

# THE EFFECT OF COMPENSATION, EFFECTIVENESS OF COMMUNICATION AND PROMOTION, ON EMPLOYEE PERFORMANCE, PT. ARTISTIC CREATIONS GLOBALINDO, BEKASI

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## Abstract

This study aims to analyze how strong the influence of Compensation, Communication Effectiveness, and Promotion on Employee Performance partially, this research was conducted at PT. Globalindo Artistic Creations, Bekasi. This study was conducted using primary data obtained from the distribution of questionnaires, a population of 140 employees with a sample of 104 respondents. Management of analytical data using validity and reliability tests as well as regression and correlation tests using SPSS 20. Based on the results of the study, multiple regression equations  $Y = 1.034 + 0.233 X1 + 0.250 X2 + 0.492 X3 + e$  The results showed that Compensation (X1) has a positive influence on employee performance (Y), Communication Effectiveness (X2) has a positive influence on employee performance (Y) and Promotion Against (X3) has a positive influence on employee performance (Y). The result of the correlation between Compensation, Communication Effectiveness, and Promotion on employee performance (Y). And the results of the F Test of Compensation, Communication Effectiveness, and Promotion together have a positive and significant effect on Employee Performance

Keywords: Compensation, Communication Effectiveness, Promotion Job Title Employee Performance

## INTRODUCTION

Human Resources play an important role in developing an organization. The empowerment of human resources owned by the organization must lead to the right leadership so that employee morale appears to achieve high productivity. This can make good harmony so that company goals and human resource goals can be achieved as a whole.

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Human Resources (HR) is one of the main elements of the organization in addition to other elements such as capital, technology, and money, because humans

themselves control others. In other words, HR is the most important asset for an organization or company. Success in achieving the goals of an organization comes from the behavior of its own employees. Quality employees are employees who carry out their work and are able to provide good work results or have very high performance achievements needed by a company. Human resource management is a strategy in implementing management functions, namely Planing. Organizing, Leading and Controlling (Sofyandi, 2009: 6).

Compensation is a counter achievement to the use of labor or services that have been provided by labor (Anwar, 2009: 83). Compensation plays an important role in improving employee performance, one of the main reasons a person works is to meet the needs of his life. A person will work optimally in order to get appropriate compensation.

In everyday life, communication is an action that allows us to be able to receive and provide information or messages according to what we need. Theoretically, we recognize various acts of communication based on the context in which the communication is carried out, that is, the context of interpersonal communication. When viewed from some of the communication contexts above, the communication context that is related or in accordance with this study is organizational communication.

Promotion is a move that enlarges the authority and responsibility of employees to higher positions in an organization so that their obligations, rights, status, and income are getting bigger and increasing. (Hasibuan, 2011: 108). Increased in responsibility and trust in the company. The promotion program must provide information about the basics, principles, types and requirements of employees who can be promoted in the company, so that the promotion program can be informed openly because this can be a motivation for each employee to work seriously.

## **RESEARCH METHOD**

This study used quantitative analysis with data collection method using questionnaires to employees of PT. Globalindo's artistic creations, Bekasi were distributed in the company environment for the purposes of collecting data as material for analysis, taking into account the situation and conditions faced, then this sampling was shown to 104 employees. The employee is given a questionnaire to fill out and returned by a predetermined deadline. To obtain an overview of the individual characteristics of employees, the following will be stated the identity of respondents based on the classification of gender, age, trahir education taken and length of work from PT. Globalindo Artistic Creations, Bekasi. Through the description of respondents' identities, it is hoped that a deeper understanding of the background of research respondents can be obtained, so that they are expected to understand the tendency of the answers given by respondents.

## **RESULTS AND DISCUSSION**

This analysis is used to determine the effect of the independent variable on the dependent variable. In this case, the model is to determine how much influence Compensation, Communication Effectiveness and Promotion have on Employee Performance Regression equation model according to Setiawan and Kusriani (2010: 61)

**Table 1 Regression Model Coefficient on the Effect of Compensation, Communication Effectiveness, Promotion, and Employee Performance**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,034	1,740		,594	,554
Compensation	,228	,061	,233	3,762	,000
Efektivitas_Komunikasi	,250	,089	,250	2,800	,006
Promosi_Jabatan	,482	,086	,492	5,594	,000

Suber : data processed questionnaire results  
 Dependent Variable : Kinerja\_Karyawan

Based on table 4.16 about the regression coefficient, it can be seen that the linear regression equation is as follows:

$$Y = 1.034 + 0.233 X1 + 0.250 X2 + 0.492 X3 + e$$

As for the results obtained based on the description above, it can be explained as follows:

- A constant of 1.034 means that if Compensation (X1), Communication Effectiveness (X2), and Promotion (X3) are 0, then Employee Performance (Y) is 1.034.
- The regression coefficient of Compensation (X1) is 0.233 artin, if other independent variables remain and Compensation increases by 1 unit, then Employee Kinerjs (Y) will increase by 0.233 or 23.3%. The coefficient is positive value meaning that there is a positive influence between Compensation on Employee Performance.
- The regression coefficient of Communication Effectiveness (X2) is 0.250 artinnya if other independent variables are fixed and Communication Effectiveness increases by 1 unit, then Employee Kinerjs (Y) will increase by 0.250 or 25%. The positive value coefficient means that there is a positive influence between Communication Effectiveness on Employee Performance.
- The regression coefficient of Promotion (X3) is 0.492 artin, if other independent variables remain and Promotion increases by 1 unit, then Employee Performance (Y) will increase by 0.492 or 49.2%. The positive value coefficient means that there is a positive influence between Promotion and Employee Performance.

