

Effect of Job Aspects and Behavioral Aspects on Employee Performance of Company (Case Study: PT Harian Tribun Medan)

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Abstract: Companies engaged in the mass media must be able to compete in accordance with the jobs aspects needed by all employees and the behavioral aspect provides an overview of one's views and attitudes towards work. The company wants adequate and sustainable profits in order to compete and produce the best performance. Employee performance is the ability to work or something achieved or employee performance shown. Shows employee performance of PT Harian Tribun Medan aspects of behavior in each department on average has a value of less than 1.61, according to the KPI assessment is not acceptable, in the aspect of work the average has a value of 1.61-2.50, meaning that according to the KPI assessment is still need improvement. The formulation of the problem in this study is whether the work aspects and behavioral aspects have a partial and simultaneous influence on the performance of the employees of PT Harian Tribun Medan. Competition in newspapers either through print or online media is very tight, companies must have jobs aspects that can improve company performance and in line with behavioral aspects that can improve human resources. The sampling technique uses a census (saturated sample), with a total sample of 73 people. The method of data analysis is done by using multiple regression analysis. The results showed that partially and simultaneously, the results showed that partially and simultaneously jobs aspects and behavioral aspects positively and significantly affected the work aspect to be a more dominant variable in influencing employee performance of company at PT Harian Tribun Medan.

Keywords: Job Aspects, Behavioral Aspects, Employee Performance

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I. Introduction

The mass media as a pioneer of information plays an important role in producing various kinds of news, both local, national and international, according to the consumer market segmentation. Print media is one of the popular mass media. Print media is a communication media that is written or printed. There are various types of media that are classified into print media, one of which is the newspaper. Newspapers are communication media that contain actual information from various aspects of life, such as politics, economy, social, crime, culture, art, sports, overseas, domestic, and so on (Yeri and Handayani, 2015:79). The newspaper contained news from various regions according to the area where a newspaper was published, because usually there were certain newspapers which were only published in the region as an example of the Medan Tribune. Medan Tribune is a daily newspaper published in North Sumatra, Indonesia. This newspaper belongs to the Kompas Gramedia group. Its head office is located in the city of Medan. Along with advances in technology, industry and information today, the role of journalism in people's lives becomes very important and complex.

Regarding the performance of human resources, as of June 2019 PT Harian Tribun Medan has 73 permanent employees, has eight hours of work per day, newspaper companies such as Medan Tribun have operational work 24 hours a day, taking turns in carrying out their respective duties according to division and its department.

The role of management is usually recognized as the most important factor in the long-term success of a company. Success is measured in the form of achieving company goals. The performance itself is influenced by various factors in determining the performance appraisal of a workforce, of course there are aspects that become the starting point of measurement although until now there is no similarity between one company and another company in determining the elements that must be assessed in the performance appraisal process (Siagian, 2006). This is because in addition there are differences expected from each company, also because there are no standard standards about the elements that must be held in the assessment conducted by management or the authorized to provide an assessment (Sudarto, 2011).

PT Daily Tribun Medan itself applies performance measurements based on key performance indicators (KPI) achievement of the results of work targets agreed by the company. Aspects assessed are jobs aspects and behavioral aspects. The work aspect provides the power to influence the sustainability of a company (Robbins, 2002). With several strategic objects to be achieved such as: Increasing revenue, improving company performance, optimizing accounts receivable management, curbing decline in circulation, increasing visits, increasing content quality, optimizing Tribune Events and Promotion, increasing innovative solutions and efficient processes, increasing human resource competence , company effectiveness.

II. Research Methods

The method used in this research is quantitative descriptive method, which will be studied the influence or relationship between variables (Arikunto, 2002). In this study the subject is to analyze jobs aspects and behavioral aspects in determining the performance of company employees. Case study: PT Harian Tribun Medan. The analysis technique used is quantitative analysis, which is research based on the calculation of numbers or statistics of a variable.

The study was conducted at PT Harian Tribun Medan, located on Jl. K.H. Wahid Hasyim No. 3 Medan, when the research was conducted in July-August 2019.

The population in this study were all permanent employees of PT HarianTribun Medan, amounting to 73 people. With the assumption that if there is an employee turnover, what is investigated is in accordance with the number of permanent employees at the time of the study. The sample is part or representative of the population studied (Arikunto, 2002:109). If the number of respondents is less than 100, all samples are taken so that the research is population research. Because the total population is less than 100, this study took the entire population as a research sample (saturated sample) of 73 people.

The verification research method according to Sugiyono (2010:21) states that verification research is basically to test the theory by testing the hypothesis. Hypothesis testing is done by using statistical calculations that are used to test the effect of variables X_1 and X_2 on Y . Verification means testing the theory by testing a hypothesis whether accepted or rejected. The results of this research are tests of theories or hypotheses through statistical calculations by taking measurements linearly and explaining causal relationships between variables, where the results that will come out are accepted or rejected, where the variable to be measured is translated into an indicator variable then the indicator is used as a starting point for compiling statement items.

III. Research Results

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is used to test the effect of two or more independent variables on the dependent variable. The independent variables in this study are jobs aspects and aspects of behavior, while the dependent variable is employee performance. The results of the multiple linear regression analysis in this study are presented in Table 1.

