

LITERATURE OF REVIEW THE INFLUENCE OF COMMUNICATION AND WORK LOYALTY ON EMPLOYEE PERFORMANCE AT PT. ARNOTT'S INDONESIA

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ARTICLE INFO	ABSTRACT
<i>Keywords:</i> Communication, Loyalty, Employee Performance. <i>Received :</i> 08, March <i>Revised :</i> 18, March <i>Accepted:</i> 30, March ©2023The Author(s): This is an open-access article distributed under the terms of the Creative Commons Atribusi 4.0 Internasional. 	This study is a design literature review that looks at how loyalty and communication affect worker performance. At PT. Arnott's Indonesia, this study was carried out. In order to solve research difficulties utilizing the questionnaire method, this study employs a quantitative methodology. In order to assess the data's viability and make inferences regarding the hypothesis, this study will employ SPSS as a statistical tool.

INTRODUCTION

It is impossible to separate the importance of effective human resources from their function in leadership (Octavia, n.d.). People who work for a government agency, another government agency, or a corporate entity who are paid in full for their services are considered employees. Potential for human resources is fundamentally one of the capital in the rational management operating system and is crucial to accomplishing organizational goals. Thus, the best possible management of human resources is achieved through human resource management. Management must focus on motivation if they want every worker to be able to positively contribute to the accomplishment of organizational objectives (Kurniawan, 2018).

SMEs' business success and whether this relationship is mediated by innovation in the tourism industry is studied. The contributions of this study are projected to benefit SMEs by identifying the work competencies needed to support the success of SMEs and ultimately increase the policymakers' understanding to help them set policies and take concrete steps in fostering MSME human capital, especially in emerging economies by (Faeni, 2023).

Because an employee who is motivated would work with great excitement on the responsibilities that have been given to him. An employee who lacks motivation will not be able to carry out his responsibilities in accordance with norms, let alone surpass them, as his motivation and motives for working have not been met. An employee's work will not be satisfactory even if he or she has strong operational abilities if they lack motivation (Wulandari & Mathori, 2023). These staff members are driven to keep the company operating and thriving. The business is now creating a prospective pool of human resources. Increasing staff productivity is the ultimate goal of sales management. Thus, several methods are used by

final attempts to identify the variables that lead to a rise in worker productivity. The same is true for PT. Arnott's Indonesia. Organizations involved in the processing of food and beverages should always employ people who are extremely motivated and enthusiastic about what they do. These individuals should also work quickly and effectively, resulting in high performance in the accomplishment of the organization's mission and goals. The study defines service quality in its five primary characteristics. Material things, such as buildings, machinery, employees, and promotional materials. Dependability means consistently providing the expected result. Helpfulness and promptness in serving clients are hallmarks of a company that values its reputation for responsiveness. Employees' competence, friendliness, and self-assurance go a long way in establishing this sense of security. Affective customer service involves showing consideration and tailoring your approach to each person's needs by (Faeni, 2023)

High levels of innovation have an impact on the quick and erratic environmental changes that affect business sectors. One cannot separate an organization's viability from the quality of its human resources (HR). Human resources (HR) are an essential component that need to be handled well in order to achieve company objectives. In terms of corporate culture, human resources' main objective is to support employees in effectively managing it by encouraging positive attitudes and reducing negative (Bose, 2018). An organization's attitude toward its employees is considered a critical practice that can effect employees' performance within the company. Human resource development is a fundamental component of corporate success (Gope et al., 2018). On the other hand, the work system of the company also affects.

THEORETICAL REVIEW

Employee Performance

Performance refers to the actions and labor of both individuals and groups within an organization during a specific time frame. Employee performance is essentially a personal matter since each worker produces unique work products based on their skills and aptitudes. Effective personnel are truly essential to an organization's success (Mahardika, Hamid, and Ruhana 2020).

According to Ubaidillah (2018), performance refers to the outcome of work that an individual or group of individuals within an organization can accomplish in line with their respective roles and authority in order to legally accomplish the organization's goals without breaking any laws or ethical or normative standards. In contrast, performance, as defined by Siagian et al. (2019), is the outcome of work that an individual or group of individuals within an organization can accomplish in accordance with their respective authority and responsibilities in an effort to achieve organizational goals illegally, without breaking the law or going against morality or ethics.

