

The Influence of Work Discipline and Communication on Employee Performance (On One of The Marketplaces in The Form of Websites and Applications in The Agribusiness Sector)

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ABSTRACT

This study aims to investigate and analyze the impact of work discipline and communication on employee performance in the agricultural industry, specifically in the context of websites and applications used in marketplaces. The research methodology employed consists of descriptive and verification techniques. The researchers employed a questionnaire as the data-collecting method, which was sent to 43 individuals. The instrument underwent rigorous testing before its deployment to ensure its validity and reliability. The statistical technique employed was path analysis, conducted using SPSS version 25 software.

According to the research findings, employees' motivation and work discipline in a marketplace operating as a website and application in the agribusiness sector were judged to be satisfactory. Work discipline and communication impact on employee performance account for 83.3%, while the remaining 16.6% is attributed to other variables. The results indicate that the combination of work discipline and communication substantially impacts employee performance in the agricultural industry, specifically in the marketplace of websites and applications.

Keywords: Work Discipline, Communication and Employee Performance

INTRODUCTION

The business world is becoming increasingly competitive as time goes on, and every company must succeed in this environment to survive. In addition, a business thrives with excellent human resources (HR). Within the organization, human resources are strategically important, indicating that people are essential to completing tasks that lead to achieving goals. Because of this, human resources are very much in place. Since they operate as organizers, executors, and determiners in accomplishing organizational goals, humans play an active and prominent part in all organizational actions.

Because of the fierce competition in today's business environment, every organization needs to manage and use all of its resources well to survive and grow. The workforce, or employees, is one of the company's resources. Any business wants its workforce or employees to perform to the best of their abilities. (Martin & Feinberg, 2023; Sitopu, Sitinjak & Marpaung, 2021; Maryani, Entang & Tukiran, 2021)

Planning, organizing, acting, and controlling are just a few Human Resource Management functions that must be carefully considered while managing a company's human resources. Good employee performance will eventually come from

these HRM functions, fostering discipline and communication.

The organization needs optimal employee performance that satisfies set standards to accomplish its goals. Positive employee performance can help the firm achieve its objectives; on the other hand, ineffective employee performance can make it more difficult for the organization to accomplish its goals. Every business or organization needs to work to raise employee performance. The foundation for determining the level of performance attained is performance appraisal. As a result, the business can determine which elements still need improvement. Both internal and external elements make up performance factors. Work discipline is one example of an internal factor. Internal factors are closely related to an employee's traits, personality, or behavior since birth. In the meantime, elements from the workplace, such as leaders' and employees' communication, are referred to as external factors. (Prasetyo, Endarti, Endarto, Aliyyah, Rusdiyanto, Tjaraka & Rochman, 2021; Zysman & Costinot, 2022; Tahir, 2023)

The Covid-19 epidemic is still being fought in Indonesia. As a result, every component must favor significant social restriction programs. As a result, during the pandemic, all governmental

organizations, society, and businesses put policies in place to keep a safe distance and minimize activities involving big crowds. As a result, to achieve high performance in the face of communication technology, all areas of the organization must put in more effort to enhance their accomplishments with skillful performance. As a result, the company offers its online sales division employees the option to work from home.

Human resource planning can assess future and present labor requirements based on the work received, preventing open positions and guaranteeing that all tasks are completed correctly. All employees want to work in a safe environment like this, with supportive coworkers who can work together on various projects. (Sutaguna, Yusuf, Ardianto & Wartono, 2023; Rivaldo & Nabella, 2023; Rodriguez-Clare & Dingel, 2021)

Evaluation of performance is necessary to ascertain the company's success. It is challenging to get ideal firm performance, as it calls for a high level of awareness and accountability from the workers themselves.

Three factors—responsibility, cooperation, and initiative—are recognized to have a role in subpar or low staff performance at one of the markets that take the shape of websites and applications in agriculture. Performance is the caliber and volume of tasks completed by individuals, teams, or organizations. (Camelie,

Karyatun & Digdowiseiso, 2023; Bahmani-OSKooee & Feinberg, 2022; Haryadi, 2022)

It takes more than just evaluating a person's skills and abilities to increase employee performance in a workplace; careful placement of staff members based on their qualifications and abilities is also required.

