

THE EFFECT OF WORK DISCIPLINE AND WORK PRODUCTIVITY THROUGH ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE IN SAMSUNG WTC SURABAYA APOLLO

Adio Astias Hage, Elok Damayanti

Management Study Program Faculty of Economics, Narotama University

Surabaya^{1,2}

adioastiasbage@gmail.com¹,elok.damayanti@narotama.ac.id²

ABSTRACT

Samsung Group is one of the largest electronic companies in the world. Founded by Lee Byung Chull on March 1, 1938 in Daegu, Korea. The company operates in 58 countries including Indonesia. Until now, Samsung has also become one of the biggest brands in the world by releasing smart phones that are in the gadget market. This study aims to analyze the effect of work discipline and work productivity through organizational culture on employee performance at Apollo Samsung WTC Surabaya. This type of research uses a quantitative approach. Data collection uses interviews, observation and questionnaire distribution. Using a non probability method with a purposive sampling approach. The population of this research is the Apollo Samsung WTC Surabaya employees with a sample of 90 respondents. The analytical method used is PLS (Partial Least Square). Based on the results of this study concluded that work discipline, work productivity, organizational culture significantly influence employee performance.

Keywords : Work Discipline, Work Productivity, Organizational Culture and Employee Performance.

INTRODUCTION

In Indonesia the level of employee productivity is still relatively low. This low labor productivity is also a problem in many industrial sector businesses in Indonesia. Based on data from the ILO (*International Labor Organization*) in 2009 (in Jannati and Hadi, 2012), the level of work productivity in the business world in Indonesia is 83rd out of 124 countries, which means that Indonesia's labor productivity is low. Low productivity also occurs at the Apollo Samsung WTC Surabaya for salesmen, work productivity is measured based on the monthly turnover target set by the company. High and low quality of productivity of an employee is assessed by how an employee can meet the set turnover targets. The company really needs employees who have high productivity. In the productivity of labor factors (employees) have a big influence, because it is the employee who carries out the production process. Employees are essentially one

of the elements that occur in the company's resources. These human resources carry out their daily activities. Employees are *living organisms that* enable the functioning of an organization or company and become an important element in management.

LITERATURE REVIEW

Work Discipline Work

Discipline is a tool used by managers to communicate with employees so that they are willing to change a behavior and as an effort to increase awareness and willingness to meet all company regulations. Rivai (2011: 825)

The indicators are:

1. Attendance to
2. Compliance with work regulations
3. Obedience to work standards
4. High level of vigilance

Work Productivity

Productivity is a function of employee effort that is supported by high motivation with employee capability obtained from exercises to increase productivity (Gomes, 2003).

The indicator is:

1. Knowledge (Knowledge)
2. Skills (Skills)
3. Capability (Abilities)
4. Attitude (Attitudes)
5. Behavior (Behaviors)

Organizational Culture

Organizational culture is that organizational culture regarding how members see the organization, not whether members of organizations like it or not, because members absorb organizational culture. Robbins (2010).

The indicators are:

1. Innovation and risk taking.
2. Attention to detail.
3. Orientation of results.
4. People orientation.
5. Team orientation.
6. Aggressiveness.
7. Stability.

Employee Performance

Performance is the optimal achievement in according with the potential possessed by an employee is always a concern of organizational leaders. This performance illustrates the extent to which a persons activities in carrying out tasks and trying to achieve the goals set. Robbins (2006) .

The indicators are:

1. Quality
2. Quantity

3. Timeliness
4. Effectiveness

CONCEPTUAL FRAMEWORK

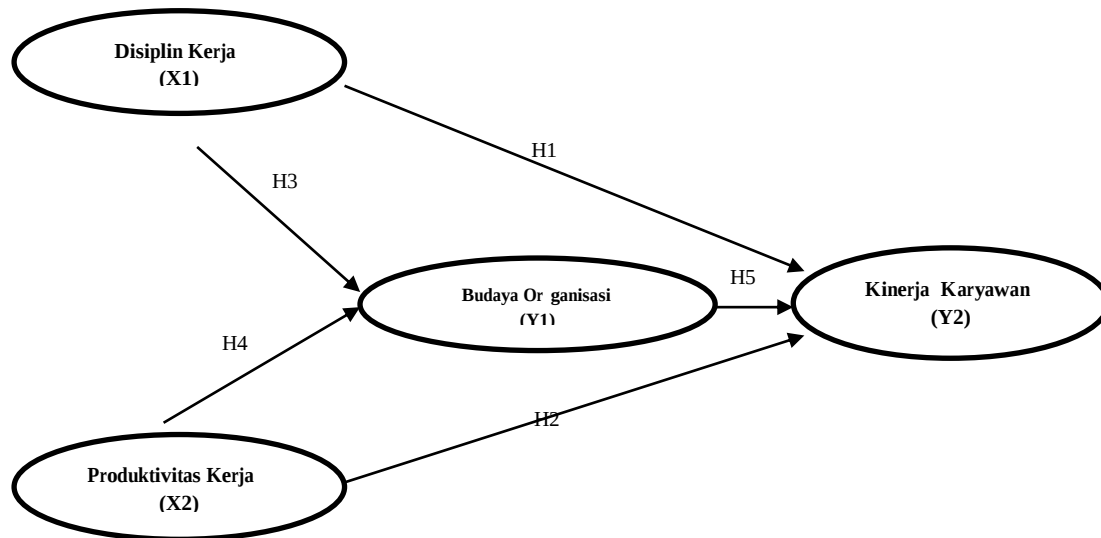


Figure 1: Research Conceptual Framework

Hypothesis

- H1: Work Discipline influences Employee Performance.
- H2: Work productivity has an effect on employee performance.
- H3: Work Discipline influences Organizational Culture.
- H4: Work productivity influences organizational culture.
- H5: Organizational Culture influences Employee Performance.

