

ANALYSIS OF WORK CULTURE AND DISCIPLINE TOWARDS PRODUCTIVITY OF PT. FRESHLAND INNOVASI SEJAHTERA

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Abstract

The purpose of this study is to examine the work culture and employee discipline at PT. Freshland Inovasi Sejahtera impacts productivity. Quantitative analysis is the research methodology used, and a minimum sample size of 48 respondents is required. The data for this study were collected by filling out a questionnaire asking about workplace culture, discipline, and productivity. For the Engineering test, the researcher used SPSS to conduct multiple regression as a tool for processing data. Thus, the results of statistical analysis of data and long-term research show that workplace culture, work discipline, and employee productivity are significantly correlated at PT. Freshland Inovasi Sejahtera. Therefore, to achieve the targeted level of productivity, businesses must improve positive work culture and work discipline from their employees.

Keywords: Work culture, Discipline, Productivity, Human Resources

Introduction

PT. Freshland Inovasi Sejahtera is a business engaged in the manufacturing sector. When this company started using raw materials as raw materials to make finished products that are ready to be used as models. This company is relatively new to the dairy industry, therefore the company needs to work hard to compete with competitors in the market. To become a company that is advanced and produces quality products, in order for the organization to achieve the desired level of productivity over a certain period of time, it is important to build a positive work culture and work discipline. Thus, the success of the company can be seen from the threshold of productivity. Productivity is a component that every business must have if it wants to achieve its goals (N.L. Lekong, Adolfina, Y.Uhing, 2020). A company can compete with competitors when the company can produce quality products. So that the company is able to sell products on the market. To be able to be at that stage, the company needs to manage its assets well, for example human resources. According to Zebua (2022). Because they are the ones who plan, act, and determine to achieve the emergence of a system in an organization, employees have a crucial role in their activities.

According to Emron et al, (2017), the HR management process is one of the processes of inspiring, motivating, and developing HR energy to achieve organizational goals and increase employee productivity through various strategic methods. Human resources (HR) need to be implemented properly by creating business regulations that must be adhered to by HR. This is because in the implementation in the field, HR is an important factor in production management to produce the expected product. To be able to produce with maximum results, quality HR is needed. To see quality HR, it must be seen from the performance of the HR itself. A series of activities aimed at improving a person's abilities, experience, membership, knowledge, and attitudes together are called training. (Rozelana and Dewi, 2017 p. 108). One of the factors in the quality of HR performance can be seen from the work culture and discipline of the HR. Discipline is an attitude given by someone in reflecting compliance in carrying out a rule. This discipline will emerge from someone if the person has good habits in carrying out each of their activities. According to Kuncorowati and Rokhmawati (2018), work discipline is the capacity of employees to understand and follow any company policies and social rules. Discipline is very necessary not only in social life but also in work, so that everything that is done can be done well. Not only that, discipline will be created depending on how the person accepts it.

Not only the potential discipline of the company can be seen from the work culture in the company. Where this work culture can also determine the expected work results. A good work culture and good discipline will determine whether the company is able to compete with competitors because the company has adequate human resources which of course will produce products of the best quality. According to Tegas Schein (2010), the way we interact with those outside the organization is influenced by the

assumptions, regulations, and directions given by members of the organization. According to Ruliyanza (2018), Work culture is a way of doing high-quality work routinely and always based on meaningful values. This will ensure that the work is completed effectively and will motivate and produce satisfactory results for the entire community.

In order to carry out a business activity engaged in the food industry, specifically an industry engaged in milk processing. The activities in the company are very dense and the demands of work are very high because of the large demand for goods so that the company requires employees to be able to work well and produce products that are as expected by consumers. One of the things that makes a company survive in the market is because the company can sell products that meet consumer standards and expectations, both in terms of quality and quantity. So this will have an impact on the rules for employees. If employees are able to work effectively and efficiently, the company will be able to achieve targets with the expected productivity results. This productivity can be seen from how much employees produce, and from the losses generated during the production period. Productivity is the result of the resources used with those generated from business activities. According to Dovi (2021), work productivity is the difference between working and completing work. Productivity is a comparison between expenses and income, where the expenses generated must have better quality and better workmanship techniques, according to Hasbullah (2021). On the other hand, according to Wibowo (2017:93), productivity is the bond between expenses and inputs required by an organization. So this productivity will be better if the company carries out its business activities effectively and efficiently. To produce business activities that have good productivity, according to Anoraga (2007), factors that influence HR productivity include work motivation, knowledge achievement, work discipline, ethics and climate, work stress, mastery of technology, product development, social environment, management, and the ability to achieve results.

