

The Effect Of Training And Work Motivation On Work Productivity In Citra Printing And Digital Printing In Pangkep Regency

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Abstrak

This research is quantitative research. The aim of this research is to determine the effect of training and work motivation on employee work productivity at Image Printing and Digital Printing in Pangkep Regency. The sampling method used in this research is a saturated sample or taking the entire population with 35 sample respondents. The data in this research was obtained from the results of distributing questionnaires that had been distributed. The analytical method used is descriptive analysis method and multiple linear regression analysis using the IBM SPSS version 22 for Windows application. The results of this research show that partially training and work motivation have a positive and significant effect on employee work productivity at Citra Printing and Digital Printing in Pangkep Regency.

Keywords: Training, Work Motivation, Work Productivity.

INTRODUCTION

Human resources (HR) is one of the most important factors that cannot be separated from an organization, both offices and agencies and human resources have an important role in the success of an agency, because humans are living assets that need to be given special attention and managed as well as possible by the office. This is intended so that the human resources owned are able to provide optimal contributions in efforts to achieve organizational goals.

According to (Sedarmayanti, 2017) Employee work productivity is a comparison between the results achieved with the role of employees per unit of time or a number of goods/services produced by a group of employees in a certain period of time. Factors that affect work productivity, namely: Education and training, skills, discipline, motivation, environment, technology, and so on.

Organizations that do not provide training to their employees may fail to compete in the market. This usually happens because the organization's employees are unable to increase their productivity. In other words, training helps employees to adopt market opportunities and makes them able to face technological changes and competition (Athar, 2023). The basic purpose of training is to help employees build their skills that will increase their work productivity and ultimately lead to greater company productivity. Training is also useful for giving employees the opportunity to develop their skills and abilities at work and increase their knowledge (Sarwani, et al., 2020). In addition, something positive is needed that can encourage employee work enthusiasm in order to increase employee work productivity, one of which is by providing motivation.

According to Afandi (2018), Motivation is a desire that arises from within a person or individual because they are inspired, encouraged, and driven to carry out activities with sincerity so that they get good and quality results. Basically, motivation can spur employees to work hard so that they can achieve their goals and can also increase work productivity, this has an impact on achieving company goals. Some factors that can influence work motivation are: superiors, colleagues, physical facilities, policies and regulations, monetary and non-monetary rewards, types of work and challenges (Sedarmayanti, 2017).

The development of the world of technology is indeed never-ending. Almost every year or even month there is always something new in technology. No exception in printing technology. Since it was first discovered in 1439 by Johannes Guttenberg, the printing press has continued to develop until now. Johannes Guttenberg was a German metal expert. Thanks to his discovery, the European nation dubbed him the inventor of movable type because he succeeded in improving the printing system at that time. The development of technology has greatly helped the ability of printing machines to be very good. Today's digital printing machines can not only serve large-capacity prints but can also serve small-scale quantities and capacities related to promotions both indoors and outdoors which can support progress in the business world.

Citra Printing and Digital Printing Pangkep is a business that is established in the printing sector. Citra Printing and Digital Printing Pangkep produce quality products. Therefore, the company must remain relevant in the ever-changing market and meet the increasing demands of customers. To maintain and improve their work productivity, employees must also develop their skills and performance through training and understanding work motivation.

The increasing competition in the distribution of goods and services, then Human Resources managers need to pay attention to employees, especially in the technical section who play an important role in the smooth running of the company. By providing good product service, consumers and customers will feel satisfied so that the company can achieve competitive advantage. For this reason, employee work productivity must be in accordance with the targets that have been set so that the company's goals can be achieved. Productivity measurement is very important to determine the extent to which productivity can be achieved by employees. From the results of initial observations obtained, it shows that from 2020 to 2021, employee work productivity targets have decreased. Lack of experience, knowledge and skills of employees in certain fields and lack of work motivation in each employee can be the cause of the company's targets not being achieved. Efforts that managers can make are to provide guidance, direction and provide adequate training.

