IMPACT OF COMMUNICATION ON EMPLOYEE PERFORMANCE OF PT BONLI CPIA SEJAHTERA (INA COOKIES) AMID THE PANDEMIC COVID-19

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ABSTRACT
Purpose of this study is to determine impact of communication on employee performance at PT Bonli Cipta Sejahtera in the midst of the Covid-19 pandemic.

The method used is a descriptive method with an associative approach. The sampling technique used is proportional random sampling using a saturated sampling technique method with a sample of 113 respondents. Data analysis used regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing.

The results of communication research at PT Bonli Cipta Sejahtera with 10 statements, gave various answers. The indicator of understanding obtained a score of 3.75, an indicator of pleasure, a score of 3.89, an indicator of a better relationship with a score of 3.76, an indicator of influence on attitude, a score of 3.96. Overall the average score of the five indicators is included in the scale range from 3.40 to 4.19 with good criteria.

The performance of employees at PT Bonli Cipta Sejahtera with 113 respondents, gave various answers. The responsibility indicator score is 3.87, the cooperation indicator score is 3.77, the discipline indicator has an average score of 3.85, the skills indicator average score is 3.98. scale from 3.40 to 4.19 with good criteria.

There is a positive and significant effect of work discipline on employee performance with an influence contribution of 0.582 or 58.2% while the remaining 41.8% is influenced by other factors. Hypothesis testing obtained t count>t table or (8.321>2.011) thus H0 is rejected and H1 is accepted, meaning that there is a positive and significant influence between communication on employee performance.

Keywords: Communication and Employee Performance.

I. INTRODUCTION
Communication is something that cannot be separated from human life at a time like this, what most people do every day is to communicate. Communication becomes a bridge and a method for interacting between humans, when humans are social beings who need other humans to live, then communication is the key. The development and importance of communication at this time can be proven by the increasingly sophisticated communication devices and relatively spread in every level of society.

Communication is very important in people's personal life, in the workplace and in social places. The benefits of communication are very vital in various aspects of life, which makes communication an important factor, especially in organizations, when all members of an organization or company try their utmost to be able to communicate optimally, because one of the factors in the performance of this organization is communication.

The Covid-19 pandemic has been going on for more than a year, since the first case was found in Indonesia, this is what resulted in communication changing to modern communication. Since the government policy in Indonesia regarding the 3M policy (wearing masks, washing hands and staying away from crowds), one of the determining
factors for communication, namely face to face, in order to complement communication with gestures and pressure, has disappeared. Because humans begin to communicate more with technology or the use of tools, which in fact the complementary communication has become non-existent, interactive becomes one direction because there is distortion in conveying messages, exacerbated by technical disturbances in equipment and methods. It is interesting to make research on the effect of communication amid the Covid-19 pandemic like this on employee performance.

The effectiveness of communication can be assessed from the performance of human resources in the organization. An important element in improving performance in an organization is the availability of quality human resources, productivity, has a high work ethic, and is able to make an optimal contribution to the company. To get the elements needed, organizations need proper coordination of every human resource in the organization through effective communication. Measurement of communication satisfaction is limited by individual satisfaction associated with informal communication within the organization which is reflected in the performance of each employee. Then how can informal communication be effective and satisfying if it uses a lot of media, and it means that the more media the message can be distorted.

Hani Handoko (2013: 272) according to him Communication is the process of transferring concept in the form of ideas or information from one person to another. So from the description above it, conclusion is that communication is the process of delivering messages from a communicator to the communicant or sending messages from one part to another to get mutual understanding.

Meanwhile, Benardin and Russel in Donni Juni Priansa (2014: 270; Schroeder et al., 2020; Kennedy et al., 2020; Suhrarni & Baharsyah, 2020) Definition of performance, which is a work result produced by an employee which is interpreted to achieve the expected goals. Performance is the result produced by certain job functions or activities at certain jobs during a certain period of time, which shows the quality and quantity of that work.

PT Bonli Cipta Sejahtera is the legal entity of Ina Cookies is a company engaged in manufacturing the largest pastries in Indonesia as written on their website, founded in 1992 which is currently located on Jl. Bojong Koneng Atas No. 8, Bandung, and currently led by Mr. Rakhmat Basuki as the main director. As a company that has quite a lot of employees, when combined with other business units, it reaches 782 employees indicating that communication is an important factor in running the company. From the initial observations made by the author, it was found that there were indications of ineffective communication problems, resulting in decreased employee performance. This is addressed by the difficulty of communicating verbally with superiors, because communication is more often done through the media, so often the messages to be conveyed and received are not the same.

