



Human resource quality, work professionalism, and commitment as a supporting factor improving employee performance kultura digital media publishing in Surakarta

Dasmadi¹, Asih Handayani²

^{1,2}Master Of Economic Science Departement, Slamet Riyadi University, Surakarta, Indonesia

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ABSTRACT

This research aims to determine the quality of human resources, work professionalism, commitment and their influence on employee performance. on the performance of Kultura Digital Media (KDM) publishing employees in Surakarta city both partially and simultaneously. The research approach used in this study is a quantitative approach. The population in the company amounted to 100 permanent employees and 50 people were taken as respondents. 50 people were taken as respondents with the sampling method used was simple random sampling or simple random sampling by means of a lottery / simple random sample. Simple random sampling by means of a lottery / draw from the names of KDM Surakarta employees who were then taken as many as the sample used, namely 50 people. draw as much as the sample used, namely 50 names of employees selected in the draw. Data analysis method using multiple linear regression analysis. The results of testing and analysis conducted state that the quality of human resources has a positive and significant effect on performance. quality of human resources has a positive and significant effect on the performance of KDM employees, work professionalism has a positive and significant effect on the performance of KDM employees. professionalism has a positive and significant effect on the performance of KDM employees and commitment has a positive and significant effect on the performance of KDM employees. Simultaneously the quality of human resources, professionalism, and commitment support the performance of KDM employees.

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Corresponding Author:

Dasmadi,
Master Of Economic Science Departement,
Slamet Riyadi University, Indonesia
Jl. Sumpah Pemuda no 18 Banjarsari, Surakarta, 57136, Indonesia
Email: dasmadi@unisri.ac.id

INTRODUCTION

To improve employee performance requires many variables that support, including the quality of human resources human resources, work professionalism and commitment (Raharjo et al., 2018). Human resources can be said to have good quality when they have the ability to carry out the

authority and responsibility given to them (Kharis, 2010). given to him. This ability can only be achieved when they have the provision of education, training and experience that are sufficient to carry out the duties and responsibilities assigned. If employees do not have good quality then it will affect the resulting performance and will impact on the company (Mardones Carrasco & Velasquez Tapia, 2015).

Every employee is encouraged to be able to have an attitude of professionalism at work in order to optimize skills, time, energy, knowledge and resources they have in accordance with the field they are in, so that they can optimize their skills, time, energy, knowledge and resources (Siebert, 2005). Resources they have in accordance with the field they are living in, so that they will affect the performance carried out by the company. will affect the performance carried out by employees (Treitler, 1994). According to Siagian professionalism is reliability and expertise in the implementation of tasks so that it is carried out with high quality, the right time, careful, and with procedures that are easy to understand (Siagian, 2009).

Qualified and professional employees must have commitment to the company (Liska & Snell, 1992). Employees promise to themselves to be able to advance the company so that they achieve a common goal with the best possible performance possible in today's global competitive conditions, because commitment is also an individual's attachment to a company (Mellita & Elpanso, 2020). According to the opinion of Robbins commitment to the organization is a condition where an employee sides with the organization and its goals, and intends to maintain membership in the organization (Robbins, 2002). By having a high commitment to a company, it will improve good performance in the company. Employees at KDM have commitment to the company by providing good service and provide the results of their performance optimally to the company. performance to the company, being serious in work, and maintain themselves to keep working at the company (Huie et al., 2014).

The goal is to establish good cooperation between service users and the KDM. Currently the company uses a sophisticated tool absent system (check clock) to detect employee attendance so that employees have a sense of responsibility and are on time in attendance (Liu et al., 2022). This is done so that employees can be disciplined so that the hope is that performance will also increase. One of the elements to improve employee performance is the quality or quality of good resources in these employees and an attitude of professionalism in carry out existing tasks and rules, as well as the commitment that employees have to the company to realize company goals (Bahjat Abdallah et al., 2017).

This research aims to test the influence of Human Resources quality, professionalism and commitment to employee performance. It is expected that the results of this study will be a company guideline to support and motivate employees to improve their quality, foster a spirit of professionalism and increase commitment to the company in order to improve its performance.

RESEARCH METHOD

The research design used in this study is explanatory research, namely research that aims to test a theory or hypothesis in order to strengthen or even reject the theory. Types and Sources of Data
The data used in this study are primary data obtained from interviews and distributing questionnaires. Secondary data in this study were obtained indirectly directly through reading books related to the variables studied, data obtained from the internet, and existing journals.