Based on interviews conducted with employees, they received training related to their work as well as risk management training in their respective divisions which were considered lacking because they were only given when they were first hired and also at certain times that required extra work, such as when going to the field. In carrying out their work, employees certainly have significant challenges and workloads, especially when there are repairs to goods that they are new to, employees must learn from manuals that are considered inadequate. In this case, the lack of training and work motivation can be the cause of low employee work productivity.

In combining these phenomena with theoretical foundations, this study aims to bridge the gap between theory and reality in the field. Through an in-depth understanding of the

challenges faced by the printing industry, this study seeks to build a strong conceptual basis for testing the impact of training and work motivation on increasing work productivity.

RESEARCH METHODS

This study is a “Quantitative Study” which aims to collect and analyze numerical data to explore the relationship between employee training and work motivation with increased productivity in Percetakan Citra and Digital Printing. A statistical approach will be used to assess the numerical research data. The survey approach used in this study uses a questionnaire to collect information on the topic being studied from several respondents who are considered to represent the population, the survey method is a technique for collecting data. Simultaneously, this study can be categorized as associative research according to its level of explanation, with the aim of identifying the influence or relationship between two or more factors (Sugiyono, 2014). The research location is the location that will be used by researchers in carrying out research activities. This research will be conducted at Percetakan Citra and Digital Printing located at Bonto Perak, Kec.Pangkejene Dan Kepulauan, Kab. Pangkep. The research period is the time span carried out by researchers in carrying out their research activities. This research will be conducted in December-February 2024.

RESULT AND DISCUSSION

A. Research Result

1. Multiple Linear regression Analysis

Multiple linear regression analysis is an analysis to see how much influence the leadership style and work enthusiasm variables have on the productivity of production employees at PT Tirta Fresindo Jaya (Mayora Group). The results of multiple linear regression analysis in this study are as follows:

Table 2. Results of Multiple Linear Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.577	4.766		17.577	4.766
	Training	-.289	.095	-.325	-.289	.095
	Work Motivation	.748	.102	.777	.748	.102
a. Dependent Variable: <i>Work</i> Productivity						

Source: prima data processed with SPSS 27 (2024)

Based on the data in the table above, the linear equation for multiple linear regression in this study is as follows:

$$Y = 17,577 + -0,289 X_1 + 0,748 X_2 + e$$

Based on the multiple linear regression equation, it can be concluded that:

- Constant value (a) is 17.577. The constant value is positive, meaning that the training and work motivation values are considered constant, so work productivity increases.
- The X1 coefficient value is -0.289. The X1 coefficient value is negative, meaning that the effect of training on Employee Work Productivity at Percetakan Citra and Digital Printing, Pangkep Regency is positive and quite strong. If training is high, work productivity will increase.
- The X2 coefficient value is 0.748. The X2 coefficient value is positive, meaning that the effect of work motivation on Employee Work Productivity at Percetakan Citra and Digital Printing, Pangkep Regency is positive and quite strong. If work motivation is high, work productivity will increase.

Hypothesis testing

1. partial Test (t Test)

The partial test is used to see the effect of each independent variable on the dependent variable. The test is carried out using the t test, namely by looking at the significant t value. If the significant value is <0.05 , it can be said that the independent variable has an influence on the dependent variable.

Table 3 Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.577	4.766		3.688	.001
	Training	-.289	.095	-.325	-3.062	.004
	Work Motivation	.748	.102	.777	7.321	.000
a. Dependent Variable: Work Productivity						

Source: primary data processed with SPSS 27(2024)

The t test results in the t test results table using the SPSS application are as follows:

- Based on the calculation of SPSS (Statistical Package for Social Science) it can be seen that the training variable has a t count of $(-3.062) < t$ table (1.692) obtained from the results of the n-k-1 calculation (n = respondents, k = independent variables) and a significance value of <0.05 , which is 0.004. Because the significance value is smaller than 0.05, the test results show that H1 is accepted, which states that training has a significant partial effect on Employee Work Productivity at Citra Printing and Digital Printing, Pangkep Regency.