Work discipline can also enhance employee performance. Good work discipline shows accountability for the duties assigned to employees.

Workplace productivity and work discipline are typically positively correlated. Good employee discipline is positively correlated with high levels of productivity within an organization.

As productivity declines, work discipline will also result in subpar performance quality. If the volume, caliber, and timing of the output indicate the caliber of the work produced by the employees. In 2022, employee performance will drop at one of the markets that take the shape of websites and applications in the agricultural industry due to work discipline that still needs to be improved.

Apart from workplace discipline, agricultural marketplaces have communication challenges regarding enhancing employee performance through their websites and applications. Effective communication is essential for both finishing a task and developing mutual trust.

Increasing productivity requires improved communication, which makes it a critical

component of human resource management. The issue that emerges is how to go about trying to enhance communication. (Sudjono, 2022; Cui & Zysman, 2021; Frimayasa, Windayanti, Fathiani, Rahmat & Febrian, 2021)

Therefore, this communication issue contributes to the company's operational processes not functioning optimally because of subpar communication. Efficient internal communication will positively impact a company's ability to maintain operations. Communication within the agribusiness industry through websites and applications is subpar and contributes to reducing worker productivity.

The authors would want to conduct additional study at one of the marketplaces that take the shape of websites and applications in the agricultural industry under the heading The Influence of Work Discipline and Communication on Employee Performance. This research is motivated by the backdrop issues mentioned above.

METHOD

The primary objective of this methodology is to describe a situation while drawing generalizations. A fact of truth about a problem assumed to apply to a specific population is called a generalization. An estimating or general-purpose estimation method can yield generalizations in inductive statistics. In

quantitative research, measurements of real situations with a narrower scope are utilized as the basis for the estimating procedure, often called "samples." Thus, what is measured in research is a subset of the population, commonly called "data." Data is a tangible representation of reality that, with specific quantitative techniques, may be anticipated to a degree of reality. Quantitative research investigates more thoroughly, gathers data, and validates new theories.

To get the information required for this study, we conducted direct research on one of the marketplaces, which took the shape of agribusiness websites and applications, focusing on three topics: employee performance (Y), work discipline (XI), and performance communication (X2).

At one of the markets for websites and applications in the agro-industry, there are forty workers or technicians. The study used population research (census), meaning that no samples were used because the population that will be the unit of analysis is smaller than 100 individuals. Validity and reliability tests are used in this study's data testing methodology. Construct validity, a unique abstraction and generalization developed primarily for research purposes and has a narrow definition, is the validity employed in this study. On the other hand, a measuring tool known as constraint or reliability indicates how error-free and consistent an

instrument is. A measuring tool is considered dependable if it tests the same occurrence twice or more and the results are reasonably consistent.

As can be observed from the comparison of ideal scores, verification analysis is used to rate each research variable and characterize the features of respondents and research variables. Where to go for information on how much a variable, whether direct or indirect, influences other variables; verification will be used to process the data gathered via surveys.

The goal of data analysis in research is to arrange data so that it is simpler to read and understand as source material for hypothesis testing and conclusion drawing.

RESULTS and DISCUSSION

This research explores how work habits and communication affect workers' productivity in an agriculture marketplace that takes the shape of websites and applications. These elements are essential in determining productivity and effectiveness in a changing workplace. Table 4.68 of the calculations illustrates how the analysis was carried out by taking into account the direct and indirect impacts of communication (X2) and work discipline (X1) on performance (Y). While communication has a total impact of 0.368, or 36.8%, on employee performance, work discipline has a total impact of 0.465, or 46.5%. The

combined effect of both factors on worker performance is 83.3%, or 0.833, with a 16.6% epsilon value. These findings suggest that communication and work discipline are related in this workplace setting and majorly impact employee performance. This discussion will further examine the significance of these findings and their applicability to organizational growth and human resource management.

