

The Influences of Work Culture to The Employee Work Productivity in PT Dewasutratex Cimahi

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ABSTRACT

PT. Dewasutratex is a company engaged in textiles. The company facing important issues today include reduced productivity in the production, to overcome these problems needed support the good Work Culture as human resource in the company. Productivity is influenced by the attitudes and work behavior of the spirit of the employees to work diligently so that the productivity of work increases. This will help the company to overcome the problem. Based on this paradigm, this study was aimed to find out how much influence the work culture of employee productivity in the company. This research is descriptive and verification as well as field data collection using survey research methods by distributing questionnaires. This sample size was 83 respondents. From the data processing performed descriptive analysis to determine how the influence of culture on work productivity, as well as multiple regression analysis to test the hypothesis. The results showed that the work culture is very influential on employee productivity, work culture where the variable values obtained based on the work attitudes of interest rate / favorite work of 15.30%, the rate of 9.91% employment initiative, work ethic level of 14.58% with the average score by 3.90 while the work attitude of cultural variables on work behavior obtained value of the level of responsibilities of 14.84%, amounting to 15.32% level of cooperation, the level of accuracy of 15.09% and 14.95% level of dedication with an average score of 3.96 work behavior, this indicates that the employee culture is good / high. Through double regression analysis obtained the regression direction coefficient of 0.513 working attitude and 0.837 work behavior and the constant (a) is 23.452. So the regression equation is $Y_i = 23.452 + 0.513 X_1 + 0.837 X_2$ means that the higher work attitudes and work behavior of the employees so work productivity resulting also higher. And based on the coefficient of determination of relationship known that between two variables work culture with work productivity of employees in PT. Dewasutratex of 65.2% said a strong and meaningful relationship, while 34.8% influenced by other variables not included in this study.

Keywords: corporate cultures, work productivity, double regression

1. INTRODUCTION

Companies that are ready to compete must have an effective management. Improving employee performance in support of effective management requires a skilled and competent employees in their field. On the other side of the coaching staff, including that should be prioritized as a major asset of the company.

One factor that was instrumental in the survival of an enterprise is the human factor which is owned by the company. The availability of adequate human resources and the quality is very important to the productivity of labor in the company. The resources owned by the company should be managed well also include resources related to employment.

The Company expects employees to work have high productivity, but this is not easy to achieve. Labor productivity tends to decline even though the company has been trying to enhance human resource development in the company.

Productivity is declining is a problem for companies, because the production would not match those expected by the company. Increased productivity through improved ability to work can be done by improving the knowledge, skills and expertise for its employees. In addition, the fulfillment of individual needs along with physical conditions and working environment that supports can create highly motivated employees and can affect the increase in labor productivity. Likewise, the existing work culture where employees were working in the company can influence the increase or decrease in labor productivity.

Currently Indonesia allegedly productivity in many areas is still low and declining. This productivity decline also occurred in workers in the textile industry. Decrease in labor productivity that occurred in almost all textile industries in Indonesia, to impact the results produced by the industry.

Productivity of workers at PT. Dewasutrutex also dropped, declining productivity of individual employees are still common, such as absenteeism and workers are still many workers who make mistakes in the production process. Decline in productivity resulting in production and delays are sometimes experienced a decrease in the production process. That is because the delay arrival of materials to be produced, the delay is due to materials or raw materials are imported. (Interview managers HRD PT. Dewasutrutex, June 21, 2009)

Employees are required to show high productivity in the work, but many employees who do not show good productivity, and even tended to decrease employee productivity. Many factors affect the decline in productivity of an employees, one factor is the employee work culture and corporate culture.

Work culture is an important factor to change the way the old work into new work-oriented ways to satisfy customers or the public. Work culture is highly influenced also by the motivation of employees. In addition the company also required to implementation a system that starts from the moral foundation that puts human existence as a whole staff, implementing regulations and creating a work culture and work climate are dynamic and fun for employee self-development. Work culture of a company different from other companies, this work culture can influence the behavior of its employees. Firm managers and employees want a good working culture within which they work. Good work culture and dynamic employees will ultimately affect the work productivity of employees in achieving company goals.

Based on the above, can be formulated the problem of research such as is there a relationship between the work culture of employees with work productivity of employees in PT. Dewasutrutex Cimahi ?

