



The Influence of Communication in Increasing Work Productivity at PT. Global Teknomedika Mandiri Pekanbaru

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ABSTRACT

This research was conducted at PT. Global Teknomedika Mandiri Pekanbaru, the respondents of this study were 31 people, where the sample of this study were employees of PT. Global Teknomedika Mandiri Pekanbaru. The purpose of this study was to determine the Effect of Communication on Work Productivity at PT. Global Teknomedika Mandiri Pekanbaru with the results of the hypothesis test showing that $t \text{ count } (7.646) > t \text{ table } (2.0452)$ with $\text{sig } 0.000 < \text{sig } 0.05$, so it can be concluded that there is a significant influence on if Communication on Productivity at PT. Global Teknomedika Mandiri Pekanbaru. The conclusion of this study is that the Communication variable affects the Work Productivity variable at PT. Global Teknomedika Mandiri Pekanbaru.

Keywords: Communication; Work Productivity

Fields: Human Resources; Management; Performance

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SDGs: Quality Education (4); Decent Work and Economic Growth (8); Peace, Justice and Strong Institutions (16)

INTRODUCTION

Communication plays an important role in the life of a company, both private companies and government agencies (Junaedi et al., 2023). Good and smooth communication will produce a flow of information, a good flow of information for the needs of superiors and employees (Panjaitan et al., 2023). Communication will be successful if the sender and recipient of the message together reach the same understanding and conclusion as intended, about what is actually being informed (Purwati et al., 2023). For that, skills are needed in using forms of communication in a company for the smooth running of company activities (Syahputra et al., 2023). As previously stated, good communication can create a network of understanding between one party and another, so that what is communicated can be understood, thought about, understood and implemented (Istiana et al., 2022). Every company organization aims to achieve previously set goals, namely maximizing profits which will later be used for employee welfare and the survival of the company (Habibi et al., 2022).

When the targets that have been set by the company are able to provide stimulation to employees so that employees will increase their productivity in carrying out their duties. the complexity of the problems (Sari et al., 2022). By looking at how to convey information to all parts of the organization and how to receive information to all parts of the organization (Agusta & Yusnidar, 2024). The more a company or organization develops, the more responsibility and authority it delegates to its subordinates (Kurnia et al., 2024). In delegating responsibility and authority, one important factor for carrying out these tasks is the element of great trust in subordinates (Andriani et al., 2024). Communication is a very important activity for humans. All activities that we do require communication (Kardi et al., 2024). Communication is the process of conveying messages from the communicator (message sender) to the communicant (message recipient) (Supriadi et al., 2024). With communication, humans can do all activities effectively (Agusta et al., 2024). Because basically humans are always in touch with each other, from household matters, community environments (Hafni et al., 2024), and agencies (Putri & Afrizal, 2024).

In communicating, we align perceptions, messages, goals and meanings of the messages we convey (Zarini & Serly, 2024). The messages conveyed can be news, ideas or orders for others (Harahap & Putri, 2024). The way messages are conveyed in communication is also very important in the course of effective communication (Pertiwi & Aritonang, 2024). In today's human life, we as social beings are required to work together with each other. Like in a group in an organization. In an organization, the aspect of interpersonal communication is very important to run the organization. The excellence of an organization is not only seen from

the output in the form of products or services owned, but also seen from the HR (Human Resources) in it. Output in an institution is the result of the performance of the employees in it (Imarni et al., 2022). Good performance can be seen from the abilities, responsibilities, and achievements achieved. The performance achieved cannot be separated from the effectiveness of direct communication between employees.

Because interpersonal communication is the most effective communication in delivering messages. The performance of an institution is also influenced by the organizational climate within it. Because a good organizational climate greatly affects employee performance and productivity. One of the principles in management and organization is cooperation. Cooperation can be done well if there is dialogic communication between managers and subordinates and among all employees in an organization. According to Harlod D. Lasswell in Heru Puji Winarso (2016: 10) factors of communication effectiveness can be formulated as follows:

1. Messages that are designed in such a way must be attractive.
2. Messages must use symbols that refer to the same experiences between the communicator and the recipient, so that they both understand.
3. The message must arouse the personal needs of the recipient and suggest some ways to obtain those needs.
4. The message must suggest a way to obtain the needs that is appropriate to the group situation in which the recipient is located at the time he is moved to provide the desired response.