Employee Work Loyalty

Work Loyalty of Employees Employee loyalty, according to Kasmir (2017), is the willingness of workers to remain on the job and give attention to their workplace. This loyalty is exhibited by the repeated collaboration, even in the face of unfavorable working circumstances. It is also possible to define loyal employees as those who keep the details of their job confidential. Loyal or genuinely loyal workers will be able to stick to their work schedule without giving in to pressure from rivals.

Loyalty will grow as a result of feeling that one's job is one's own, which will improve performance. Sincerity is the attitude of loyalty, which people exhibit via duty, service, and acting in their best interests. Employees will never be separated from their work ethic and loyalty while doing their duties, ensuring that self-employed workers consistently complete their task to a high standard. Workers are profoundly unhappy with the work they accomplish (Soegandhi et al., 2013).

A company's ability to succeed depends critically on its employees' loyalty. An organization's ability to accomplish the goals that its owner has set for it will be facilitated by the degree of employee loyalty within the business. Conversely, low employee loyalty in an organization will make it harder for self-employed firms to meet the new organizational objectives that the owners of the company have set (Soegandhi et al., 2013).

Work Communication

Busro (2018: 207) defines communication as the two-way flow of information or messages between the communicator and the communicant, whether through direct or indirect means and with or without the use of media.

Bangun (2012: 361) defines communication as the process of transmitting information from the sender to the destination (receiver) through a variety of efficient media in a way that allows messengers to understand messages sent through telecommunications clearly and simply.

Marwansyah (2016: 321) defines communication as the processes by which meaning or understanding is obtained through the transfer of symbolic messages, as well as the transfer of messages between individuals in order to arrive at a shared understanding.

Conceptual Framework

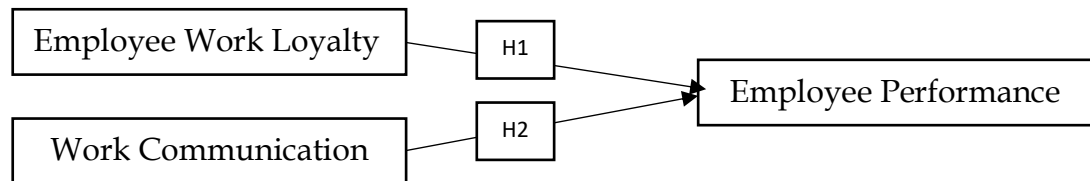


Figure 1. Conceptual Framework

Hypotheses

H1. Employee Work Loyalty has a influence on Employee Performance

H2. Work Communication has a influence on Employee Performance

METHODOLOGY

The quantitative descriptive research method is the kind of research methodology employed in this study. (Sugiyono, 2018) defines a quantitative method as a positivist-based research approach that involves data collecting utilizing research instruments, population or research sample study, quantitative/statistical data analysis, and final research. ulk investigate the existing hypothesis

Azwar (2011: 5) states that, in general, quantitative research is conducted as analytical research (in the context of hypothesis research) and is predicated on the findings on the probability of error in rejecting the null hypothesis. The significance of group differences or the correlations between the variables under study will be ascertained through the application of a quantitative model. Large sample size study is typically the focus of quantitative research.

During the data collecting procedure, the researcher uses a meltodel to gather data remotely. By integrating statement indicators that are connected to the identified variables, researchers are able to give research that includes the variables employed in the study. When completing the questionnaire, the research team selects a scale from the list that has a scale of 1: scale 1 (very not so much), scale 2 (not so much), scale 3 (very much so), scale 4 (very low), or scale 5 (very much so).

CONCLUSIONS

This research is a design literature review that examines the influence of communication and loyalty on employee performance. This research was conducted at PT. Mayora Indah Tbk. This research uses a quantitative approach as a method for solving research problems using the questionnaire method. This research will use SPSS as a statistical tool used to test the feasibility of the data and draw conclusions on the hypothesis.

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