Table 1. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8,502	2,793		3,044	0,003		
Job Aspects	0,070	0,033	0,59	12,455	0,000	0,970	1,030
Behavioral Aspects	0,354	0,034	0,774	10,350	0,016	0,970	1,030

Source: Data Processed, 2019

From Table 1 it is known that the linear regression model in this study can be analyzed based on the coefficients. The multiple linear regression equation model based on the table is: $Y = 8,502 + 0,070X_1 + 0,354X_2$ The interpretation of the regression above is as follows:

a)The coefficient value of the job aspects is equal to 0.070. This means that every job aspects increases one unit, employee performance variables will increase by 0.070 assuming that the other independent variables from the regression model are fixed.

b)The coefficient value of the behavioral aspects is 0.354. This means that for every increase in the behavioral aspects of one unit, the employee performance variable will increase by 0.354 assuming that the other independent variables of the regression model are fixed.

Hypothesis Test Results

Statistical Test Results F

The statistical test F is used to indicate whether all independent variables included in the regression model have a joint influence on the dependent variable (Ghozali, 2016). The decision making criteria for this test are: H_0 is accepted/ H_1 is rejected, if $F_{count} < F_{table}$ at $\alpha = 0.05$,

H_0 is rejected/ H_1 is accepted, if $F_{count} > F_{table}$ at $\alpha = 0.05$

By comparing the calculated F_{count} of the study and the value of F_{table} at $\alpha = 0.05$ with $df_1 = 2$ and $df_2 = 73-2-1 = 70$, then the value of F_{table} is 3.127. As for the F_{count} value, it can be seen in Table 2 below:

Table 2. Statistical Test Results F

Model	Sum of Squares	df	Mean Square	F_{hitung}	F_{tabel}	Sig.	Keputusan
Regression	281,308	2	140,654	90,790	3,127	0,000 ^b	H_0 rejected
Residual	108,445	70	1,549				
Total	389,753	72					

Source: Data Processed, 2019

Table 2 shows the F_{count} value of 90.790 whose value is greater than the F_{table} value 3,127. Then the significance value of 0,000 is smaller than 0.05. So it can be concluded that H_0 is rejected and H_1 is accepted, which means that simultaneously or together all independent variables consisting of work aspects and behavioral aspects have a positive and significant effect on the dependent variable namely employee performance at PT Harian Tribun Medan.

Statistical Test Results t

The statistical test t is used to show how much influence the individual independent variables have in explaining the dependent variable (Ghozali, 2016). The decision-making criteria for this test are:

H_0 is accepted/ H_2/H_3 is rejected, if $t_{count} < t_{table}$ at $\alpha = 0.05$

H_0 is rejected/ H_2/H_3 is accepted, if $t_{count} > t_{table}$ at $\alpha = 0.05$

By comparing the calculated value of the study and the table at $\alpha = 0.05$ with $df = n-k-1 = 73-2-1 = 70$, the value of the table (0.05; 70) is 1.6669. Whereas the value of t_{count} can be seen in Table 3 below.

Table 3. Statistical Test Results t

No.	Variabel	t_{count}	t_{table}	Sig	Conclusion
1	Job Aspects	12,455	1,6669	0,000	H_0 rejected
2	Behavioral Aspects	10,350	1,6669	0,016	H_0 rejected

Source: Data Processed, 2019

As can be seen in Table 4, then:

a) Job aspects variables have a t_{count} of 12.455. With a t_{table} of 1.6669, then $t_{count} > t_{table}$. In addition, the level of significance of the job aspects is equal to 0,000 which means it is less than 0.05 so it can be concluded that H_0 is rejected and H_2 is accepted. This shows that the work aspect has a positive and significant effect on employee performance at PT Harian Tribun Medan.

b) Behavioral aspects variables have a t_{count} of 10.350. With a t_{table} of 1.6669, then $t_{count} > t_{table}$. The level of significance of the behavioral aspects is 0.016, which means it is smaller than 0.05 so it can be concluded that H_0 is rejected and H_3 is accepted. This shows that the behavioral aspects have a positive and significant effect on the performance of employees at PT Harian Tribun Medan.

Results Coefficient of Determination (R^2)

Testing the coefficient of determination (R^2) is used to measure the proportion or percentage of the ability of the model to explain the dependent variable. The results of testing the determinant coefficients are shown in Table 4 below:

Table 4. Determination Coefficient Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,850 ^a	0,722	0,714	1,245	2,147

Source: Data Processed, 2019

Based on Table 4 it is known that the R value of 0.850 which means that the relationship between independent variables (job aspects and behavioral aspects) with the dependent variable (employee performance) is close. R Square value indicates the number 0.722 or 72.2% which means that the performance of employees at PT Harian Tribun Medan is determined by variables jobs aspects and behavioral aspects.

IV. Conclusion and Suggestion

Based on the results of the research that has been described, the conclusions in this study are:

- a) Variable job aspects and behavioral aspects together (simultaneously) have a positive and significant effect on employee performance at PT Harian Tribun Medan
- b) Partially, the work aspect variables positively and significantly influence the performance of the employees of PT Harian Tribun Medan, then the behavioral aspects variable also has a positive and significant impact on the performance of the employees of PT Harian Tribun Medan, and being the more dominant variable is job aspects in affect employee performance.

After knowing the conclusions of this study, the researchers provide the following suggestions:

- a) Significance value of $0,000 < 0.05$. These results indicate that job aspects has a more dominant influence than the behavioral aspects in influencing employee performance, so that in the future performance appraisal of the behavioral aspect must be greater than the work aspect.
- b) Need to do training all the time that is able to form an employee character with a high level of job aspects through training jobs aspects.
- c) PT Tribun Medan Daily also needs to form a culture of caring and cooperation in the workplace, by routinely inviting employees to carry out social service camps and conduct corporate social responsibility (CSR) activities.
- d) PT Tribun Medan Daily is advised to build a human resource management system that is able to motivate its employees to develop aspects of their work and behavioral aspects.
- e) For further research, can use other measurements to measure existing variables or add new variables, in subsequent studies, so that the results can be compared with this study.

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