

**THE INFLUENCE OF COMMUNICATION USE, WORK ETHIC, AND
INDIVIDUAL CHARACTERISTICS ON EMPLOYEE PERFORMANCE AT PT HM
SAMPOERNA Tbk**

Dewi Puspaningtyas Faeni ¹, Wisnu Kusuma ²

Faculty of Economics and Business

Universitas Bhayangkara Jakarta Raya¹, Student of Faculty Economics a Bussiness Universitas
Bhayangkara Jakarta Raya².

Correspondence		
Email: dewi.puspaningtyas@dsn.ubharajaya.ac.id , aqsnutkusuma@gmail.com	No. Telp:	
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Abstrak

This study intends to evaluate and examine the effects of work ethic, communication effectiveness, and individual characteristics on employee performance as well as the interactions between work ethic, individual characteristics, and communication effectiveness. This kind of research uses quantitative techniques. The study's findings are as follows: (1) communication significantly and partially improves worker performance Employee performance is somewhat impacted by work ethic in a negative and negligible way, and in a positive and important way in relation to individual qualities.

Keywords: Employee Performance; Communication; Training; Work ethic; Individual Characteristics

INTRODUCTION

Employee performance and communication efficacy are interdependent and mutually impactful. Employee behavior and performance are positively associated when there is clear and effective communication inside the firm, which also helps to reduce employee stress levels. Employee conflict can be avoided and a peaceful work environment can be created by effective communication. in order to boost employee performance at work by igniting a sense of enthusiasm for their work. Problems among the staff are certain to arise if there is poor communication between them. An efficient communication role is necessary to prevent poor communication among coworkers or between subordinates and superiors. A conversation between two or more persons might take place directly or indirectly, and that is communication itself.

Employee performance and communication efficacy are interdependent and mutually impactful. Employee performance will behave and have a favorable correlation when company communications are delivered clearly and can reduce employee stress levels. There won't be any conflicts amongst coworkers when there is good communication. in order to foster a work ethic that enhances employee performance in the workplace. There will undoubtedly be issues amongst staff if there is poor communication. There must be an efficient communication function in order to prevent poor communication among coworkers or between employees and their supervisors. A conversation between two or more persons, conducted directly or indirectly, is called communication. This is in line with the opinion of Faeni et al. (2023) that the future approach to SME tourism will depend on how businesses leverage their human capital and social capital workforce to create innovative offerings that enable business success.

A person's work ethic can also be defined as their unwavering inner spirit and attitude toward the task at hand. A person's perspective on displaying attitude, performing, and acting at work, with the desire and attention to the values and regulations that apply in an organization, is sometimes referred to as their work ethic.

Selecting the best candidates for a job based on their personal qualities is one of the most crucial tasks in an organization where HR is concerned. The HR method dictates that all businesses, regardless of size, must be able to foster a culture of security and fulfillment at work (quality of work life). Faeni (2023).

Employee performance improvement is influenced by individual characteristics, which aligns with Gibson's (2010: 123) assertion that individual characteristics include aptitudes and competencies, background, and demography. Where performance is the outcome that an individual achieves in completing the tasks that are given to him and is determined by skill, initiative, experience, seriousness, and time. Hasibuan (2014), page 94.

COMMUNICATION USEFULNESS

The Latin word *communicatio*, which means "to communicate," is the source of the English term "communication," which has the same meaning as the word *communis* (Uchjana Effendy, 1999: 9). The exchange of verbal and nonverbal cues to alter behavior between the sender and the recipient is known as communication.

Muhammad Arni, 2000: 5. Due to mutual influence between the sender and recipient, communication is a reciprocal process. Alternatively, communication can also be defined as giving information, messages, ideas, thoughts, and feelings to others with the goal that others join in; ultimately, the information, messages, ideas, thoughts, and feelings become the communicator's and communication's shared property (Karti Soeharto, 1995: 11).

