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**THE INFLUENCE OF ONLINE PRESENCE ON THE INTENSITY OF EMPLOYEE DISCIPLINE AT PT. PEGADAIAN (PERSERO) DAYA MAKASSAR BRANCH**

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**Abstract**

*This research aims to determine the effect of Online Presence on Employee Discipline Intensity at PT. Pegadaian (Persero) Daya Makassar Branch. The population in this study were all employees of PT. Pegadaian (Persero) Daya Makassar Branch has 35 employees. The type of research is descriptive quantitative. The data sources used are primary data sources, namely information originating from observations and questionnaires. Meanwhile, secondary data sources are data sources obtained from documentation or literature study. The data analysis technique used is simple linear regression analysis using statistical calculations by Statistical Package for the Social Science (SPSS) version 24 application. The results of the research show that Online Presence (X) has a positive and significant effect on employee discipline intensity (Y) seen from the results of the calculated t value > t table (4,163 > 1.690) and the significant value 0.00 < 0.05*

**Keywords :** *Online Presence, Intensity of employee discipline*

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**INTRODUCTION**

Human Resource Management in the current era of globalization is very important for organizations because it is part of the success of leaders in organizing, managing, implementing and supervising employees, workers and employees must be able to work in accordance with their goals and objectives so that their performance and productivity increases. Currently several companies have used digital applications, one of which is PT. Pawnshop that changed the manual attendance system to digital. It is hoped that changing the manual attendance system to digital will improve employee work discipline. Increasing employee work discipline can achieve the goals of a company or organization.

According to (Bara et al., 2022) Online Presence is a system that is connected directly to a database to record attendance in real time. The recording uses an automatic system for storing attendance records. Online attendance can be accessed at any time provided it is connected to an internet network.

Intensity is the level of frequency with which a person carries out an activity due to encouragement within him and the activity is carried out continuously (Wahyuni & Harmaini, 2018). Meanwhile, discipline is a person's awareness and willingness to obey all company, agency or organization regulations and applicable social norms. The existence of a good level of work discipline reflects the credibility of employees to achieve optimal work results for the company's success according to (Hasibuan, 2017). Because well-managed work discipline will result in employee compliance with various company regulations. For this reason, it is necessary to monitor every behavior and action carried out by all employees while working, therefore, with the implementation of online presence at PT. Pegadaian (Persero) Daya Branch employees are expected to be able to easily monitor whether the employee is in the office or

not, and with online attendance it is hoped that they can detect employees who arrive late or do not enter the office.

PT. Pegadaian (Persero) is one of the State-Owned Enterprises (BUMN) in Indonesia whose core business is providing money/credit lending services to the public by taking control of the objects/goods pawned by the customer and after assessing the price, the customer can immediately receive borrowing money from the pawned goods. Pawnshops can sell or auction pawned items if the loan has matured and the customer has not been able to repay the loan and if there is still remaining value it will be returned (Dervandy, 2020).

PT. Pegadaian (Persero) previously implemented fingerprint presence and switched to the Human Capital Management System (HCMS 4.0) online presence since 2020. This is to increase the sense of responsibility and discipline by implementing employee online presence. PT. Pegadaian (Persero) Daya Branch has implemented responsibility and discipline as seen by implementing online presence.

The results of initial observations carried out by researchers at PT. Pegadaian (Persero) Daya Makassar Branch still has several shortcomings in implementing online attendance, namely not yet implementing employee documentation features on attendance status, from these shortcomings fraud and manipulation can occur in filling in online attendance such as fraud in leaving attendance and manipulation in filling in attendance data for employees. employees so that it can reduce the level of employee discipline.

## RESEARCH METHODS

This research uses an approach using primary data sources. The population in this research was all employees of PT. Pegadaian (Persero) Daya Makassar Branch, totaling 35 employees. The technique used in this research uses a questionnaire using a Likert scale.

