

EFFECT OF PERFORMANCE OF CAREER ORIENTATION AND DEVELOPMENT PRODUCTIVITY WORK ON PT. GUDANG GARAM Tbk. BRANCH OF MEDAN

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Abstract: Gudang Garam cigarette company is one of the leading tobacco industry in the country that has stood since 1958 in the town of Kediri, East Java. Until now, Gudang Garam has been widely known both domestically and abroad as a producer of high-quality clove cigarettes. Questionnaire conducted the data collection techniques in this study by distributing questionnaires to respondents as much as 50 respondents through the aid of Statistical Product Service Solution (SPSS) Version 19.00 program, observation research conducted directly to the field where the respondents did not know being used as the object of research, literature study conducted by reading some books related to the problems discussed in this study. From the test results "F" obtained the value of F arithmetic = 244.146 > from Ftable = 2.81 with significant 0,000 <0.05, because far below 0.05 means performance, orientation and career development stimulant effect on work productivity at PT. Gudang Garam Tbk. Medan Branch. Result of "t" test shows there is significant influence between performance with work productivity with count value 5,064 > table 2,687 and sig 0.000 <0,05 whereas orientation have no effect to work productivity because count 2,464 <ttable 2,687 and sig 0,018 > 0.05 next career development on work productivity with the value of t count 3.002 > table 2.687 with significant 0,004 <0,05. the results obtained Adjusted R Square number of 0.937 is also called the coefficient of determination mean of 93.7% Performance, Orientation, career development while the remaining 6.3% influenced by variables outside research models such as motivation, incentives, and others.

Key Words: Performance, Orientation, career development and work productivity

1. INTRODUCTION:

Gudang Garam cigarette company is one of the leading tobacco industry in the country that has stood since 1958 in the town of Kediri, East Java. Until now, Gudang Garam has been widely known both domestically and abroad as a producer of high-quality clove cigarettes. Gudang Garam products can be found in a variety of varieties, ranging from clove cigarette clove (SKL), hand-rolled clove cigarettes (SKT), to clove-machine clove cigarettes (SKM). For you real kretek lovers, our commitment is to provide a necessary experience in enjoying kretek made from high-quality choice materials.

The company is growing and known among the community at this time with the name of PT. Gudang Garam Tbk. By its development, PT. Gudang Garam Tbk. has branches in several big cities and one of them is in the city of Medan, but for any company, the higher the obstacles or challenges that are faced both internally and externally, therefore the author makes PT. Gudang Garam Tbk Medan Branch becomes the object of research, while the problem faced by the company is as follows, related to performance or performance is still very low it seems less agile employees in completing a job, this is due to the withdrawal or recruitment of employees who are less professional resulting employee performance decreased, then employees have not understood or familiar with the work to be done because of the absence of training and education so that the orientation is essential given to understand better the obligations and responsibilities of a job and career development for employees who have long been noticed by the company so many professional workers are less enthusiastic in working resulting in decreased job productivity from year to year.

Based on the above phenomenon, the authors feel interested in choosing and discussing this research with the title: Influence Performance, Orientation And Career Development Of Work Productivity At PT. Gudang Garam Tbk. Medan Branch

Some problems that arise can be identified by the author as follows:

- Performance or performance is still deficient it looks less agile employees in completing a job, this is due to the withdrawal or recruitment of employees who are less professional, resulting in decreased employee performance,
- Employees do not understand or recognize the work to be done due to lack of training and education so that the orientation period needs to be given to understand the obligations and responsibilities of a job

c better. Career development for employees who have long been noticed by the company so that many workers who are less motivated professionals in work resulted in decreased job productivity from year to year.

Based on the above background, then the problems in this study can be formulated as follows: Do performance, career orientation and development affect simultaneously and partially to work productivity at PT. Gudang Garam Tbk. Medan Branch.