A person or group of individuals creating and using a particular amount of information to interact with the surrounding environment might be considered the definition of communication. Generally speaking, both parties can understand spoken conversation that is conducted. Experts say that communication encompasses the things that Anwar Arifin outlined. He defined communication as a kind of social process that is packed with messages and behavior and is directly tied to human action.

Secondary communication process

When someone uses tools or other means as a second medium for communication after first employing symbols as the first, this is known as the secondary communication process. When communicating with a big number of or geographically distant target communicators, a communicator will employ a second medium. In addition to the telephone, mail, newspapers, magazines, radio, television, films, and other media are also frequently used as second-line media in communication. In-person communication is more successful and efficient than other forms of communication because the communicator can immediately ascertain the communicant's response or reaction, and because the communicator can know the communicant's frame of reference.

In educational communication, specifically between lecturers and students, a primary communication process is used because it is evident that the communication that takes place between lecturers and students is internal communication. This is in line with the explanation of the communication process provided above, which consists of a primary communication process and a secondary communication process. face-to-face interactions, where feedback is

given directly and the communicant's answer can be understood instantly, making primary communication more successful and efficient than secondary communication methods. As previously mentioned, the secondary communication process happens when there is a relative distance between the communicator and the communicant; it does not always happen in face-to-face settings.

WORK ETHIC

Priansa (2016: 283) defines work ethic as a set of underlying beliefs or attitudes that employees hold to evaluate work as a beneficial item for enhancing the quality of life, thereby impacting their conduct at work and inside the organization.

Lawu et. All (2019: 53) defines a work ethic as an attitude that has significance and functions as an evaluative component that an individual or group possesses while offering an appraisal of job-related tasks. Work ethic, according to Somantri (2019: 10), demonstrates that while each person has a unique meaning, they all ultimately aim to achieve the same thing—that is, to focus on fundamental human attitudes.

A person's or a group's work ethos, according to Ginting (2016: 6), is their work spirit. It is built on work ethics and perspectives that are seen to be achieved by certain behavioral determination in the workplace.

In contrast, Priansa (2018: 283) defines work ethic as an employee's drive to perform better in order to contribute value to their position. Drawing from the various definitions of work ethic presented above, one can deduce that work ethic is a fundamental manifestation of an individual's behavior, attitude, personality, and character that makes them deemed suitable for performing tasks within an organization. This can manifest itself as a strong work ethic.

INDIVIDUAL CHARACTERISTICS

- Interests, attitudes toward oneself, job and work circumstances, individual demands, abilities or competencies, knowledge about work and emotions, moods, feelings of beliefs and values are examples of individual characteristics, according to Setiawan and Bodroastuti (2012).
- Individual characteristics, according to Rahman (2013), are traits that demonstrate a person's variations in drive, initiative, capacity to stick with a task until it is finished or solve an issue, or capacity to adjust to changes that are directly related to the environment that affects individual performance.
- Individual characteristics, according to Prasetyo (2008), are a person's character that is distinct in accordance with specific qualities.
- Individual qualities include abilities, biographical traits, learning, attitudes, personality, perceptions, and values, according to Hayati and Sinaga (2014).
- Individual characteristics, according to Aktarina (2015), are features or unique qualities that people possess that can set them apart from other people in terms of their capacity to sustain and enhance performance.

Hypothesis Formulation

In this research at PT. HM Sampoerna Tbk's research variables are communication efficiency for variable (X1), work ethic for variable (X2), individual characteristics for variable (X3) and to assess the level of success of employee performance using variable (Y).