II. REVIEW OF THEORY

1. Definition of Communication
   a. Communication

   According to Edwin B Flippo in Mangkunegara (2013: 145), communication is the process of transferring information, ideas, understanding from one person to another in the hope that the other person can interpret it according to the intended purpose. Meanwhile, according to Kreitner and Kinicki in Wibowo, (2013: 241), communication is the exchange of information between senders and receivers and drawing conclusions as a perception of the meaning of something between the individuals involved. It is also said to be an interpersonal exchange of information and understanding.

   b. Communication Function Communication

      a. Control

      acts to control the behavior of members in several ways. Organizations have a hierarchy of authority and formal guidelines that workers must follow. When workers are required to communicate related to work about complaints to their direct supervisor, follow duties or comply with organizational policies, communication works as a function control.

      b. Motivation
Communication strengthens motivation by clarifying to workers what they have to do, how well they are doing and how to improve if it is below standard. Establishment of specific goals, feedback on progress towards goals and rewards for expected behavior all stimulate motivation and require communication.

c. Emotional expression

Basic mechanism to show a satisfaction and disappointment with expression. Therefore, communication provides the expression of emotional feelings and the fulfillment of social needs,

d. Information

Communication also facilitates decision making. Communication provides individual and group information needs for decision making by sending data to identify and evaluate options.

2. Definition of Performance Good

Employee performance according to Moeheriono (2016 : 48) The working performance can be accomplished by an individual or a group of people in the company by studying both the tangible or intangible aspects regarding on their authorities, task and responsibilities. Those that are being done have to be achieved with the right standard operation procedures and work ethic.

a. Quality

Measuring Job Quality is based on employee perceptions regarding to their work and task performance depend on their skills and abilities.

b. Quantity

Quantity is how many the outputs are being produced. It could be as units, or the number of accomplished activities.

c. Actuality or Timeliness

Actuality or timeliness can be measured by how long the employee could finish certain activities in a specified time. Time utilization for main task and additional activities is important as well.

d. Effectiveness

Effectiveness in working means the resources (energy, money, technology and raw materials) that are available in the company are spent and handled responsibly in order to finish the job.

e. Independence or Autonomy

Working independently is when the employee is taking the initiative rather than waiting to be told what to do; doing what is asked to the best of your ability, and working until the job is completed. These are the behavior that represent the responsibility to the company.

III. RESEARCH METHODS

Type of research is using quantitative research methods which are further processed by statistical methods. This research was conducted at PT Bonli Cipta Sejahtera which is located at Jl. Bojong Koneng Atas No 8, Bandung. The sampling technique used was a saturated sample technique totaling 133 from the entire population taken only from the production unit. Testing the data used instrument test, regression test, test the coefficient of determination and hypothesis test with t test and F test
IV. RESULTS AND DISCUSSION

1. Validity

Table 4.1 Validity Testing Instrument Communications Statement (X)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Chronbatch Alpha Communication</th>
<th>Chronbatch Alpha Employee Performance</th>
<th>Standards Chronbatch Alpha</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.711</td>
<td>0.771</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>2</td>
<td>0.683</td>
<td>0.457</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>3</td>
<td>0.715</td>
<td>0.533</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>4</td>
<td>0.348</td>
<td>0.440</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>5</td>
<td>0.502</td>
<td>0.687</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>6</td>
<td>0.409</td>
<td>0.623</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>7</td>
<td>0.736</td>
<td>0.699</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>8</td>
<td>0.525</td>
<td>0.558</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>9</td>
<td>0.743</td>
<td>0.570</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
<tr>
<td>10</td>
<td>0.784</td>
<td>0.692</td>
<td>0.1848</td>
<td>Pass</td>
</tr>
</tbody>
</table>

Source: Primary Data (Processed).

Based on data above, all questionnaire items on all variables obtained a value Chronbatch Alpha pass than 0.1848, this all questionnaire items were declared valid it can pass for next task. For this reason, the questionnaire used is feasible to be processed as research data.

2. Test Reliability

Table 4.2 Reliability Test Results Independent and Dependent Variables

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Coefficient Alpha</th>
<th>Standard Chronbatch Alpha</th>
<th>Decision Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Communication (X)</td>
<td>0.861</td>
<td>0.67</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Employee Performance (Y)</td>
<td>0.773</td>
<td>0.67</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2021.

Based on the test results in the table above, it shows that the Communication variable (X) and employee performance (Y) are declared reliable, this is evidenced by each variable having an value Alpha greater than a coefficient Chronbatch Alpha 0.60.