Meanwhile, the factors that can hinder communication according to Andrew E. Sikula (2017: 145) are:

1. Differences in perception about the message being discussed and each party maintains their perception.
2. Differences in social status can be an obstacle if a clear partnership relationship is not established.
3. Differences of interest, especially those concerning personal interests.
4. Language differences occur when both parties use different languages and do not understand each other well.
5. Unconducive situation when communicating. For example, the speaker is in a noisy place like a cinema.
6. A less supportive mood. For example, panicking, frustrated and so on.
7. Communication in two opposing ways, between verbal and non-verbal. For example, communicating with deaf people.
8. The stiffness in the communicators is caused by not knowing each other or because there is a conflict.
9. Lack of trust in the communicator so that the information conveyed is considered a lie.
10. The distance is too far and there are no tools to help facilitate communication.

The above obstacles for several points often occur between employees of PT Global Teknomedika Mandiri, both communication between employees or communication between superiors and subordinates. This results in messages that are not conveyed or miscommunication between employees. For example, regarding information on purchasing spare parts between technicians and marketing. PT Global Teknomedika Mandiri is a company engaged in the field of maintenance and repair of medical devices. However, this will not be achieved just like that, because there are many obstacles that can occur in the communication process such as differences in perception and language, poor hearing, emotional involvement, cultural differences and physical disorders. In its activities and development, this office experiences several problems including in the field of communication, resulting in communication that is not running well.

Having good and creative employees is the dream of all company management. However, to encourage employees to be productive is not easy. Productivity is the relationship between the quality produced and the amount of work done by looking at its complexity. Employee productivity is not only about employee work scheduling, but communication skills are also important, therefore establishing an open, honest, and fair communication relationship between leaders and employees will encourage employees to work happily so that productivity can be increased (Yarmanelis et al., 2022).

LITERATURE REVIEW

A company needs human resources to carry out its implementation activities, because until now no company can do it without human resources even though it has entered technological developments (Septianti & Royda, 2022). The function of human resources is to increase productivity in supporting the company to be more competitive (Chandra et al., 2024). Human resources are a very important asset for a company in supporting the

achievement of company goals, so it is a must and a need for the company to improve the abilities and competencies (Gazali et al., 2022; Yenni et al., 2024) of employees through training and development (Aziz et al., 2022).

Training and development programs that employees need to be able to carry out their duties effectively (Junaedi et al., 2024). For example, training programs to improve skills in communication, managing work time, setting work targets, and leadership (Puspitadewi, 2019). In addition, HR practitioners need to improve their knowledge and abilities in areas related to interpersonal communication and communication within the company, employee development and education, and the ability to develop appropriate remuneration strategies (Zulkifli et al., 2023). Taking related training can be an alternative (Renaldo & Murwaningsari, 2023). Another alternative is to build close relationships with employees through sports and recreational activities (Chandra et al., 2018). With these sports and recreational activities, it is hoped that better communication will be established with employees.

Definition of Communication

According to Prabu (2017: 145) communication can be interpreted as the process of transferring information, ideas, understanding from one person to another with the hope that the other person can interpret it according to the intended purpose. According to Hardjana in Harapan and Ahmad (2014: 1). The term communication is adopted from English, namely "communication". This term comes from the Latin "communicare" which means sharing something with others, giving some to people, exchanging, telling someone something, talking, exchanging ideas, connecting, making friends, and so on. According to Forsdale (Muhammad) in Harapan and Ahmad (2014: 1) communication is defined as a process of giving signals according to certain rules, so that in this way the system can be arranged, maintained, and changed. According to Stuart in Deddy Mulyana in Suryanto (2015: 48) communication as a form of noun, communication, means: (1) Exchange of symbols, messages, and information; (2) The process of exchange between individuals through the same symbol system; (3) the art of expressing ideas; (4) the science of sending information.

Communication Process

process is the process of delivering messages from the sender to the recipient, using hand signals, or using other specific means of communication. According to Sunyoto (2017) the communication process involves at least four elements or components, namely:

1. Source/message sender/communicator, namely a person or group of people or organization/institution that takes the initiative to convey the message.
2. Messages, in the form of symbols or signs such as written or spoken words, pictures, numbers, gestures.
3. Channels, namely something used as a means of conveying/sending messages (for example telephone, radio, letters, newspapers, magazines, airwaves in the context of face-to-face interpersonal communication).
4. Recipient/communicator, namely a person or group of people or organization/institution that is the target recipient of the message.