2. Based on the calculation of SPSS (Statistical Package for Social Science) it can be seen that the work motivation variable has a t count of $(7.321) > t$ table (1.692) obtained from the results of the n-k-1 calculation ($n =$ respondents, $k =$ independent variables) and a significance value <0.05 , which is 0.000 . Because the significance value is smaller than 0.05 , the test results show that H_2 is accepted, which states that work motivation has a positive and significant partial effect on Employee Work Productivity at Citra Printing and Digital Printing, Pangkep Regency.

B. Discussion

a. The Effect of Training (X1) on Work Productivity (Y)

The results of the study indicate that the Training variable (X1) has a significant effect on Employee Work Productivity at Percetakan Citra and Digital Printing, Pangkep Regency.

Based on the results of the t-test processed using SPSS version 22, it shows that for the training variable on work productivity, where the training variable has a t-count value of $(-3.062) < t$ table (1.692) and a significance value <0.05 , namely 0.004 . So it can be concluded that training has a significant partial effect on Employee Work Productivity at Percetakan Citra and Digital Printing, Pangkep Regency, which means that when employees have the ability, knowledge, confidence and they can be responsible for the work produced by training activities so that they can increase work productivity.

This is in line with Sutrisno's opinion (2019) Job training is a process to improve employee competence. Of course, this process refers to the implementation of education that is structured in such a way as to achieve goals.

b. The Influence of Work Motivation (X2) on Work Productivity (Y)

The results of the study show that the work motivation variable (X2) has a positive and significant effect on employee work productivity at Citra Printing and Digital Printing, Pangkep Regency.

Based on the results of the t-test processed using SPSS version 22, it shows that for the work motivation variable on Work Productivity, where the work motivation variable has a t-count value of $(7.321) > t$ table (1.692) and a significance value <0.05 , which is 0.000 . The t-count value is greater than the t table, which means positive and the significance value is less than 0.05 , which means significant. So it can be concluded that work motivation has a positive and significant effect partially on Employee Work Productivity at Citra Printing and Digital Printing, Pangkep Regency, which means that when employees feel encouraged by the work motivation given by their superiors, employees will feel enthusiastic about working and that will increase their work productivity.

This is also in accordance with the research conducted by Dika Via (2024) entitled The Influence of Motivation, Compensation, and Work Environment on Employee Work Productivity at PT Kris Cargo Bahtera with the results of the study showing that partially

the variables Motivation (X1), Compensation (X2), and Work Environment (X3) have a positive and significant influence on the work productivity of PT Kris Cargo Bhatara employees.

CONCLUSION

This study aims to determine the effect of training and work motivation on Employee Work Productivity at Citra Printing and Digital Printing in Pangkep Regency. Based on the formulation of the problem in this study, the data analysis that has been carried out and the discussion that has been presented in the previous chapter, it can be concluded, namely:

- 1) The Training variable (X1) has a significant positive effect on work productivity (Y) with a stronger indicator forming the variable (X1) namely "Research Objectives" where the highest average score (mean) of 4.23 is in the very good category. This means that when the training goes well, it will also increase work productivity, because if the training is held by the leadership in a company, employees will feel new things, can complete tasks on time so that they can increase work productivity at Percetakan Citra and Digital Printing, Pangkep Regency.
- 2) The Work Motivation variable (X2) has a positive and significant effect on Work Productivity (Y) with a stronger indicator forming the variable (X1) namely "Work Spirit" where the highest average score (mean) of 3.94 is in the very good category. This proves that employees feel motivated and encouraged by what is given by their superiors so that employees will feel enthusiastic about working and that will increase their work productivity.

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