The Impact of Planning on Employee Productivity at PT Narindo Solusi Telekomunikasi in Gunungsitoli City

Defirman Ndraha[1], Sukaaro Waruwu[2], Fatolosa Hulu[3], Meiman Hidayat Waruwu[4]

[1,2,3,4] Management, Faculty of Economic, Nias University, Indonesia.

A R T I C L E   I N F O

ABSTRACT

This study aims to determine the effect of planning on employee productivity at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City. Trust can be observed in situations where a partner or employee carries out their duties. This research employs a descriptive method with a quantitative approach, utilizing questionnaires for data collection. The population in this study consists of the employees of PT. Narindo Solusi Telekomunikasi in Gunungsitoli City from April to September 2012. The sampling was done using a random sampling technique, setting the sample size at 50% of the 100 employees in the population. Data analysis was performed using simple linear regression analysis. The results of this study indicate that planning has a positive and significant effect on employee loyalty (t-value = 7.014 > t-table = 2.006). The regression coefficient analysis result of 0.234, which is positive, indicates that the higher the performance planning, the higher the employee loyalty. The coefficient of determination is 0.562, meaning that 52.6% of the variance in the dependent variable (Performance Productivity) can be explained by the independent variable (Planning). Meanwhile, 47.4% of the variance in the dependent variable (Performance Productivity) is explained by other factors not examined in this study. To increase employee loyalty, the owner of PT. Narindo Solusi Telekomunikasi in Gunungsitoli City must maintain and enhance trust in employees so that the existing employees remain loyal and do not easily move to other companies.

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Corresponding Author:

Defirman Ndraha,
Faculty of Economic,
Nias University, Indonesia
Gunungsitoli city, North Sumatra, Indonesia.
Email: defirndraha13@gmail.com

1.   INTRODUCTION

In the current business world, every company or organization strives to increase effective and efficient employee productivity (Mariani et al., 2023). One way to achieve this goal is by encouraging employees to have well-structured career planning and high job involvement (Kaiser et al., 2023). Good career planning is closely linked to customer loyalty, which in turn supports business growth through increased employee productivity. Every business must be able to survive and grow. To achieve this, retaining existing customers and continuously engaging new ones becomes crucial (Siswantoro, 2023). Customer loyalty, often based on trust, is a key factor (Buzzacchi et al., 2023). Customer trust in the company, products, and sellers can lead to customer satisfaction, which subsequently fosters customer loyalty to the marketed products (Lotfi et al., 2024).

According to research conducted by Sendow and Lumintang in (Lotfi et al., 2024), work productivity is measured by the ratio between inputs and outputs generated by the company, as well as the role of the workforce within a specific period. Employee performance issues are challenges that company management continuously faces. Therefore, management needs to understand the factors influencing employee performance to make appropriate policies, thus enhancing employee performance in line with company objectives. Employee performance contributions are essential for achieving company goals, which include career planning, training, and employee career development (Sharp et al., 2024). The company's goal is to increase profit and existence, while for employees, these goals aim to improve and enhance quality of life and career advancement opportunities (Faezah et al., 2022). Proper human resource management is crucial for achieving optimal results. Evaluating current and past employee performance, as well as consolidating goal setting, appraisal, and performance development into one performance management system, aims to ensure that employee performance supports the company strategy (Schulze et al., 2024).

PT. Narindo Solusi Telekomunikasi in Gunungsitoli City is currently facing stiff competition. To compete healthily, the company must implement good strategies to maintain its sustainability. One positive step taken by PT. Narindo Solusi Telekomunikasi in Gunungsitoli City is maintaining customer trust in the products sold. With quality human resources, the company must be able to retain existing customers, as acquiring new customers is much more challenging. (Sulistyawati, 2023) emphasize the importance of planning by addressing six main aspects: what needs to be done, why the action is necessary, the location of the action, the time of implementation, the executors of the action, and how to carry it out (Papadopoulou et al., 2023). PT. Narindo Solusi Telekomunikasi in Gunungsitoli City increases customer trust through two main ways: communicating product advantages to customers and maintaining communication and providing quality service to customers. These two methods can enhance customer trust and loyalty towards the products.

Based on the above description, the author conducted a scientific study titled "The Impact of Planning on Employee Productivity at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City." This study aims to determine whether there is an impact of planning on employee productivity at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City. Therefore, this research is expected to benefit the author in practicing the creation of scientific works, to motivate students of the Faculty of Economics to be more professional, to assist PT. Narindo Solusi Telekomunikasi in Gunungsitoli City in identifying employee productivity and enhancing customer loyalty, and to serve as a reference for readers and future authors.

2. RESEARCH METHOD

This research was conducted at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City. The research method used is descriptive with a quantitative approach. Descriptive research aims to provide a detailed description of the conditions of the subject or object of research by explaining the relationships between variables based on existing facts. According to (Sulistyawati, 2023), descriptive research generally involves data collection techniques such as surveys, field studies, observations, and content analysis. The quantitative approach is used to collect and analyze data in numerical form.

The types of data used in this study include primary and secondary data. Primary data are obtained directly from the source at the research location and require further analysis (Lotfi et al., 2024). Secondary data are obtained from references or literature relevant to the theories and focus of the research. The variables studied in this research consist of the independent variable (X), which is employee performance, and the dependent variable (Y), which is work productivity. Work planning is considered a valuable component in the success of relationships and efforts to reduce risk and increase commitment. Work productivity is measured as the result of employee performance in achieving organizational goals. The research population consists of all employees of PT. Narindo Solusi Telekomunikasi in Gunungsitoli City, totaling 45 people. The sample was taken using a random sampling technique, with a sample size of 50% of the total population, which is 22 people.