Communication Indicators

Communication greatly helps improve performance and accuracy in achieving results both in quality and quantity (Mairia et al., 2021). According to Prabu (2017: 145) communication can be interpreted as the process of transferring information, ideas, understanding from one person to another with the hope that the other person can interpret it according to the intended purpose. So, the indicators of communication are as follows:

1. Respect and value communication

According to Bonaraja Purba, et al. in the book *Introduction to Communication Science* (2020), the principle of respect is a positive feeling or self-respect for the person you are talking to. This form of mutual respect is believed to create effective communication.

2. Ability to listen

A sense of individual placement in the situation or condition that others are facing. In the context of communication, public relations must be able to position themselves as good listeners, so that the communicant can feel the sincerity of the communication message delivered.

3. Be ready to receive feedback

In this context, it means that the message delivered must be easily heard and understood. Avoid long-winded messages. Instead, public relations can directly discuss the core of the problem using language that is easy to

understand. If necessary, involve nonverbal communication and provide examples to make it easier for the audience to understand the message.

4. The message or information conveyed must be ready to be heard

Indicators can be in the form of giving others (communicants) the opportunity to speak first, or positioning yourself as a good listener. This attitude can create respect and a positive impression, which can support the communication process to be effective.

Definition of Productivity

According to Sutrisno (2016: 99) productivity is generally defined as the relationship between output (goods or services) and input (labor, materials, money) (Ngatno et al., 2022). Productivity is a measure of productive efficiency. A comparison between output and input. Input is often limited to labor, while output is measured in physical units, form, and value. According to Schermerharn in Busro (2018) productivity is defined as the result of measuring performance by taking into account the resources used, including human resources. According to Bukit et. al. (2017) argues that work productivity is a result of work requirements that must be met by employees to obtain maximum results were in its implementation, work productivity lies in the human factor as the executor of work activities.

According to Hasibuan in Busro (2018) productivity is the comparison between output (results) and input (input). If productivity increases it will increase efficiency (time-materials-energy) and work systems, production techniques and an increase in the skills of its workforce. According to Handoko in Yesi (2019) productivity is a human mental attitude and his efforts to achieve better results by using resources as effectively as possible which are ultimately measured by the input used to achieve optimal results. According to Sinungan in Busro (2018) work productivity is the ability of a person or group of people to produce goods and services within a certain period of time that has been determined or according to plan.

Factors That Influence Work Productivity

According to Simanjuntak in Sutrisno (2016: 102) there are several factors that can influence employee work productivity, namely:

1. Training

Job training is intended to equip employees with the skills and proper ways to use work equipment. For that, job training is needed not only as a complement but also to provide basic knowledge. Because with training means employees learn to do something properly and correctly, and can minimize or leave behind mistakes that have been made. Stoner in Sutrisno (2016: 102), stated that increasing productivity is not in updating equipment, but in the most important employee development. From the results of his research, he stated that 75% of productivity increases were actually generated by improvements in training and work knowledge, health and task allocation.

2. Mental and physical abilities of employees

The mental and physical condition of employees is a very important thing for organizations to pay attention to, because the physical and mental condition of employees has a very close relationship with employee work productivity.

3. Relationship between superiors and subordinates

The relationship between superiors and subordinates will affect daily activities. How superiors view subordinates, to what extent subordinates are involved in determining goals. Interwoven attitudes have been able to increase employee productivity in working. Thus, if employees are treated well, then the employees will also participate well in the production process, so that it will affect the level of work productivity.

Productivity Indicators

Productivity is very important for employees in the company. With work productivity, it is expected that work will be carried out efficiently and effectively, so that all of this is ultimately very necessary in achieving the goals that have been set. To measure work productivity, an indicator is needed (Sutrisno 2016: 104), as follows:

1. Ability

Having the ability to carry out tasks. An employee's ability is highly dependent on the skills they have and their professionalism in working. This gives them the power to complete the tasks assigned to them.

2. Improve the results achieved

Trying to improve the results achieved i. Results are something that can be felt by both those who do the work and those who enjoy the results of the work. So, efforts to utilize work productivity for each person involved in a job.