2. LITERATURE REVIEW

2.1 Definition of Culture

Aspects of culture is one of the most important aspect in enhancing competitiveness, humans are required to continue to develop themselves and the quality of skills possessed by himself. As expressed by Davis and Newstrom in Irianto Dawn (1997: 20) that:

Culture can be defined simply as an environment of trust, tradition, knowledge and practices created by humans, which is reflected in the behavior of conventional society and have a strong influence over the actions of members of the community, although often not realized. In understanding this cultural sense there is some content which is the essence of culture, among others, as expressed by Toto Tasmara (2002:161):

1. Culture is closely related to perceptions of value and meaning that gave birth to their environment and way of life that will influence the attitudes and behavior (the total way of life of a people)
2. The existence of patterns of values, attitudes, behaviors, including language, the intention and the work, including all instrument, work systems, technology (a way of thinking feeling and Believing)
3. Culture is the result of life experiences, habits and the selection process (accept or reject) the existing norms of social interaction or the way he put himself in the midst of a particular environment.
4. In the process there are cultural interplay and mutual dependence (interdependence), both social and non social environment.

From some sense it can be concluded that culture is all aspects of life whether it is a way of thinking, doing and an inside view of life which includes customs, values, norms and influence the behavior of each person and believed by a particular group.

2.2 Definition of Culture

Work culture is already known by humankind has been a long time, but not yet realized that the success of the work was rooted in the values possessed of behavior that become habits of individual human beings themselves. These values originated from the customs, religion, norms and rules which a conviction becomes a habit is called culture and remember this is associated with quality or quality of work, then called the working culture (Triguno, 2004:1).

Every company has a work culture that is different. Work culture that is applied by the company expected to achieve the goals that you want to accomplish by the company. This work culture can be derived from the existing situation within the company and culture that have become habits of each employee.

According to Taliziduhu Ndraha (1999:81), citing the opinion of Budhi Paramita, work culture can be divided into:

1. Attitudes toward work, namely the love of work compared with other activities.
2. Behavior at work, such as diligent, dedicated, responsible, careful, thorough, careful, strong will to learn the duties and obligations, like helping a fellow employee, or vice versa. Attitudes and work behavior are formed both within society and within the organization or company. Work culture is somewhat influenced by the culture of society (macro) or culture of the organization (company) in question. Organizational cultures with regard to all the rules of the organization relating to the relationship between members of the organization and with outside parties or organizations include intra relations and internal organization.

2.3 Definition of Work Productivity

Labor productivity is the result of work produced by employees of both quality and quantity within a certain period. But labor productivity is not solely aimed at getting the work as much as possible, but the quality of performance is also important to note, as disclosed Laeham and Wexley (1982:2) "... Performance appraisals are crucial to the effectively management of an organizations human resources , and the proper management of human resources is a critical variable affecting productivity of organizations. "

The definition of labor productivity or labor productivity is also raised by Sutermeister (1976:5) that "productivity is defined for our purposes as output per employee-hour, quality Considered", in which he argued that productivity is the output produced by labor union or hourly time someone, so the emphasis not only on the aspect of quantity but also on aspects of quality. Thus, productivity is not solely aimed at getting as much work but the quality is also important to note performance.

The productivity of individuals can be judged from what the individual is in the works. In other words, individual productivity is how a person carrying out the work or performance.

When viewed from the aspect of the work productivity of individuals, then the productivity of individual work is strongly influenced by his work skills and abilities. Because labor productivity essentially a manifestation of a productive private. Productivity personals which illustrate the potential, perception and creativity of someone who always wanted to develop the skills for the benefit of themselves and their environment, especially the work environment/company.

So that labor productivity is the ratio obtained between the results obtained (outputs) with the amount of labor resources used (inputs). Expressed high labor productivity if the results obtain is greater than the source of the work used. Conversely low labor productivity is said if the results obtain is smaller than the source of the work used.

3. RESEARCH METHODOLOGY

Thought framework in this research is the study of the influence of Culture on Work Productivity Employees in PT. Dewasutrax Cimahi. Variable Work Culture in this study adopts the model used by the theory Taliziduhu Ndraha (1998) Variable-variable is the Work Attitudes and Work Behavior. While the variable using the Work Productivity Sutermeister model (2002). The type of research is explanatory research, whereas the method used is a survey method.