2. LITERATURE REVIEW:

Understanding performance or performance is a description of the level of achievement of the implementation of an activity or policy program in realizing the goals, goals, and mission of the organization in pour through the strategic planning of an organization. The meaning of the word performance comes from the words job performance and also called the actual performance or work performance or real achievement that has been achieved by some staff. Moeherionto (2012: 69).

Yuwalliatin (2006) states that performance is measured by the instruments developed in the study incorporated in general performance measures and then translated into basic behavioral assessments, including:

- Quantity of work
- Quality of work
- Knowledge of work
- Planning activitiesa.

According to Hani Handoko in Sunyoto (2012: 165), there are three career definitions namely: Careers as a sequence of promotion or transfer (transfer) lateral to positions that are more demanding responsibility jawing or better locations in or across the hierarchy of employment relations during one's working life;

Cascio in Marwansyah (2012: 207) argues that the word career could be a view from two different perspectives, among others from an objective and subjective perspective.

Career development of employees regarding career (Moenir, 2013: 10), knowledge and ability can be through four ways, namely:

- Through education
- Through promotion
- Through employee movement or mutation
- Recommendation or support from superiors.
- According to Sedarmayanti (2010: 165), the indicators in the orientation are:
- Work achievement
- Opportunity
- Cooperation
- Loyalty
- Opportunities

2.1. Measurement of Work Productivity

To know work productivity of each employee hence need to do a measure of work productivity.

According to Henry Simamora (2004: 612), the factors used in the measurement of work productivity include the quantity of work, quality of work and timeliness:

- Quantity of work
- Quality of work
- Timeliness

2.2. Thinking Framework

Based on the above framework, the authors create a framework of research that shows the influence of Performance or performance, career orientation and development Against employee productivity as follows:

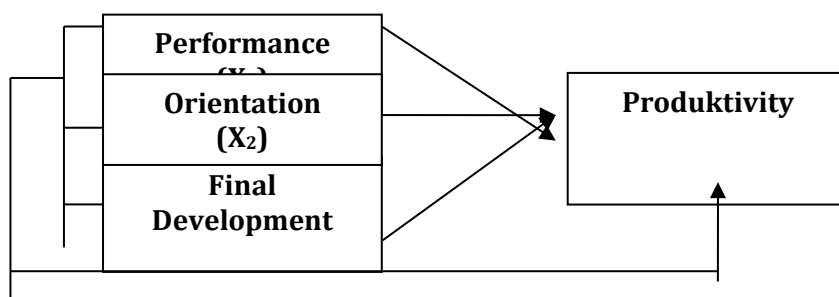


Fig1. Picture of Research Framework

3. METHOD OF RESEARCH:

The research approach used in this research is quantitative because this research aims to know the causal relationship between two variables or more (Rusiadi, 2013: 14). This quantitative research presents the analysis of descriptive statistics and inferential statistics with multiple linear regression models.

In qualitative research the data source selected and adapted to the research objectives are:

1. Test Validity
2. Test Reliability
3. Classic Assumption Test

Before doing the regression analyst first tested the feasibility of Multiple Regression models (Multiple regression) to estimate to be unbiased, then do some test of a standard assumption that must be fulfilled that is:

- a. Normality test
- b. Multicollinearity Test
- c. Heteroscedasticity Test

4. ANALYSIS AND RESULTS:

Data obtained during the research will be presented as the result of questionnaires to the respondents ie all customers of PT. Gudang Garam Tbk Medan Branch as many as 50 customers who made the respondents. With the total number of questions as many as 40 items, consist of Variable item X1 (Performance), Variable X2 (Orientation), Variable X3 (Career Development) and Variable Y (Work Productivity).

2. Test Validity and Reliability Test

a) Test Validity

Validity test is to determine the feasibility of the questionnaire items (questionnaire) that have been given to the respondent then the validity test required to measure the valid or validity of a questionnaire. If each question is worth > 0.30 then the question is valid (valid).