3. Spirit at work

This is an effort to be better than yesterday. This indicator can be seen from the work ethic and results achieved in one day then compared to the previous day.

4. Self-development

Always develop yourself to improve your work skills. Self-development can be done by looking at the challenges and expectations of what will be faced. Because the stronger the challenge, self-development is absolutely necessary. Likewise, the hope of becoming better in turn will greatly impact the employee's desire to improve their abilities.

5. Quality

Always try to improve quality better than before. Quality is the result of work that can show the quality of an employee's work. So, improving quality aims to provide the best results which in turn will be very useful for the company and himself.

6. Efficiency

Comparison between the results achieved with the total resources used. Input and output are aspects of productivity that have a significant influence on employees.

Relationship between Communication and Work Productivity

Organizations cannot exist without people or employees. If there is no communication, employees cannot know what their colleagues will do, leaders cannot receive information input from subordinates and providers cannot give instructions. A job can be considered effective if with certain sacrifices it can provide maximum results both in terms of quality and number of units of output. So, the maximum results in each job depend on effective work methods, thanks to the effective communication efforts made by leaders to employees to achieve maximum results. Good management is management that can organize and utilize available resources with the aim of achieving and maintaining an effective level of operation. The arrangement of a structure that is in accordance with the development and needs of the company will create work compatibility, delegation of authority and responsibility and good communication can increase the level of effectiveness.

According to Ibrahim Indrawijaya in Nugraha, F (2018): Effectiveness is the ability to choose the right goals in achieving the goals that have been set". An effective manager is the overall ability of a manager to move the organization so that an organization is able to achieve the goals and various means that have been set with operational sacrifices in a smaller ratio compared to the results achieved. According to Prof. Dr. Sondang P. Siagian in Sianturi (2016: 128): Effectiveness is the overall ability of a leader to prevent the organization he leads in such a way".18) In measuring the effectiveness of managers by using workers and staff only by using low criteria, because humans are the main resource in the organization, ordinary effectiveness also means developing and improving the skills of the people who do the work.

Increasing human productivity in an organization is not only about scheduling work and the information needed for it, but also about conditions, climate, and work atmosphere. One way to increase productivity is by improving communication by making it more effective continuously. With two-way communication, a message will reach the communicant effectively. So, it is clear that every organization needs effective communication so that all activities can be integrated towards achieving or targeting that has been set. The role of communication in increasing work productivity can be achieved if employees have good communication relationships between employees and between employees and leaders, and vice versa. If employees have good or even bad communication relationships, it is certain that employees will find it very difficult to accept tasks and understand the tasks given, so that it can reduce the productivity produced, but if employees have good communication relationships between employees and leaders/superiors, it is certain that employees will easily receive information and orders so that they can be implemented immediately. That is what is called the role of communication in increasing work productivity, where good communication can increase employee work productivity.

Framework Study

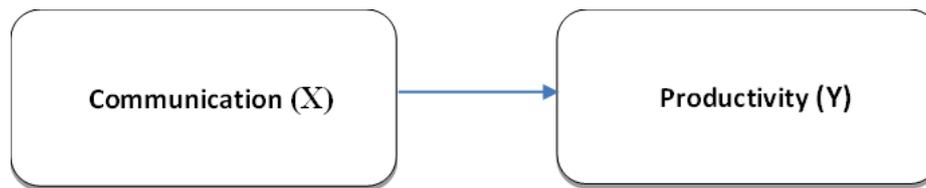


Figure 1. Research Framework

METHODOLOGY

The location of the research was conducted at PT. Global Teknomedika Mandiri, located at Jalan Rawamangun, Komple Ruko GreenPark Number E5, Tangkerang Labuai, Bukit Raya, Pekanbaru, which is planned for April - June 2024. Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2020). The population in this study were all employees of PT. Global Teknomedika Mandiri Pekanbaru, totaling 31 employees. A sample is a small part of the number and characteristics of a population (Sugiyono, 2018). The sampling technique in this study was a saturated sample, because the population was less than 100. According to Sugiyono (2017:85), the definition of saturated sampling is a sampling technique when all members of the population are sampled, or the study wants to make generalizations with very small errors (Nyoto et al., 2024). Another term for a saturated sample is a census, where all populations are sampled. (R2) Based on the explanation above, the sample in this study is the entire population taken, namely all employees of PT. Global Teknomedika Mandiri Pekanbaru, totaling 31 employees. After the data was obtained through observation and interviews, all data were collected for analysis using descriptive and quantitative analysis techniques. Namely describing or explaining, processing, grouping simply and interpreting the data obtained in relation to the problems faced so as to provide complete and clear information about the problems discussed. In this study, a simple linear regression analysis model was used using the SPSS.21 (Statistical Package for Social Science) program tool, namely an analysis of the relationship between one dependent variable and one independent variable (Arikunto.S., 2015).