The data collection techniques include literature study, observation, and questionnaires (Weidig et al., 2024). The literature study was conducted by studying relevant literature. Observations were made directly on the research object. Questionnaires were distributed to respondents to collect

data on the variables studied (Fedorenko et al., 2023). The questionnaires used are both closed and open-ended with a Likert scale. Data analysis was carried out in several stages. First, data verification was done to ensure the questionnaires were filled out correctly. Second, the questionnaires were processed using the Likert scale with statement intervals ranging from strongly disagree (1) to strongly agree (5). The validity of the questionnaire was tested using product-moment correlation, while the reliability was tested using the Spearman-Brown formula.

To analyze the relationship between the independent variable and the dependent variable, simple regression was used with the equation model $Y = a + bX$. The coefficient of determination was used to determine how much the independent variable explains the variance of the dependent variable. Partial tests (t-tests) were used to determine the significant effect of the independent variable on the dependent variable with a significance level of < 0.05. With this research method, it is expected to obtain a clear picture of the impact of work planning on employee productivity at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City.

3.   RESULTS AND DISCUSSIONS

Based on the data analysis conducted, the author presents the following explanation of the results:

From the validity test calculations for each questionnaire item distributed to 45 respondents, it was found that all items were valid, indicating that the instrument accurately measures what it is intended to measure. The reliability test calculations for each questionnaire item distributed to 45 respondents showed that the instrument meets the reliability criteria, meaning that the questionnaire, when used multiple times, yields consistent data. In other words, the reliability of the instrument indicates a high level of consistency.

The regression coefficient value of 0.239, which has a positive direction, indicates that the higher the trust, the higher the customer loyalty. The coefficient of determination value of 0.526 means that 52.6% of the variance in the dependent variable (work productivity) can be explained by the independent variable (planning). Meanwhile, 47.4% of the variance in the dependent variable (work productivity) is explained by other factors.

The influence test results showed that the calculated t-value (t-hitung) was 7.014, which is greater than the t-table value (t-tabel) of 2.007, thus accepting the alternative hypothesis (Ha). With a 5% significance level, this explains that "There is an influence of Trust on Employee Loyalty at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City."

From the data analysis results, the author explains that the validity and reliability of the research instruments have been tested and show satisfactory results. The validity of the instrument was tested by correlating each questionnaire item with the total score from 45 respondents. The results showed that all questionnaire items were valid, meaning that the instrument accurately measures what it is intended to measure. Additionally, the reliability of the instrument was also tested by correlating the same questionnaire items from the same respondents, and the results met the reliability criteria. This indicates that the instrument used is consistent in measuring the same variable when used repeatedly.

The regression coefficient value of 0.239 indicates a positive relationship between trust and customer loyalty. This means that an increase in trust will be followed by an increase in customer loyalty. The coefficient of determination value of 0.526 indicates that 52.6% of the variation in the dependent variable (work productivity) can be explained by the independent variable (planning). The remaining 47.4% is explained by other factors not included in this research model.

The influence test results showed that the calculated t-value of 7.014 is greater than the t-table value of 2.007. With a 5% significance level, this means that the alternative hypothesis (Ha) is accepted. Therefore, it can be concluded that there is a significant influence of trust on employee loyalty at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City.

These findings are supported by theories stating that validity and reliability are two important aspects of measuring research instruments. Validity ensures that the instrument measures what it is supposed to measure, while reliability ensures the consistency of measurement results (Ren et al., 2023). Additionally, theories regarding the relationship between trust and loyalty also support these results, where trust is considered a key factor that can increase customer and employee loyalty. The

high coefficient of determination indicates that good planning can significantly improve work productivity, although other factors also influence it (Hultman et al., 2023).

Thus, this research not only proves that the instruments used are valid and reliable but also shows a significant positive relationship between the variables studied. This provides valuable insights for company management in managing employee trust and loyalty as well as in planning to improve work productivity.

4. CONCLUSION

After analyzing the impact of work planning at PT. Narindo Solusi Telekomunikasi in Gunungsitoli City, the author concludes the following: Significance of Work Planning on Productivity: Work planning has a significant impact on work productivity, as indicated by the influence test (t-test) result of 7.014 with a significance level of 0.05 and a regression coefficient of 0.239. Explained Variance: This study found that the variance of the independent variable (work planning) explains 52.6% of the variance of the dependent variable (work productivity), while the remaining 47.4% is influenced by factors outside of this study. Effectiveness of Work Planning: The work planning created by PT. Narindo Solusi Telekomunikasi in Gunungsitoli City is highly effective, resulting in employee loyalty to the company. Validity of the Questionnaire: The validity test results for the questionnaire items related to both the independent variable (work planning) and the dependent variable (work productivity) show that all 20 items distributed to 50 respondents are valid. Reliability of the Instrument: The reliability calculations for the instrument measuring both variables meet the reliability criteria, with a correlation classified as very high, ranging between 0.80 and 1.00.

Based on the above conclusions, the author proposes the following recommendations that could benefit the company and future research: For PT. Narindo Solusi Telekomunikasi in Gunungsitoli City: The company should maintain and enhance its care and attention towards employees, as this variable has a significant impact on work productivity. This ongoing support will likely continue to foster high productivity and loyalty among employees. For Future Research: Future studies on similar topics should aim to expand and address any gaps identified in this research, thereby enriching the understanding of the influence of trust on work productivity. Researchers are encouraged to explore additional variables and contexts to build upon the findings of this study.

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