The hypothesis that the author proposes in this research is as follows:

H1: The relationship between X1 and Y is directly proportional

H2: the relationship between X2 and Y is directly proportional

H3: The relationship between X3 and Y is directly proportional

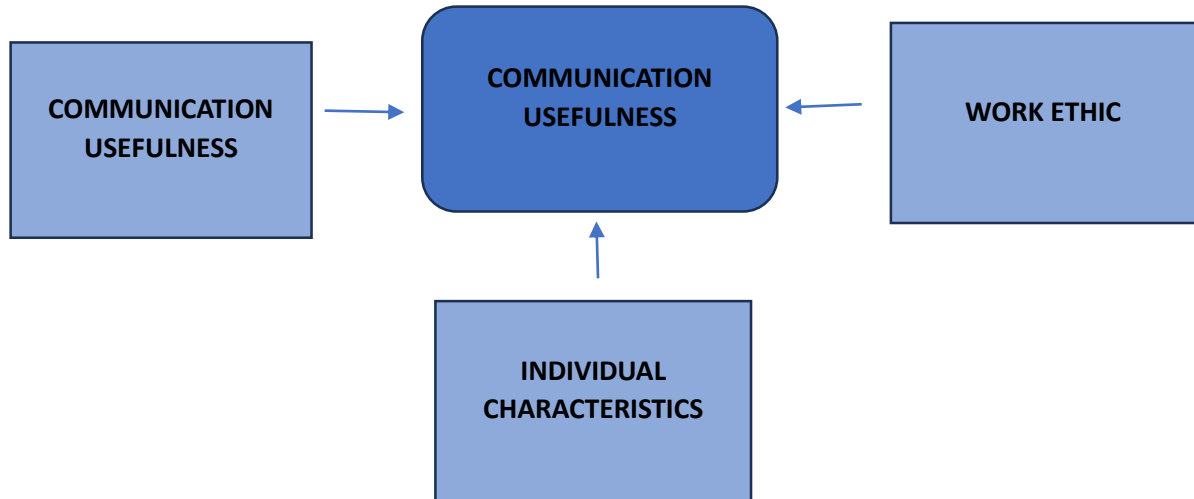


Figure 2.1 Formulation of Hypotheses H1, H2, and H3

RESEARCH METHODOLOGY

The purpose of this study is to identify a phenomena or issue with the object under investigation. Research of this kind is quantitative. According to Sugiyono (2013), quantitative research is a type of study that looks at specific populations or samples and uses quantitative data analysis to test preconceived notions.

The population under investigation in this study consisted of 150 employees from the PT. HM Sampoerna TBK Office Staff Division. According to Sugiyono (2013), a population is a generalization area made up of items or people with particular attributes and features that are used by researchers, examined, and conclusions drawn.

Using a structured interviewing approach, data was gathered by asking each employee questions on the impact of their personal traits, work ethic, and communication efficacy on the productivity of office staff members.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

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Management oversight of P.T. HM's sales operations Sampoerna Tbk seeks to support business management in raising Sampoerna A Mild's sales level and managing sales activities to ensure smooth operations. Additionally, management control aids in the identification of deviations in sales activities and the development of contingencies or strategies for handling such deviations. The author is able to make the following deductions about management control of sales activities in raising Sampoerna A Mild's sales level based on research done at P.T. HM Sampoerna Tbk:

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1. P.T. HM Sampoerna Tbk's internal control over sales operations is fairly good.
2. The degree of management control over sales activities is fairly high.
3. An effective marketing plan or system incorporates a number of stakeholders, including distributors, agents, and actual customers. The goal of this is to boost Sampoerna A Mild sales.

Recommendation

The author attempts to present a number of recommendations based on the conducted study that may be beneficial and helpful for management, particularly for sales managers and employees in raising the level of sales of Sampoerna A Mild. These recommendations are: 1. The organization has excellent internal and management controls in place, both of which need to be preserved. Nonetheless, management needs to focus especially on each division's sales efforts. Since raising sales levels will be a result of effective sales efforts. 2. The management has a very strong marketing plan in place. 3. The management needs to focus more and give equitable distribution routes more attention, particularly distribution to remote locations (small stores in rural areas). One way to do this is by creating a sales section whose job it is to use motorbikes. A number of P.T. rivals, including HM Sampoerna Tbk, have circumvented this by organizing a fleet of drivers—salespeople who canvass in rural areas on motorcycles or bicycles—to cover stores.

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