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Effect of Burnout on Performance of Marketing Employees

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ABSTRACT

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Human resources from time to time have always been interesting for researchers because they provide several benefits for companies, employees, and society. This indicates that the existence of human resources in a company has an important role in achieving goals. This research aims to analyze effect of burnout on performance of marketing employees. This research uses a causal research type with a quantitative approach. The population in the study were employees in the marketing field. Samples were taken randomly to answer the hypothesis of 30 respondents. The method of data analysis in this study used simple linear regression analysis. Based on the research results show that burnout has a positive and significant effect on performance of marketing employees.

Burnout, Performance, Marketing Employees

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INTRODUCTION

Human resources from time to time have always been interesting for researchers because they provide several benefits for companies, employees, and society. This indicates that the existence of human resources in a company has an important role in achieving goals. Understanding the importance of the existence of human resources in the current global era, companies that want to survive in competition must have competitive human resources (Gultom et al., 2024). Human resources are a challenge for management because the success of management and others depends on the quality of human resources. In addition, there are also other challenges experienced by companies, namely the increasingly complex demands of customers to meet daily needs. Facing competition with other companies both nationally and internationally,

companies must be able to make changes towards improvement (Mariani et al., 2023; Pandiangan, 2024; Tambunan et al., 2024).

Burnout is a symptom of physical, emotional, attitudinal, and behavioral exhaustion, feelings of dissatisfaction with oneself and distrust of one's abilities and lack of desire for personal achievement that arise from prolonged work stress, a reaction to circumstances that accompany a person when facing such stress and is a response to interpersonal stressors in work (Kasmir, 2016). Burnout will have a negative impact on individuals and companies, including causing low or declining employee job performance. The more work stress experienced by employees, the more likely they are to experience burnout and employee performance will be less than optimal. Burnout with various mental and physical health problems, poor household and social relationships, increased turnover and absenteeism. Burnout is the most common result of work stress and workload. Specific symptoms of job burnout include boredom, depression, pessimism, lack of concentration, poor work quality, dissatisfaction, absence, and illness.

With burnout, a person's mind often feels full and begins to lose rationality, this can cause overwhelm in work and eventually cause mental and emotional fatigue, then begin to lose interest in work and motivation decreases, ultimately the quality of work and quality of life also decreases. There is a strong relationship between burnout and performance, where the higher the level of burnout, the lower the performance and vice versa.

Performance is a function of motivation and ability to complete a person's tasks or work, real behavior displayed by each person, various work achievements produced by employees according to their role in the company (Mangkunegara, 2002). Employee performance dimensions are divided into three, namely types of work results, work behavior, and personal characteristics that are related to work, namely:

1. Work results, namely the quantity and quality of employee work results in carrying out their work. Work results in the form of goods and services that can be measured in quantity and quality.
2. Work when in the workplace and carrying out their work, employees carry out two types of behavior, namely work behavior and personal behavior.
3. Personal that is related to work, namely the personal characteristics required by an employee in carrying out their work.
4. This problem of saturation because it has happened a lot around, surely every human being has felt bored, many individuals have started to get stressed with their work, because basically if the individual has worked for

more than two years or more, the individual will definitely experience boredom or burnout.

This research aims to analyze effect of burnout on performance of marketing employees.

RESEARCH METHOD

This research uses a causal research type with a quantitative approach. Causal research may be a sort of investigation where there's a causal relationship between the free variable (the variable that impacts) and the dependent (the variable that's affected). A quantitative approach to strategy could be an investigative strategy based on the reasoning of positivism, utilized to look at certain populaces or tests, data collection using inquiry about disobedient, information investigation is quantitative, with the point of testing foreordained theories (Pandiangan et al., 2024).

The population could be a generalization region comprising of objects or subjects that have certain qualities and characteristics decided by the analyst to be considered and after that drawn conclusions (Sihombing et al., 2024). The population in the study were employees in the marketing field. The sample is portion of the number and characteristics had by the populace (Fransisco et al., 2024). Samples were taken randomly to answer the hypothesis of 30 respondents.