## RESULTS AND DISCUSSION

### 1. Respondent Characteristics

Table 1. 1.Respondent Characteristics

No	Gender	Frequency Respondent	Frequency %
1	Man	16	45.7%
2	Woman	19	54.3%
	Number of Respondents	35	100%

*primary data sources processed 2024*

It can be described that the characteristics of female respondents dominate in analyzing the influence of online presence on employee discipline intensity at PT Pegadaian (Persero) Daya Makassar branch, where the female gender is 19 respondents (54.3%) while the gender is

male. was in the number 16 respondents (45.7%) or was in the bottom position of the female gender.

2. Data Quality Test  
a. Validity Test

Table 2. Validity Test

No	Variable	Statement	r count	r table	Information
1.	<i>Online Presence</i>	X1	0.726	0.333	Valid
		X2	0.590	0.333	Valid
		X3	0.629	0.333	Valid
		X4	0.336	0.333	Valid
		X5	0.410	0.333	Valid
		X6	0.414	0.333	Valid
		X7	0.611	0.333	Valid
		X8	0.791	0.333	Valid
2	Intensity Employee discipline	Y1	0.557	0.333	Valid
		Y2	0.398	0.333	Valid
		Y3	0.368	0.333	Valid
		Y4	0.710	0.333	Valid
		Y5	0.727	0.333	Valid
		Y6	0.793	0.333	Valid
		Y7	0.479	0.333	Valid
		Y8	0.476	0.333	Valid
		Y9	0.348	0.333	Valid
		Y10	0.674	0.333	Valid

*Data Source :IBM SPSS Statistic 24*

Thus, from the results of table 2 of variables ( used as a data collection tool in the research carried out.

b. Reliability test

Table 3. Reliability test

No	Variable	Cronbach Alpha	Standart Realibilitas	Information
1.	X	0,689	0,60	Reliabel
2.	Y	0,741	0,60	Reliabel

The table above shows that the Alpha value of variable So it can be concluded that the alpha of variable

3. Simple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardiz ed Coefficient s	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.643	6.254		2.821	.008
	PRESENSI ONLINE	.728	.175	.587	4.163	.000

Table 4. Simple Linier Regression

a. *Dependent Variable* :INTENSITAS KEDISIPLINAN KARYAWAN  
*Data Source:IBM SPSS Statistic 24*

It is known that the constant is 17,643, indicating that if the online presence variable is zero or fixed, it will increase the intensity of employee discipline by 17,643%. If the online presence variable increases by I (one) unit, the intensity of employee discipline will increase by 0.728 units or 72.8%.

As for the Partial Test (t), a significant test of the online presence variable on the intensity of employee discipline, the results obtained are value = 0.000, which is smaller than the standard value of 0.05 and the calculated t value = 4,163, while the t table value is 1,690,

from these results it can be assumed that The Online Presence variable has a positive and significant effect on Employee Discipline Intensity.

### 3. Determination Test

Table 5. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 <sup>a</sup>	.344	.324	2.29103

a. Predictors: (Constant), PRESENSI ONLINE

*Data Source : IBM SPSS Statistic 24*

Based on the provisions on whether the influence is strong or not, explained in the previous section, it can be explained as follows:

The R value in table 4.10 is 0.344, which shows that there is an influence of the Online Presence variable (X) on Employee Discipline Intensity (Y) of 34.4%, while the remaining 65.6% is influenced by other factors not explained in this research.

## CONCLUSION

Based on indicator testing using validity tests and reliability tests on respondents' answers, the results show that online presence with indicators (Practical, efficient, transparency, high level of security) has a positive and significant effect on the intensity of employee discipline with indicators (Presence at work, obedience to work regulations, adherence to work standards, high level of vigilance, and working ethically). This is proven by the results of the t test which found that  $t \text{ count} > t \text{ table}$  ( $4,163 > 1,690$ ). Statistically it is significant.

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