Research Method

In this scientific work, quantitative methodology is used as a research method. According to Sugiyono (2017:8), quantitative research is based on positivism when examining a sample. By conducting a questionnaire/questionnaire on several employees at PT. Freshland Inovasi Sejahtera. The stages carried out in conducting the research method, several employees who were used as samples were given questionnaires/questionnaires to be filled in and given several questions regarding the rules given by the company and each employee who was used as a sample would be asked for the expectations desired by employees from the company. From this study, it can be seen that the variables used are: Work culture (X1), Work discipline (X2) and the Y variable used as the result of this study is Productivity. In this study, the respondents produced from the study with various characteristics from the number of samples taken were 48 people. This sample was taken from employees who work at PT. Freshland Inovasi Sejahtera. The Production Department is the selected department with 3 parts of work, namely the process, filling and packing sections. Many of them responded to a rule with a less positive response, especially in the packing section because of their job status which is still daily casual (HL). Many entered without any strict tests, the understanding they know about work and food security that has not been fully mastered. So that makes their work culture not as expected by management and the response from the employees themselves is not good. Respondent data in this study came from job status, job section, and job age.

Results and Discussion

Normality Test

Normality test to find out whether the analyzed data has a normal distribution. For data with a significance of <0.05 , the data is distributed with a norm, but if the significance is >0.05 the data is not normally distributed.

One-Sample Kolmogorov-Smirnov Test			Unstandardize d Residual
N			48
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.19688843
Most Extreme Differences	Absolute		.089
	Positive		.050
	Negative		-.089
Test Statistic			.089
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.436
	99% Confidence Interval	Lower Bound	.423
		Upper Bound	.449

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

Figure 1
The Normality Test

From the above description data, it can be seen that the level of significance of each variable, both endogenous and exogenous, is higher than $\alpha = 0.05$. The level of significance of $0.200 > 0.05$ indicates that all variables in question are normally distributed.

Multicollinearity Test

This research test is to find out whether all research variables have the same elements, so that the regression coefficient obtained will not be too high, the purpose of the Multicollinearity test is to find out whether a regression model has a correlation between variables or not" (Gozali 2016). For the applicable decision criteria using the tolerance value like the tolerance value <0.10 , the variables used have multicollinearity and the tolerance value $>$ from 0, the independent variables studied do not have multicollinearity.

Related to the criteria for compiling decisions using VIF, namely the VIF value <10 , the independent variable does not experience multicollinearity and the VIF value >10 , the variables studied experience multicollinearity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.381	1.934		9.504	<.001		
	Budaya Kerja	.291	.083	.511	3.489	.001	.806	1.241
	Kedisiplinan	-.248	.107	-.339	-2.315	.025	.806	1.241

a. Dependent Variable: Produktivitas

Figure 2
The Multicollinearity Test

Based on the multicollinearity data above, if Step 1 is used, the results obtained based on tolerance are 0.806. Because the range of test results based on tolerance is less than ten variables, the variables tested do not have multicollinearity capabilities. Based on the results of the multicollinearity test shown above, if the VIF result is $1.241 < 10$, then the test variable in question does not have multicollinearity capabilities.

The results of two different multicollinearity test approaches based on tolerance and VIF together indicate that the variables studied do not have multicollinearity. That if the work culture variables (X1) and work discipline (X2) do not have the same aspects or indicators, statistical analysis is carried out using this information to estimate the productivity variable (Y).

Heteroscedasticity Test

Heteroscedasticity test to determine whether there is a deviation or not in the regression test. If there is a deviation, the model estimation process will be difficult because the data is inconsistent.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	24.290	6.284		3.866	<.001
	Budaya Kerja	-.356	.243	-.234	-1.462	.151
	Kedisiplinan	.172	.319	.086	.539	.593

a. Dependent Variable: Produktivitas

Figure 3
The Heteroscedasticity Test

Based on the results of the heteroscedasticity test, there are symptoms of heteroscedasticity with a Sig value of 0.05.

Correlations

		Budaya Kerja	Kedisiplinan	Produktivitas
Budaya Kerja	Pearson Correlation	1	.440**	.361*
	Sig. (2-tailed)		.002	.012
	N	48	48	48
Kedisiplinan	Pearson Correlation	.440**	1	-.114
	Sig. (2-tailed)	.002		.441
	N	48	48	48
Produktivitas	Pearson Correlation	.361*	-.114	1
	Sig. (2-tailed)	.012	.441	
	N	48	48	48

**-. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Figure 4
The Symptoms of Heteroscedasticity

The results of the Correlations Test show that the results are <0.05, which means that the results are correlated.

Multiple Regression Test

F Test Value

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.337	2	9.669	6.462	.003 ^b
	Residual	67.329	45	1.496		
	Total	86.667	47			

a. Dependent Variable: Produktivitas
b. Predictors: (Constant), Kedisiplinan, Budaya Kerja

Figure 5
The Multiple Regression Test

From the coefficient table data above, the regression test of the Work Culture (X1) and Discipline (X2) variables in this study has a significant impact on Productivity (Y), the F value is 6.462 and the sig value is 0.003, meaning it is slightly smaller than 0.05.