METHOD

1. Approach
Using quantitative methods.
2. Population
Apollo Samsung WTC Employee Surabaya
3. Sample
90 Respon/ Employee
4. Data Analysis
Analysis techniques use PLS (Partial Least Square). The sampling technique using random sampling, where the entire population has the opportunity to be taken as a sample.

RESULTS AND DISCUSSION**Direct Effect**

Coefficeint Path	OriginalSample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (10 / STDEV1)	P Values
X1 Work Discipline -> Y2 Employee Performance-> Y	0.207	0.208	0.080	2.605	0.009
X2 Work ProductivityY2 performance Employees	0,271 0,084	0.271	0,286	3,401	0,001
X1 Work Discipline -> Y1 Cultural Organization	0,422 0,080	0.422	0,425	5,320	0,000
X2 Work Productivity -> Y1 Cultural Organization	0,514 0,081	0.514	0,508	6,257	0,000
Y1 Organizational Culture -> Y2 Performance Employees	0,510 0,099	0.510	0,496	4,996	0,000

Effect of Work Discipline on Employee Performance

Based on the results of the analysis conducted using *SmartPLS*, it can be concluded that the Work Discipline variable has a positive and significant effect on Employee Performance. This can be seen from the p-value of 0.009 which is less than 0.050 and the t-statistic of 2.605 which is greater than the t-table value of 1.661 with the H1 hypothesis accepted in this study.

From the results of deceiving data above work discipline becomes an important value in the company. With discipline someone will produce optimal performance.

Effect of Work Productivity on Employee Performance.

Based on the results of the analysis that has been done using *SmartPLS*, it can be concluded that the Work Productivity variable has a positive and significant effect on Employee Performance. This can be seen from the *p-value* of 0.001 which is less than 0.050 and the t-statistic value of 3,401 which is more than the t-table value of 1,661. With this research was accepted.

In this case an employee who has high work productivity will produce a very good performance and can meet the needs of the company.

The Effect of Work Discipline on Organizational Culture

Based on the results of the analysis conducted using *SmartPLS*, it can be concluded that the Work Discipline variable has a positive and significant effect on Organizational Culture. It can be seen that the *p-value* of 0,000 is less than 0.050 and the t-statistic value of 5,320 which is more than the t-table value of 1,661. With this research was accepted.

From the results of data processing above, discipline is a value or attitude of someone who is attached to them. The attitude and behavior habits will have an impact on organizational culture so that it is used as a guide in implementing organizational culture in the company.

Effect of Work Productivity on Organizational Culture.

Based on the results of the analysis conducted using *SmartPLS*, it can be concluded that the Work Productivity variable has a positive and significant effect on Organizational Culture. This can be known from the *p-value* of 0,000 which is less than 0.050 and the t-statistic value of 6.257 which is more than the t-table value of 1.661. With this research was accepted.

These results indicate that the better work productivity of an employee at Apollo Samsung WTC Surabaya will influence other colleagues and will create a good organizational culture in the company.

Effect of Organizational Culture on employee performance.

Based on the results of the analysis conducted using *SmartPLS*, it can be concluded that the Organizational Culture variable has a positive and significant effect on Employee Performance. This can be seen from the *p-value* of 0,000 which is less than 0.050 and the t-statistic value of 4,996 which is more than the t-table value of 1,661. with this hypothesis H5 in this study was accepted.

This is indicated by the attitude of employees in preserving organizational culture in the company so that with a good organizational culture an employee will have a good performance.

CONCLUSION AND RECOMMENDATION**Conclusion**

Based on the results of data analysis in this study conclusion can be drawn as follows:

1. Based on the results of the analysis, it was found that Work Discipline had a positive and significant effect on the Employee Performance in Samsung WTC Surabaya Apollo.
2. Based on the results of the analysis, it was found that Work Productivity had a positive and significant effect on the Employee Performance in Samsung WTC Surabaya Apollo.
3. Based on the results of the analysis, it was found that Work Discipline had a positive and significant effect on Organizational Culture in Samsung WTC Surabaya Apollo.

4. Based on the results of the analysis, it was found that Work Productivity had a positive and significant effect on Organizational Culture in Samsung WTC Surabaya Apollo.
5. Based on the results of the analysis, it was found that Organizational Culture had a positive and significant effect on Employee Performance in Samsung WTC Surabaya Apollo.

Recommendations

Based on the results of the study, the recommendations that researchers can provide are as follows:

1. Based on data processing company needs to introduce corporate values among employee in hopes of understanding the working attitude and work ethic within the company.
2. For further researches are expected to re-examine the role of corporate value because this research is still limited.

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