
**ANALYSIS OF COMMUNICATION AND WORK CULTURE
ON THE EFFECTIVENESS OF EMPLOYEES IN RSUD KAJEN PEKALONGAN
DISTRICT**

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Abstract.

The purpose of this study was to determine whether the Communication Factors and Work Culture partially affect the Work Effectiveness of the Employees of Kajen Hospital, Pekalongan Regency areas with a total of 474 people. The sample in this study was defined as 83 respondents. The results showed that communication had a positive and significant effect on the work effectiveness of the employees of Kajen Hospital, Pekalongan Regency. Work culture has a positive and significant effect on the work effectiveness of the employees of Kajen Hospital, Pekalongan Regency. The advice given is that the leadership should always create a harmonious atmosphere with subordinates, by always communicating and vice versa.

Keyword:

Communication, work culture, work effectiveness

INTRODUCTION

Hospital is a health service institution for the community that is responsible for providing quality and affordable services for the community to improve the health status of the community. As a service-oriented organization, human resources are one of the important factors in creating maximum service for patients. These goals can be achieved, not only through adequate and competent human resources but also optimally working by the vision and mission of the organization. Employee work effectiveness indirectly affects productivity and efficiency. In this regard, increasing work effectiveness is one of the important points, especially if it is related to organizational culture and work communication within the organization. Pan Research Frankly Ramli, Moko (2013) states that communication affects the work effectiveness of the Pinrang Regency Regional Secretariat employees, this is influenced by the leadership's communication with

employees running well, and communicating targets that must be achieved in the Regional Secretariat of Pinran Regency.

Hospitals as agents of change are expected to provide excellent service to patients. So far, the Ministry of Health has compiled and accredited hospitals. Assessment of services from the patient side makes it easier for the Ministry of Health to carry out hospital guidance and supervision, in this case, it also provides input to management to determine policies for improving the quality of the hospital. RSUD Kajen Pekalongan Regency is a Regional Referral Hospital for Pemalang Regency, Pekalongan City, and Batang Regency. As a Referral Hospital, it continues to improve, including infrastructure, medical devices, and human resource competence. Based on the description above, the authors are interested in researching with the title "**Communication Analysis and Work Culture on the Work Effectiveness of the Employees of Kajen Hospital, Pekalongan Regency**".

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Communication

In Mulyana (2014) communication occurs when a source delivers a message to the recipient with a conscious intention to influence the recipient's behavior.

The indicators used to measure communication variables according to Sriussadaporn-Charoenngam, Nongluck and Fredric M Jabin (1999) in Fuad Mas'ud (2004) are: Wisdom and politeness, acceptance of feedback, sharing information, providing task information, reducing task uncertainty

Work Culture

Work culture according to Mangkunegara (2016) defines that work culture is a set of assumptions or belief systems, values and norms developed in an organization that are used as behavior guidelines for its members to overcome problems of external adaptation and internal integration.

Effectiveness

According to Siagian, work effectiveness is the completion of work on time that has been determined (Siagian, 2014).

Hypothesis

H1= Communication factors affect the Work Effectiveness of the Employees of Kajen Hospital, Pekalongan Regency

H2= Work Culture Factors affect the Work Effectiveness of the Employees of Kajen Hospital, Pekalongan Regency.

RESEARCH METHOD

Population and Sample

The Population is a generalization consisting of subjects and objects that have certain qualities and characteristics that the researcher determines to study and draw conclusions (Sugiyono, 2016). In this study, the population is all employees of the Kajen Hospital, Pekalongan Regency with a total of 474 people, the sample is part of the number and characteristics of the population (Sugiyono, 2016). If the population is large and the researcher does not examine everything in the population, for example, due to limited funds, personnel, and time, the researcher can use the existing sample in that population. To be able to determine the number of research samples, calculated using the Slovin formula in Husein Umar (2013), 83 respondents were determined.

3.1. Research Variables and Operational Definitions

Table 3.1. Operational Definitions Variable

NO	Variable	Indicator
1	Communication (X1)	1. Wise and polite
		2. Receipt and feedback
		3. Coordinating an order of the leader
		4. Giving detail information about the job
		5. Reducing unclear job
2	Work Culture (X2)	1. A leader gives a detail information
		2. Hard-working
		3. Discipline
		4. Careful
		5. To be responsible
		6. Have a dedication

NO	Variable	Indicator
3	Work Effectiveness (Y)	1. The quality of the job 2. The quantity of the job 3. Efficient dan Effective 4. Reach the goal

Method of collecting data

This study used a survey method, namely data collection through requests for answers to research respondents using a questionnaire as a means of collecting research data.