Variable research consists of:

1. Work Attitudes (X1)
2. Work Behavior (X2)
3. Labour productivity (Y)

Thinking Framework describes the research paradigm of the relationship between independent variables in this case Work Culture (independent variable) on the Work Productivity Employees (bound variable) as follows:

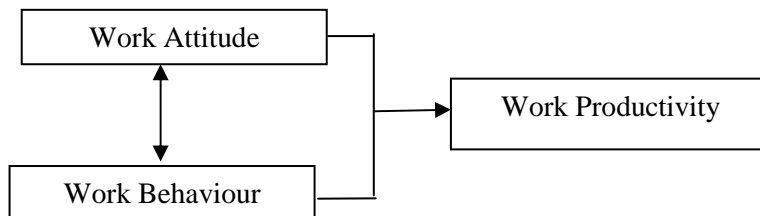


Figure 1: Research Model

To perform data analysis based on the operational variables that have been defined, is done through double linear regression (Sugiyono and Wibowo (2002: 347), the relationship between research variables can be expressed in double linear regression model follows:

$$Y = b_0 + b_1 X_1 + b_2 X_2$$

Where:

Y = Employee Productivity

b₀ = direction coefficient of the regression line

b₁ b₂= regression coefficient

X₁= Working Attitude

X₂ = Work Behavior

With the above regression calculation by researchers will be analyzed by using the tools of computer program SPSS 17.0.

Respondents in this study were all employees of PT. Dewasutratex Cimahi who have worked for at least one and at least graduate high school/vocational school. The reason that the selection of these respondents at least they already know about their jobs. Sampling method used random sampling techniques.

4. RESULT AND DISCUSSION

To determine the influence of cultural factors that work attitudes and work behavior of labor productivity used double regression and the results are as follows:

- a. With the above regression calculation by researchers will be analyzed using SPSS software tool ver. 17.0 for windows. Results calculated with SPSS software ver. 17.0 for windows as follows:

Table 1. Output of SPSS 17.0 Double Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.452	4.591		5.108	.000
	Attitude	.513	.197	.340	2.600	.011
	Behaviour	.837	.221	.496	3.794	.000

- a. Dependent Variable: Productivity
Thus the results obtained through applications of SPSS software version.17.0 for windows, namely: the regression coefficient of 0.513 working attitude and 0.837 work behavior and the constant (a) is 23.452. So the regression equation is as follows: $Y = 23.452 + 0.513 X1 + 0.837 X2$
- b. Partial significance test (Test-t), namely to know the effect of partial and each variable. The result of the SPSS print out obtained significance value attitudes (X1) = 2.600 and behavior (X2) = 3.794 with 95% confidence level or 0.05, we can conclude a significant difference between the work attitude variables (X1) and work behavior (X2) to work productivity of employee performance.
- c. Simultaneous significance tests (F statistic test) to analyze whether all independent variables entered into the model simultaneously have an influence on the dependent variable. SPSS print out results obtained F value of 4.986 with the 0.05 then the degree of confidence of 95% or $N = 0.05$, so that inserting the two variables mentioned above are equally proved significant.
- d. Test of coefficient of determination (R2) to measure how far the variable performance described by two variables, work attitude and work behavior. The result of calculation shows that the R2 value is 0.652. This means that 65.2 % of these two variables can explain the variable labor productivity and 34.8 % explained by variables outside the model.

5. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion:

- a. Based on the above data analysis, some conclusions can be drawn as follows: Factors working attitude and behavior of employees has significant influence and positive impact on employee performance.
- b. Work behavior is a factor working culture (0.837) which has the most dominant influence than the work attitude variables (0.513) on the productivity of employees.
- c. Factors working attitude and behavior of employees can explain variations in labor productivity by 65.2% while the remaining 34.8% is explained by other factors outside the model

5.2 Suggestions:

Some things that need to be considered by the company to further enhance employee productivity are:

- a. Leaders should strive to give attention to the form reward. The rewards can be realized in a very simple form of praise for his accomplishments. This is a significant effect on employee performance. Leadership for continuously improve the knowledge and skills through training or education to give the opportunity to enjoy a higher level.
- b. Cooperation between each employee has to be increased such as mutual help friends who have difficulty in completing the work. If cooperation among these employee can work well then the work to be done could achieve well.

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