The population in the company amounted to 100 people and 50 respondents were taken as samples with the sampling method, namely simple random sampling or Simple random sampling technique (Olken & Rotem, 1986). technique of getting respondents is by lottery or draw the names of employees of KDM which was then taken as much as the sample used, namely 50 employee names. The analytical tool used to solve existing problems is multiple linear regression.

RESULTS AND DISCUSSIONS

The coefficient test results from multiple linear regression analysis multiple regression analysis, showing the quality of human resources, work professionalism, and commitment affect partially and simultaneously on the performance of KDM employees in Surakarta. The results of coefficient testing of multiple linear regression analysis, shows that the quality of human resources, work professionalism, and commitment have a significant effect on the performance of employees of KDM with a positive direction.

Based on the test results, it can be concluded that the hypothesis which states, "there is an influence of human resource quality, work professionalism, and commitment to the performance of KDM employees" is accepted. This indicates that if the quality of human resources, professionalism, and commitment, has a positive value, then it will have an influence in improving performance of KDM employees. The Effect of HR Quality on Employee Performance The research conducted, shows that the value of coefficient of the HR quality variable is 0.374 or 37.4% with a positive direction.

It can be explained that human resources human resources can be said to be of quality when they have the ability to carry out the authority and responsibility given to them. and responsibilities given to them. The ability This ability can only be achieved when they have education, training and experience that are sufficient to carry out the duties and responsibilities given (Kharis, 2010). This research supports the research of Kasanudin) and Sitohang that the quality of human resources affects performance of KDM (Kasannudin, 2011)(Sihotang, 2012).

While this study provides different results different from Sibagariang's research which states that the quality of human resources has no influence on the performance of KDM employees (Sibagariang, 2013). which states that the quality of human resources has no influence on employee performance, because the placement of employees in Sibagarian's research object is not in accordance with his educational background, causing the work handled is not as expected and will ultimately affect the performance of the company.

The quality of human resources can be seen by the presence of employees who work as well as possible to bring the organization. Employees also have good attitudes and behavior towards the organization so that ethics in the company and towards service users are maintained by the company. Employees who work at KDM have a good relationship with the organization (Husaini & Fitria, 2019).

Good relationships that exist are required to be maintained by each employee both to coworkers and to service users. Employees are also required to be more flexible in communication, both formal and informal communication or directly or indirectly (Setiawan, 2018). With the existence of good relationships supported by flexible communication, work activities in the flexible communication then work activities within the KDM environment can be carried out well, such as planning work can be carried out properly, such as planning work related to budgets and operations in the field of service (Kusumajanti et al., 2018).

Communication between employees can be built by respecting each other's respect each other's opinions either during discussions, meetings or in informal activities. Communication is important because important because with communication the quality of will be more clearly visible and can be transferred to other employees, so that the quality of human resources will increase (Faizal, 2015). other employees, so that the quality of human resources will increase.

Effect of Work Professionalism on Employee Performance Employees The research conducted, shows that the value coefficient of the work professionalism variable is 0.268 or 26.8% with a positive direction. Siagian states professionalism is reliability and expertise in implementation of tasks so that they are carried out with high quality, time, carefully, and with procedures that are easily understood and followed by customers (Siagian, 2009).

The results of this study in line with that expressed by Cahyani the existence of an attitude of professionalism, making oneself to behave and behave properly and will improve the

performance it produces, so that work professionalism has an influence on performance on employees in the company (Cahyani, 2007). Employees of the KDM must also be tenacious, have integrity and be consequent in their work or profession.

Employees try to always complete tasks with maximum results so that achieve good performance with the quality standards set by the company. Employees also work with a high level of curiosity so that they can minimize errors. The attitude of professionalism is also shown by not easily discouraged and always adhere to the procedures that have been set by the company (Sheer & Chen, 2003).

CONCLUSION

Based on the results of the analysis that has been carried out in this study, the following conclusions can be drawn: The quality of human resources has a positive and significant effect on employee performance of KDM. This proves that good quality human resources, have good behavior, can communicate flexibly, and can relate well. communicate flexibly, and can relate well between employees with each other will provide influence in improving employee performance.

Work professionalism has a positive and significant effect on the performance of KDM employees. This proves that the existence of work professionalism that principles of effectiveness and efficiency, integrity and consequence will have an influence on the performance of consequence will have an influence in improve employee performance; Commitment has a positive and significant effect on employee performance of KDM. This proves that the existence of employee commitment in working influence in improving employee performance.

The quality of human resources, work professionalism, and commitment simultaneously have a positive and significant effect on employee performance. simultaneously have a positive and significant effect on the performance of employees of KDM. Moreover, it can also be added the prospect of the development of research results and application prospects of further studies into the next (based on result and discussion).

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