The questionnaire is a form of elaboration of the variables involved in research objectives and hypotheses (Notoatmodjo, 2010). The research instrument is in the form of questionnaire items. The questionnaire items are arranged based on the dimensions 55 ----- indicators of each variable, namely Employee Training, Incentives and Employee Performance. In this study the authors used a Likert scale, which is a rating scale where the alternative answers move between 5 scales. The five alternative answers are strongly disagree (STS) value 1, disagree (TS) value 2, neutral (N) value 3, agree (S) value 4, and strongly agree (SS) value 5. This research questionnaire, there are also statements relating to personal data, and demographic data of respondents.

Method of Data Analysis

Based on the objectives of this research, the analytical methods used are Multiple Linear Regression, Hypothesis t-test and Coefficient of Determination.

RESULT AND DISCUSSION

Based on the data processing of the SPSS results, it can be seen that all variables are valid and reliable. In the Classical Assumption Test (multicollinearity test, heterocedasticity and normality) all variables meet the requirements, namely the multicollinearity test does not occur multicollinearity, heterocedasticity test does not occur heterocedasticity, the normality test is normally distributed, so that normality requirements are met.

a. Multiple Linear Regression Analysis

Regression coefficient

Model	Coefficients ^a		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.360	1.432	
Communication	.161	.052	.239
Work Culture	.400	.047	.650

a. Dependent Variable: Work Effectiveness

Source: Primary Data produced, 2019

Regression Equality of this research : $Y = 1,360 + 0,161X_1 + 0,400X_2$

C. 'T' Test

Test t Result

Model	Coefficients ^a	
	t	Sig.
1 (Constant)	.949	.345
Communication	3.118	.003
Work Culture	8.491	.000

a. Dependent Variable: Work Effectiveness

Source: Primary Data produced, 2019

Table t-Table

d.f	t _{0.10}	t _{0.05}	t _{0.025}	t _{0.01}	t _{0.005}
80	1.294	1.667	1.993	2.380	2.647

Source: Junaidi (2010)

Based on the table above, the test results show that the t-count value of communication on work effectiveness is 3.118. This value is greater than the t-table value of 1.667 or 3.118 > 1.667 and the significance value is 0.003 < 0.05. These results indicate that communication has a positive and significant effect on employee work effectiveness. Thus **Hypothesis 1 is accepted.**

Based on the table above, the test results show that the t-count value of work culture on work effectiveness is 8.491. This value is greater than the t-table value of 1.667 or $8.491 > 1.667$ and the significance value is $0.000 < 0.05$. These results indicate that work culture has a positive and significant effect on employee work effectiveness. Thus **Hypothesis 2 is accepted.**

D. Coefficient of Determination

The determination test is used to determine the percentage contribution of the influence of the independent variable on the dependent variable. The coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination can be obtained by looking at the correlation coefficient or R Square (R²). The results of the determination test can be seen in the following table

Table
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 ^a	.583	.572	1.330

a. Predictors: (Constant), work culture, communication

b. Dependent Variable: work effectiveness

Source: Primary Data produced , 2019

Based on the output above, the R Square (R²) value of 0.583 means that communication and work culture contribute 58% to work effectiveness, while the remaining 42% is influenced or explained by other variables outside the model (this study).

RESEARCH LIMITATION

In this study only examined 2 variables that affect employee work effectiveness, namely communication and work culture variables, it is hoped that the next researcher will examine other factors that affect employee work effectiveness, namely there are still 42% other factors that have not been studied.

CONCLUSION

Communication has a positive and significant effect on the work effectiveness of the employees of Kajen Hospital, Pekalongan Regency. Work culture has a positive and significant effect on the work effectiveness of the employees of Kajen Hospital, Pekalongan Regency.

Based on the results of the discussion and conclusions, the researcher proposes several suggestions that can be used as a solution to the problem and can be taken into consideration for the organization in determining its organizational policy, namely as follows:

The leadership should always create a harmonious atmosphere with subordinates by always communicating with subordinates about work. Likewise, subordinates are expected to always improve communication with their superiors or leaders in a way that is not easily offended when directed or reprimanded by the leadership.

Communication between employees that is already good also needs to be maintained and improved so that there is a good exchange of information related to work among employees, so that if work difficulties occur, they can be resolved collectively. So that employees who work still have a high culture in implementing regulations in agencies It is advisable to maintain supervision, maintain swift action in response to criticism and maintain sanctions imposed on employees for committing violations.

In order for employee work effectiveness to increase, the leadership should pay more attention to employee work. There are ways that can be done, among others, the leadership always controls directly when employees work, and reprimands employees who violate regulations while working. In addition, leaders are also advised to provide types of work in accordance with the employee's field.

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