Test F to test the significance of the influence of independent variables, namely Compensation, Communication Effectiveness, and Promotion on the dependent variable, namely Employee Performance, used the ANOVA test (Test F). The test results using a significance level of 0.05 are as follows.

**Table 2 Model Feasibility Test Results ( Test F)**

ANOVAa

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1030,958	3	343,653	124,497	,000b
Residuals	276,032	100	2,760		
Total	1306,990	103			

Based on table 4.23 it can be seen that the significance level ( $0.000 < 0.05$ ) shows that the model used to predict the independent variable against the dependent variable is feasible.

### **The Effect of Compensation on Employee Performance**

Based on the results of hypothesis testing in the analysis, it was found that compensation has a positive and significant effect on employee performance, the findings of this study have similarities with the results of previous studies. To improve employee performance, one of them is to provide fair compensation to each employee. Edy Cusyono (2010), who stated that compensation has a positive effect on performance. This shows that satisfaction with the compensation provided in the form of adequate salaries, wages, benefits, and bonuses will grow the performance of its employees, because employees feel valued and supported at work. The existence of good compensation makes employees become more focused and attentive to efforts to achieve good work results and according to company expectations so that this fosters better performance from employees.

### **The Effect of Communication Effectiveness on Employee Performance**

Based on the results of hypothesis testing in the analysis, it was found that Communication Effectiveness has a positive and significant effect on employee performance, the findings of this study have similarities with the results of previous research Budi Prijanto Agustin Rusiana Sari Fitriansyah Hambali (2011). To improve employee performance, one of them with the opportunity to provide a positive influence this means that the better the effectiveness of communication, the greater the opportunity for employees to improve their performance. The relationship between communication effectiveness and employee performance. Communication is the process of delivering information both orally and in writing. In everyday life, communication is important, including in the company. Open and effective communication can be considered as an honest company asset, directly from management, employee job satisfaction is a major factor of the prominent communication structure of a company. Companies need communication between one person and another, including between managers and employees. With communication, it is hoped that the work can run smoothly and can be completed properly. In a company, Communication Effectiveness is needed by managers and employees so that company goals can be achieved.

(Robbins: 2002)

### **The Effect of Promotion on Employee Performance**

Based on the results of hypothesis testing in the analysis, it was found that Promotion has a positive and significant effect on employee performance, the findings of this study have similarities with the results of previous research. This positive influence means that the better the promotion, the greater the chances of employees to improve their performance. The relationship between promotion to performance. Promotion for employees is able to provide more work performance on one side and provide disciplinary action in accordance with applicable regulations, promotion is the process of transferring employees from a higher position. In making promotion decisions, various considerations are needed, if there is a wrong decision in carrying out a promotion, it will cause side effects that are not good for employees and the company, all of which will cause the

The Effect of Compensation, Effectiveness of Communication and Promotion, on Employee Performance, PT. Artistic Creations Globalindo, Bekasi performance of its employees to decrease so that the company's expectations to increase productivity will not be achieved. (Yanuarmawan, 2012).

## CONCLUSION

Based on the results of research at PT. Globalindo Artistic Creation, Bekasi and discussion of the Effect of Compensation, Communication Effectiveness and Job Promotion, on employee performance, the author takes the following conclusions: 1). Based on the results of the hypothesis test, it shows that compensation has a positive and significant effect on employee performance, meaning that the Effect of Compensation, Communication Effectiveness and Promotion in PT. Artistic Creations Globalindo Bekasi, experienced an increase in employee performance. 2). Based on the results of the hypothesis test, it shows that Communication Effectiveness has a positive and significant effect on Employee Performance, meaning that Communication Effectiveness is effective so that it can improve employee performance. 3). Based on the results of the hypothesis test, it shows that promotion has a positive and significant effect on employee performance, meaning that if the management of job promotion is carried out properly and optimally so that employees can carry out activities safely and comfortably, performance will increase and vice versa if the management of Promotion is not carried out properly and not optimally, employee performance will decrease. Promotion is the most influential variable on employee performance, with a value of 0.482 or 48.2%. 4). The contribution made by the Effect of Compensation, Communication Effectiveness and Promotion, on employee performance has an influence of 78.9% and the remaining 21.1% is influenced by other variables not analyzed in this study.

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