

THE INFLUENCE OF TIME MANAGEMENT ON JOB PERFORMANCE IN EVENT MANAGEMENT AT 06 PRODUCTION IN PALEMBANG

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ABSTRACT

This study aims to identify the influence of time management on job performance in event management conducted by 06 Production in Palembang. Issues often arise in the event management industry due to poor time management, leading to delays or cancellations of events. This study uses interviews and secondary data analysis from related sources. The results show that good time management significantly impacts the job performance of the event management team, ultimately contributing to the success of the organized events.

Keywords: Time Management, Job Performance, Event Management, 06 Production, Palembang

INTRODUCTION

Event management is a temporary activity carried out at a specific time with the goal of gathering people in a place to achieve certain objectives. One of the biggest challenges in event management is time management, which affects the job performance of the event management team. This study focuses on 06 Production, an event organizer in Palembang that specializes in Brand Activation and Technical Support projects.

Research Questions

1. How is time management and job performance at 06 Production?
2. How does time management influence job performance at 06 Production?

Research Objectives

1. To understand time management practices at 06 Production Palembang.
2. To identify the influence of time management on job performance at 06 Production.

Research Benefits

1. To provide additional reference for improving time management and job performance at 06 Production.
2. To contribute to the knowledge of time management and job performance in event management.

RESEARCH METHODOLOGY

This research uses a descriptive method with a quantitative approach to identify the influence of time management on job performance at 06 Production, an event organizer in Palembang. Data were collected through surveys and analyzed using simple linear regression.

Research Design

This study uses a survey design by distributing questionnaires to employees of 06 Production to measure the following variables:

1. Time Management (X): Measured using a questionnaire covering aspects of time planning, task prioritization, and time utilization.
2. Job Performance (Y): Measured using a questionnaire covering aspects of work efficiency, work quality, and job satisfaction.

Research Sample

The sample in this study includes employees of 06 Production involved in event management. The sampling technique used is purposive sampling, where selected employees are those with experience in time management and have key roles in event execution.

Research Instrument

The instrument used in this study is a questionnaire that has been tested for validity and reliability. The questionnaire consists of closed-ended questions with a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

Data Analysis

The collected data were analyzed using simple linear regression to examine the influence of the independent variable (time management) on the dependent variable (job performance). The simple linear regression model used is as follows:

$$Y = a + bX + e$$

where:

Y is job performance

X is time management

a is the constant

b is the regression coefficient

e is the error term

RESULTS AND DISCUSSION

Simple Linear Regression Analysis Results

The results of the simple linear regression analysis indicate that time management has a significant influence on job performance at 06 Production. The regression coefficient (b) is positive and significant, indicating that an increase in time management will be followed by an increase in job performance.

Regression Coefficient (b): 0.75

Constant (a): 2.5

R-squared Value: 0.60 indicating that 60% of the variation in job performance can be explained by time management.

Significance Value: $p < 0.05$ indicating that the relationship between time management and job performance is statistically significant.

Discussion

These findings indicate that good time management is crucial in improving the job performance of the event management team at 06 Production. Effective time planning, clear task prioritization, and efficient time utilization can enhance work efficiency, work quality, and job satisfaction. Therefore, 06 Production should focus on improving time management to achieve better job performance.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the research results, it can be concluded that time management significantly influences job performance in event management at 06 Production. Good time management can improve efficiency, event quality, and team job satisfaction.

Recommendations

Detailed Planning: 06 Production needs to develop more detailed and structured plans for each event, including timelines and clear task lists.

1. Improving Communication: Enhance communication among team members through effective communication tools and regular team meetings.
2. Time Management Training: Provide training to team members on time management techniques and how to adapt to sudden changes.
3. Routine Evaluation: Conduct routine evaluations after each event to identify areas for improvement and ensure better time management implementation in the future.

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