Tables 1. Validity Test Results

Item-Total Statistics

	<i>Scale Mean if Item Deleted</i>	<i>Scale Variance if Item Deleted</i>	<i>Corrected Item-Total Correlation</i>	<i>Squared Multiple Correlation</i>	<i>Cronbach's Alpha if Item Deleted</i>
X11	99.58	1169.024	.641	.	.975
X12	99.76	1169.166	.755	.	.974
X13	99.92	1160.565	.856	.	.974
X14	100.24	1162.798	.878	.	.974
X15	99.22	1179.604	.653	.	.975
X16	100.26	1184.400	.600	.	.975
X17	99.76	1169.166	.755	.	.974
X18	99.92	1160.565	.856	.	.974
X19	100.24	1162.798	.878	.	.974
X10	99.22	1179.604	.653	.	.975
X21	99.64	1168.235	.676	.	.975
X22	99.12	1181.210	.541	.	.975
X23	99.82	1165.498	.664	.	.975
X24	99.74	1173.217	.625	.	.975
X25	98.96	1200.080	.377	.	.976
X26	99.76	1169.166	.755	.	.974
X27	99.92	1160.565	.856	.	.974
X28	100.24	1162.798	.878	.	.974
X29	99.22	1179.604	.653	.	.975
X20	100.26	1184.400	.600	.	.975
X31	99.10	1184.010	.584	.	.975
X32	99.74	1167.829	.711	.	.975
X33	99.28	1175.349	.602	.	.975
X34	99.58	1199.228	.322	.	.976
X35	99.82	1175.253	.595	.	.975
X36	99.66	1191.413	.410	.	.976

X37	99.76	1169.166	.755	.	.974
X38	99.92	1160.565	.856	.	.974
X39	100.24	1162.798	.878	.	.974
X30	99.22	1179.604	.653	.	.975
Y1	100.10	1174.990	.804	.	.974
Y2	100.16	1155.443	.909	.	.974
Y3	99.10	1184.010	.584	.	.975
Y4	99.74	1167.829	.711	.	.975
Y5	99.28	1175.349	.602	.	.975
Y6	100.28	1157.757	.876	.	.974
Y7	99.76	1169.166	.755	.	.974
Y8	99.92	1160.565	.856	.	.974
Y9	100.24	1162.798	.878	.	.974
Y10	99.22	1179.604	.653	.	.975

From the data obtained all the coefficient value exceeds the number of 0.30 it can be stated that all the questions and score obtained are valid, Based on the above table that the magnitude of adjusted R square of 0.937 this means 93.7 %

5. CONCLUSION:

From the above description and analysis in the previous chapters it can be concluded as follows:

- The amount of Adjusted R square of 0.937 means that 93.7% of work productivity variations can be explained by independent variables of performance, career orientation, and development, while the rest (100% - 93.7% = 6.3%) can be explained by independent variables such as motivation, incentives, and others.
- According to the test results Anova or statistical test F produces a value of Fcount of 244.146 with a significant level of 0.00. Because Fcount 244.146 > Ftable 2.81 and the probability is significantly much smaller than 0.05 is 0.00 < 0.05, then the regression model can be said that the performance, orientation and career development simultaneously and significant effect on work productivity.
- Partial test results from
 - a. Test the impact of performance on work productivity, The result of partial performance test tcount 5,064 > ttable 2,687 with significant 0,000 < 0,05, it means that there is partially positive and significant effect of performance on work productivity.
 - b. Test the effect of orientation on work productivity.
 Partial test result orientation tcount 2.464 < ttable 2.687 with significant 0, 018 > 0,05, meaning that there is partially positive and significant effect of orientation to work productivity.
 - c. Test the influence of career development on work productivity.
 The result of a partial test of career development tcount 3.002 > ttable 2.687 with significant 0,004 < 0,05, it means partially there is the positive and significant influence on career development to work productivity.

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