results of direct observation during the internship at PT Agrodana Futures Surabaya branch, it can be concluded that the commission system has a very important role in shaping employee enthusiasm to find clients and retain active clients. Commission is not only a form of financial compensation but also a strategic instrument that fosters work enthusiasm, encourages productivity, and strengthens the relationship between employees and the company. One of the routines that influences this commission system is the morning briefing activity which is carried out every morning before starting work activities, where the contents of the morning briefing activity include a little story of an employee's struggle in finding clients from the initial stage to the final stage, namely closing and providing a little motivation for other employees in finding clients. In addition, the morning briefing activity includes delivering world trade news, delivering technical analysis results from several employees, and also every 4 effective working days at the beginning of the month there is a distribution of the top commission list, where the commission received by employees is obtained from customer transaction activities. From this morning briefing activity, it is clear that employee work motivation is very closely related to the closing stage, especially when associated with the potential commission that employees will receive.

In general, commissions have a real influence on how employees find customers. Employees who are motivated by commissions will be more likely to be active in finding potential customers either through internal databases, personal references, and social media. In addition, employees will be more active in contacting, appointments, prospecting, following up to the closing stage. All of these efforts are made to ensure that the closing process runs smoothly and customers are willing to start transactions which will then have a direct impact on employee commission achievement. The commission system implemented by the company is not only given once at the time of closing or opening a customer account but is also given repeatedly every time a customer makes a transaction activity. Thus, the commission obtained is sustainable and will continue to increase along with the transaction activities carried out by customers. This encourages employees not only to focus on the closing process at the beginning, but also to ensure that customers feel comfortable and actively use the company's services. In addition, a competitive and open work environment in sharing strategies among employees also strengthens internal motivation.

Based on the results of the company's internal documentation, it shows that employees with a high number of active customers tend to have a more consistent level of work motivation. This condition is caused by the recurring commissions that they continue to receive as long as customers carry out transaction activities. The commission not only has a positive impact in terms of income but also fosters a sense of responsibility for employees in maintaining the quality of service they provide. Employees who understand the importance of maintaining active customers will be more proactive in providing follow-up services such as reminding customers regarding important economic news

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I Made Pratama Sujana Putra and Bowo Santoso

release schedules, sharing technical advice for opening and closing positions, and building regular communication to maintain relationships. With this approach, employees not only maintain the sustainability of their commissions, but also contribute to creating customer loyalty to the company. However, the implementation of the commission system is also not free from a number of challenges such as not all customers who successfully open an account show consistent transaction activity. Some customers only open an account without having sufficient understanding of the risks and mechanisms in futures trading. In addition, fluctuating market conditions are also a factor that influences customer interest in engaging in transaction activities. In facing challenges, many employees apply an educational and personal approach in providing additional understanding to customers through more in-depth educational materials and building relationships consistently. The company is also expected to actively provide support in the form of routine training and provide educational materials that can help employees in assisting customers professionally.

CONCLUSION

Based on the results of observations and documentation during the internship at PT Agrodana Futures Surabaya branch, it can be concluded that the commission system has a very important role in shaping employee enthusiasm to find customers and retain active customers. The commission given not only when the customer opens an account but also repeatedly along with the customer's transaction activity has proven to be able to encourage employees to maintain ongoing relationships with customers. The implementation of this commission system also creates a competitive and productive work environment. Employees motivate each other through activities such as morning briefings and sharing closing strategies and approaches to customers. Commissions are not only a form of financial reward, but also a driver of work commitment and professionalism. However, challenges remain, such as customers who do not understand the risks and mechanisms in futures trading and require an educational approach and personal communication from employees. Therefore, the role of employees in providing education and fostering good relationships is needed to maintain the sustainability of commissions and customer loyalty to the company.

SUGGESTION

According to the author, PT Agrodana Futures, especially the Surabaya branch, needs to continuously maintain and improve the commission system that has been running so far by adjusting market dynamics and customer behavior. The company is also advised to provide more support in the form of regular training, especially in terms of customer communication, derivative product education, and techniques for maintaining active customers. In addition, the author suggests that each employee not only focus on the quantity of closing but also on the quality of post-closing service. With a more educational and communicative approach, it is hoped that customers will feel more comfortable and continue to carry out transaction activities. Employees are also expected to utilize forums such as morning briefings as a means of self-development, sharing experiences, and strengthening team cohesion. By implementing these suggestions, the commission system at PT Agrodana Futures can function optimally and not only as a financial reward tool but also as a trigger for the formation of a competitive, collaborative, and sustainable growth-oriented work culture.

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I Made Pratama Sujana Putra and Bowo Santoso

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