RESULT AND DISCUSSION

Coefficient of Determination Test (R^2)

The value of the Determination Coefficient (R^2) is used to explain the proportion of variation in the dependent variable explained by the independent variables together. The results of the determination test can be seen as follows:

Table 1. Results of Determination Coefficient (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,888 ^a	,668	,657	2,10504
a. Predictors: (Constant), Communication				
b. Dependent Variable: Productivity				

Source: Processed Data, 2024

Based on table 1, the correlation value (R) produced is 0.818. So, it can be concluded that there is a high relationship between the independent variables and the dependent variable. While the R Square value is 0.668. This shows that the Communication variable as a whole has an influence of 66.8 % on Productivity while the remaining 33.2% is influenced by other variables not examined in this study, for example: Leadership style, compensation, performance, etc.

Hypothesis Test (T-Test)

The T-test shows how far the influence of an explanatory or independent variable individually in explaining the variation of the dependent variable. Decision making can be done with the following criteria:

1. If $t \text{ count} > t \text{ table}$ then H_a is accepted and H_o is rejected, meaning the independent variable has a significant effect on the dependent variable.
2. If $t \text{ count} < t \text{ table}$ then H_a is rejected and H_o is accepted, meaning that the independent variable does not have a significant effect on the dependent variable.

The results of the individual parameter significance test (t-test) can be seen in the following table:

Table 2. Hypothesis Test Results (T-Test)

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	12,432	4,352			2,587	,008		
Komunikasi	,741	,097	,818		7,646	,000	1,000	1,000

a. Dependent Variable: Productivity

Source: Processed Data, 2024

Based on table 2, this t-test is done by comparing t count with t table at 5% significance ($\alpha = 0.05$). For the t table value obtained as follows: $df = n-2$ (row), (column), then obtained $31-2 = 29$ (row) and 0.05 (column) so that the t table value obtained is 2.0452. Based on the output above, the t count value is 7.646 while the t table value is 2.0452. This explains that t count (7.646) > t table (2.0452) with sig 0.000 < sig 0.05, so it can be concluded that there is a significant influence on if Communication on Productivity at PT. Global Teknomedika Mandiri Pekanbaru.

Discussion

Based on the analysis, the results of the hypothesis test show t count (7.646) > t table (2,0452) with sig 0.000 < sig 0.05, so it can be concluded that there is a significant influence on if Communication on Productivity at PT. Global Teknomedika Mandiri Pekanbaru. Based on the calculation of the Determination coefficient (R^2) it is known that the R Square value is 0.668. This shows that the Communication variable as a whole has an influence of 66.8% on Productivity while the remaining 33.2% is influenced by other variables not examined in this study, for example: Leadership style, compensation, performance etc.

CONCLUSION

Conclusion

This study aims to determine the Influence of Communication on Work Productivity at PT. Global Teknomedika Mandiri Pekanbaru. And to determine the greatest influence of the independent variable. From the formulation of the research problem that has been submitted, the analysis that has been carried out and the discussion that has been presented in the previous chapter can be concluded from this study as follows:

1. Based on the research results, it is proven that the Influence of Communication on Work Productivity at PT. Global Teknomedika Mandiri Pekanbaru is proven to be valid and reliable.
2. Based on the analysis, the results of the hypothesis test show t count (7.646) > t table (2.0452) with sig 0.000 < sig 0.05, so it can be concluded that there is a significant influence on if Communication on Productivity at PT. Global Teknomedika Mandiri Pekanbaru.
3. Based on the calculation of the Determination coefficient (R^2), it is known that the R Square value is 0.668. This shows that the Communication variable as a whole has an influence of 66.8 % on Productivity while the remaining 33.2% is influenced by other variables not examined in this study, for example: Leadership style, compensation, performance, etc.

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