The basis for efficiency and productivity in work is work discipline. This condition entails following business policies, taking accountability for assignments, and finishing work on schedule. According to this study, work discipline has a 46.5% contribution to employee performance in one of the marketplaces that take the shape of agriculture websites and applications. This result implies that workers who exhibit strong work discipline are typically more efficient and productive in their job performance. Within human resource management, organizations must devise tactics that foster and preserve employee work discipline. Incentives, strict enforcement of the rules, coaching, and training to emphasize the value of work discipline are some ways to do this.

Apart from work discipline, effective communication is a critical factor that influences the performance of employees. Good collaboration, easy information flow between organizational levels, and improved comprehension of assigned tasks and goals are all made possible by effective communication.

According to the study's findings, communication has a 36.8% contribution to employee performance. This condition emphasizes how crucial it is to control communication at work. Employers must encourage an honest and open workplace culture and offer training to improve employees' communication abilities to guarantee that internal communication channels run smoothly.

The combined effect of communication and work discipline on employee performance, which is 83.3%, shows that both elements interact and support one another to foster a productive work environment. This condition highlights the value of a comprehensive approach to human resource management, which recognizes the interdependence and mutual influence of the many facets of employees' work experiences. In this sense, businesses must take a balanced approach to addressing and fostering communication and work discipline as essential components of their personnel management plans.

Additionally, the study's conclusions show that work discipline and communication alone cannot account for 16.6% of the variation in employee performance. This result implies that a variety of other things influence employee performance. The work environment, job features, personal traits of the employees, and other external elements are examples of these factors. Consequently, businesses must study

more to understand these elements better and create more all-encompassing staff performance improvement plans.

The results of this study highlight the significance of careful consideration of the variables that affect employee performance in the context of organizational management. It is important to remember that work discipline and communication are crucial components of any effort to increase the productivity and efficiency of a business. Through good comprehension and management of these variables, businesses may provide a nurturing workplace that empowers staff members to realize their full potential and contribute optimally to the company's success.

Companies should take proactive measures, such as investing in training and improving incentive and recognition programs, to encourage strong work discipline and boost employee performance.

CONCLUSION

This study offers a thorough grasp of how work habits and communication affect workers' productivity in an agriculture marketplace that takes the form of websites and applications. Based on the analysis's findings, these two elements seem to significantly affect how well employees perform for the organization.

First, there is a clear correlation between work discipline and employee performance. High work

discipline makes employees more likely to follow procedures, take responsibility for their jobs, and finish assignments on schedule. This condition is consistent with the discovery that 46.5% of employee performance is influenced by work discipline. Therefore, the organization's management must focus more on helping staff members establish work discipline through mentoring, instruction, or providing suitable incentives.

Aside from that, another significant factor influencing how employees perform is communication. Good communication encourages good teamwork, makes it easier for information to move between different levels of the business, and improves understanding of the objectives and responsibilities allocated to employees. The research findings indicate that organizations must ensure good and functional internal communication channels, as they contribute 36.8% to employee performance. Creating an environment where people feel heard and active in the communication process within the company is also essential.

Combining these two elements demonstrates how well they work together to enhance worker performance. The significance of a comprehensive approach in human resource management is demonstrated by the combined 83.3% effect of work discipline and communication on employee performance. By addressing these two factors simultaneously,

companies may foster a positive work atmosphere where people are inspired to perform well and efficiently.

However, work discipline and communication alone cannot account for 16.6% of the variation in employee performance. This condition demonstrates that a person's work environment, personal characteristics, and other external elements are not the only things that influence an employee's performance. Consequently, to increase overall employee performance, businesses must conduct more research to gain a deeper understanding of these elements and build more complete solutions.

Overall, this study demonstrates that communication and work discipline are critical factors influencing employee performance in one of the agriculture websites and applications marketplaces. By focusing on and strengthening these two areas, businesses may foster a supportive work environment where people can fulfill their full potential and contribute significantly to the company's success. To enhance future employee performance and productivity, firm management must incorporate the research findings into their HRM policies and procedures.

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