3. Verification Analysis

a. Regression Simple Linear Analysis

Table 4.3 Simple Linear Regression Coefficients

<table>
<thead>
<tr>
<th>Unstandard Coefficientsized</th>
<th>Standardized Coefficients</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Si g.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Const ant)</td>
<td>13.099</td>
<td>2.961</td>
<td></td>
<td>4.762</td>
<td>0.00</td>
</tr>
<tr>
<td>Communication (X)</td>
<td>0.628</td>
<td>0.759</td>
<td>8.341</td>
<td>0.00</td>
<td></td>
</tr>
</tbody>
</table>

Employee Performance (Y)

Source: Primary Data (Processed).
Based on the table above, the simple linear regression equation in this test is: \( Y = 13.099 + 0.628X \).

b. Correlation Analysis

<table>
<thead>
<tr>
<th>Communication (X)</th>
<th>Employee Performance(Y)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication(X)</td>
<td>Pearson Correlation 1, 759**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
</tr>
<tr>
<td>Employee Performance (Y)</td>
<td>Pearson Correlation , 759**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.000</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed). b. Listwise N = 113

Source: Primary Data (Processed).

Based on the table above, the correlation coefficient (R) is 0.769, and in accordance with the provisions, it can be concluded that Communication (X) has a strong level of influence on employee performance (Y).

c. Coefficient of Determination Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>, 759a</td>
<td>, 582</td>
<td>, 573</td>
<td>2,848</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), communication (X)

Source: Primary Data (Processed).

Data has been tested, and the result in the table above, the R-square value (coefficient of determination) is 0.582, the concluded that Communication (X) has an impact on Employee Performance (Y) by 58.2% while the remaining 41.8% is had from by another variable.

d. Test Of Hypotesis (t test) Table 4.6

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>13.099</td>
<td>2.961</td>
<td>4.742</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>Communication(X)</td>
<td>0.628</td>
<td>0.759</td>
<td>0.759</td>
<td>8.321</td>
<td>0.00</td>
</tr>
</tbody>
</table>

a. Employee Performance (Y)

Source: Primary Data (Processed)
According to the table above were obtained $t_{count} > t_{table}$ or $(8.321 > 2.011)$, it is also reinforced with a significance of $0.000 < 0.05$. That means, $H_0$ is rejected and $H_1$ is accepted, this shows that there is a positive and significant influence between communication on employee performance at PT Bonli Cipta Sejahtera.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The communication variable (X) at PT Bonli Cipta Sejahtera, from 113 respondents with 10 statements, gave various answers. For the indicator of understanding, an average score of 3.75 was obtained with respondents who answered strongly agree and agree with 65.3% while those who disagreed, disagreed and strongly disagreed were 34.7%. The pleasure indicator obtained an average score of 3.89 who answered strongly agree and agree with 73.3% while those who disagree, disagree and strongly disagree are 26.7%. Indicators of the better relationship obtained an average score of 3.76 who answered strongly agree and agree by 70% while those who disagree, disagree and strongly disagree are 30%. Indicators of influence on attitudes obtained an average score of 3.96 who answered strongly agree and agree by 78% while those who disagree, disagree and strongly disagree are 22%

Employee performance variables, respondents gave various answers. For the indicator of responsibility, an average score of 3.87 respondents who answered strongly agree and agree is 72.7% while those who disagree, disagree and strongly disagree are 27.3%. The indicator of cooperation obtained an average score of 3.77 respondents who answered strongly agree and agree with 67.4% while those who disagree, disagree and strongly disagree are 32.6%. Discipline indicators obtained an average score of 3.85 respondents who answered strongly agree and agree by 70% while those who disagree, disagree and strongly disagree are 30%. Indicators of skills obtained an average score of 3.98 respondents who answered strongly agree and agree by 78% while those who disagree, disagree and strongly disagree are 22%

The equation for proof that Communication or (X) variables has impact to Employee Performance or (Y) variable, seen at $Y = 13.099 + 0.628X$. The constant value is 13.099 and the regression coefficient is 0.628 where the determination coefficient is 0.582 or 58.2% while the rest is (100% - 58.2%) = 41.8% influenced by other factors. Hypothesis test obtained $t_{count} > t_{table}$ or $(8.321 > 2.011)$ that mean $H_0$ is rejected meanwhile $H_1$ is accepted, meaning that there is a positive and significant impact of between communication on employee performance at PT Bonli Cipta Sejahtera.

Suggestion

It is suggested that the company should be able to measure the assignment and responsibility to employees in the framework of achieving maximum organizational goals.

It is suggested that the company should have the courage to encourage employees to have integrity in achieving the best possible performance and work performance so that all of them can support their respective work fields.

The effect of communication on employee performance is 58.2%, this indicates that the condition of each variable must be significantly improved. Therefore, for the next research use another variable to make strength the impact, and use more indicators relevancies.

REFERENCES

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