Results of T-test and multiple linear regression test values

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.381	1.934		9.504	<.001
	Budaya Kerja	.291	.083	.511	3.489	.001
	Kedisiplinan	-.248	.107	-.339	-2.315	.025

a. Dependent Variable: Produktivitas

Figure 6
The Regression Test

From the data above, the level of significance of the relationship between the variables of Work Culture (X1) and Productivity (Y) is $0.01 < 0.05$ which indicates that H1 is proven because Work Culture has a significant effect on productivity. At a significant value of Discipline (X2) of $0.025 < 0.05$ indicates that H2, Discipline has a significant impact on productivity. The table above, the constant value (α value) is 18.381 and for work culture (β value) is 0.291, while the β value for discipline is -0.248. Thus, the double line can be interpreted as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 18.381 + 0.291 X_1 - 0.248 X_2 + e$$

Which means the constant value of Productivity (Y) is 18.381%, meaning that if variables X1 and X2 are equal to zero, namely working days and expenses, then Productivity is 18.381%. Then, the coefficient X1 = 0.291, it can be seen that for a 1% increase in variable X1 (Work culture), Productivity will increase to 0.291 (29.1%), or for every 1% decrease in variable X1 (Work culture), Productivity will increase to 0.291 (29.1%). This shows that Work culture has a positive impact on Productivity. Moreover, the coefficient X2 is -0.248, meaning that for every 1% increase in variable X2 (Discipline), the productivity value increases to -0.248 (-24.8%), or conversely, for every 1% decrease in variable X2 (Discipline), productivity will decrease by -0.248 (-24.8%). This is a negative indicator that shows negative discipline towards productivity.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.472 ^a	.223	.189	1.223	1.230

a. Predictors: (Constant), Kedisiplinan, Budaya Kerja

b. Dependent Variable: Produktivitas

Figure 7

The Coefficient of Determination Test

The determination coefficient test shows that the R Square value is 0.223, which means that the variables Work Culture (X1) and Discipline (X2) have an effect on Productivity of 0.223 or 22.3% and the remaining 77.7% is the influence of factors outside of those included in this study.

Discussion

Research in this field with a quantitative approach to collect data, which comes from the results of the questionnaire. Employees of PT. Freshland Inovasi Sejahtera who became sample respondents in collecting data for this study. Based on the results of the questionnaire submitted by employees, it is used to assess the influence of work culture and discipline on productivity.

The Influence of Work Culture on Productivity

According to Imna (2019), work culture is divided into two categories: 1) Worker attitudes, namely when employees feel their work is more enjoyable than other activities; 2) Behavior at work, namely examples of being responsible, careful, thorough, careful and having a high willingness in learning tasks and obligations are very helpful to employees.

Workplace culture has a major impact on productivity. The results of this study are the same as previous research by Ouchi (2014) who concluded that an active and participatory work culture will promote employee participation and rules, so that employee productivity and performance increase. Because productivity is the output produced, a positive situation will result in better productivity. According to Sudaryo (2018), work culture is a system of perceptions, actions, and beliefs that are understood by each individual and a team in order to achieve organizational or individual goals.

The Influence of Discipline on Productivity

According to Husain (2018), discipline is a form of work carried out by employees routinely in order to improve and develop their knowledge, skills, and abilities so that they help each other with other employees and improve their performance. Meanwhile, according to Pratama (2020), work discipline is a trait possessed by employees that makes them more responsive to their own rules, regulations, and actions.

In this study, the findings have an impact, it has a major impact on productivity. This was done by previous researchers, where According to Hidayat and Gunawan (2018), work discipline has a significant and positive impact on company productivity. This can happen if employees are able to understand the rules that apply in the company, and discipline about this will produce a positive discipline and increase productivity.

The Influence of Work Culture and Discipline on Productivity

According to Safitri (2019), productivity is defined as a comparison of the results obtained during work with the factors that have been used during the production process. According to this study, if the variables of work culture and work discipline have a major influence on productivity, then both variables need attention from business actors so that the company can achieve the desired level of productivity. This study is based on previous research conducted by Wahyuni and Asnawi (2019) which found that work habits and discipline simultaneously have a significant negative influence in relation to employee productivity in a company. Thus, the two variables, namely work days and discipline, are closely related to achieving a certain level of productivity.

Conclusion and Recommendations

The findings of this study where Work Culture and Discipline have a significant influence on productivity. Where the Work Culture variable is 17.1% and discipline is 8.2% so that the total influence is 25.3%. This can indicate that these variables can affect productivity.

Suggestion

The rules that have been made are appropriate, only need firmness in implementing the rules that have been made. Training is made for new employees who enter and cooperation between the superiors of the production department and the HRD team, regarding the work system and consistency in implementing the rules that have been agreed upon together.

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