The information collection strategy utilized in this investigate is the documentation ponder information collection procedure. Documentation ponder information collection method may be a strategy utilized to get information and data within the frame of books, files, records, written numbers or pictures within the form of a report that can help in inquire about (Pandiangan et al., 2023).

The method of data analysis in this study used simple linear regression analysis. Simple linear regression analysis investigation is based on a useful or causal relationship of one autonomous variable with one subordinate variable (Yoppy et al., 2023).

RESULT AND DISCUSSION

Marketing Employees

Marketing employees are jobs that are tasked with helping to create and implement marketing strategies, as well as implementing marketing campaigns for the company. A marketing employee also plays an important role in developing and implementing the concept of a planned marketing strategy. In their activities, marketing employees or also known as marketing officers also

contribute to existing marketing, branding, and advertising plans, while helping to develop new initiatives that are in line with the company's goals.

In addition, in their activities, marketing employees do not only work within the scope of the team. However, they will also often work together across divisions such as with product, sales, and creative teams. The main goal is to run the product and brand campaign process to increase sales.

In some industries and companies, marketing employees do not only have one job. But have many types of fields in their work such as marketing assistants, brand marketing specialists, and many more. Later, these fields of work can be career prospects for those of you who want to work as professional marketers.

Although it looks like just marketing and promotional activities, in fact the task of marketing employees is not easy. Here are some of the responsibilities and duties of marketing employees:

1. Manage and develop marketing campaigns.
2. Research and analyze data to identify and define customers.
3. Conduct promotional activities.
4. Monitor and evaluate campaign effectiveness.
5. Research and analyze market trends, competitor offerings, demographics, and other information that impacts marketing strategy.
6. Use research findings and analysis to provide direction to marketing managers regarding upcoming marketing projects, new products or services, and overall strategy.
7. Report trends and statistics across all digital media platforms.
8. Identify areas for improvement in product offerings, sales tactics, marketing strategies, and promotional activities.
9. Consider key decisions involving product advertising, packaging, media channels, and branding.

Simple Linear Regression Analysis Results

Table 1.

Simple Linear Regression Analysis Results

Variable	B	Sig.
Burnout	0.268	0.031

Dependent Variable: Performance

Burnout has a positive and significant effect on performance of marketing employees. Burnout is a symptom of physical, emotional, attitudinal, and behavioral exhaustion, feelings of dissatisfaction with oneself and distrust of one's abilities, and lack of desire for personal achievement that arise due to prolonged work stress, a reaction to circumstances that accompany a person when facing such stress and is a response to interpersonal stressors in the

workplace. Burnout will have a negative impact on individuals and companies, including causing low or decreased employee job performance. The more work stress experienced by employees, the more likely employees are to experience burnout and employee performance will be less than optimal. Burnout with various mental and physical health problems, poor household and social relationships, increased turnover, and absenteeism. Job burnout is the most common result of work stress and workload. Specific symptoms of job burnout include boredom, depression, pessimism, lack of concentration, poor work quality, dissatisfaction, absence, and illness. Employees who experience burnout with their work will cause employees to feel stressed and exhausted when facing their work, because the work done does not match their abilities, in addition to the excessive demands of work given by superiors with very limited time, in addition to employees tend to be tired so they postpone and avoid work because they feel burdened by the work they receive. The emergence of burnout in employees causes there to be no more motivation to achieve that arises if employees only do small jobs repeatedly like machines.

CONCLUSION

Based on the research results show that burnout has a positive and significant effect on performance of marketing employees. Based on the conclusion above, the suggestion that can be made is that in order to improve employee performance, company leaders should minimize burnout so that employee performance can increase, and for further researchers, it is recommended to use a research year in a longer time span, increase the number of samples, characteristics of the industry that will be used as samples and use other prediction models to get better research results.

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