

## **Optimizing Employee Performance at TVRI West Sulawesi: The Impact of Effective Communication and Work Abilities**

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### **Abstrak**

Penelitian ini mengeksplorasi dampak gabungan dari Komunikasi Efektif dan Kemampuan Kerja terhadap kinerja karyawan, dengan menggunakan pendekatan uji simultan. Nilai F-hitung yang diperoleh sebesar 77,852, secara signifikan melampaui nilai F-tabel, dan nilai p-value sebesar 0,002, menunjukkan signifikansi gabungan dari variabel-variabel ini. Oleh karena itu, hipotesis alternatif (H1) diterima, yang menegaskan bahwa faktor-faktor ini secara bersama-sama mempengaruhi kinerja karyawan. Temuan ini membawa implikasi penting: mengakui sifat saling ketergantungan antara kemampuan komunikasi dan kemampuan kerja akan membantu manajemen sumber daya manusia yang strategis, efisiensi operasional, dan kepuasan karyawan. Mengakui keterbatasan dalam konteks penelitian meningkatkan kepraktisan wawasan ini. Pada intinya, penelitian ini berkontribusi pada pemahaman yang komprehensif mengenai faktor-faktor yang mendasari kinerja karyawan, memandu organisasi untuk mengembangkan tenaga kerja yang lebih efektif dan terlibat.

**Kata Kunci:** *Komunikasi Efektif, Kemampuan Kerja, Kinerja Karyawan, TVRI Sulawesi Barat*

### **Abstract**

This research explores the combined impact of Effective Communication and Work Abilities on employee performance, utilizing a simultaneous test approach. The obtained F-count value of 77.852, significantly surpassing the F-table value, and a p-value of 0.002, showcase the joint significance of these variables. Consequently, the alternative hypothesis (H1) is embraced, confirming that these factors jointly influence employee performance. This finding carries crucial implications: recognizing the interdependent nature of communication skills and work capabilities aids strategic human resource management, operational efficiency, and employee satisfaction. Acknowledging limitations within the research context enhances the practicality of these insights. In essence, this study contributes to a comprehensive understanding of the factors underpinning employee performance, guiding organizations toward fostering a more effective and engaged workforce.

**Keywords:** *Effective Communication, Work Ability, Employee Performance, TVRI West Sulawesi*

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## INTRODUCTION

Human resources are decisive for the effectiveness and progress of the organization. In order for the effectiveness and progress of the organization to run well, employees who have high knowledge and skills are needed. Conversely, the company must be managed optimally so that employee performance increases. Employee performance is related to the quality and quantity of work performed by employees or subordinates and related to the condition of a subordinate or employee in a particular organization. Good performance is optimal performance, namely performance that meets organizational standards and supports the achievement of organizational goals. (Danang Sunyoto, 2019: 121).

According to Sedarmayanti, (2018: 77) the definition of performance is a translation of performance which means the work of a worker, a management process or an organization as a whole, where the results of this work must be able to show concrete and measurable evidence (compared to predetermined standards). There are many factors that influence the good and bad performance of these employees, especially greatly influenced by organizational communication because in essence humans are social creatures who must communicate in order to live their daily lives, group cooperation and creativity are also important because in every organization it takes employee cooperation and creativity so that the assigned tasks can be completed optimally (Kasmir, 2016: 152). Therefore, these existing resources must be managed properly because it is a trust that will be held accountable later. To get good management, knowledge is needed to support the empowerment and optimization of the benefits of existing resources.

According to Handoko, (2020: 53) communication is the process of transferring understanding in the form of ideas or information from one person to another. Communication plays a very important role in organizational life. With good communication an organization can run smoothly and successfully, and vice versa. Therefore, communication is expected to be effective in accordance with the planned organizational goals. The effectiveness of communication can be assessed from the performance of human resources in the organization. An important element in improving performance in the organization is the availability of quality human resources, productivity, having a high work ethic, and being able to make an optimal contribution to the company. To get the elements needed, the organization needs proper coordination to each human resource in the organization through effective communication. Communication helps the development of motivation by explaining to employees what to do, how well they work, and what can be done to improve substandard performance. This is in accordance with the results of previous research conducted by (Rialmi & Morsen, 2020, p. 11) which concluded that communication will affect employee performance.

Organization is a social unit consisting of a group of humans who interact with each other, therefore in an organization it is very necessary for communication to run well so that work activities can be optimized. The more effective communication is fostered in every part of the organization, the more productive each employee will be in carrying out their duties. A communication is said to be effective if the recipient of the message can interpret the message he receives as intended by the sender of the message. According to Harapan and Ahmad (2014: 2): Communication is a process of delivering messages from one person to another through a certain process so that what

is intended or desired by both parties is achieved. According to Sutrisno (2019: 49): Communication is a two-way process that results in transmission and understanding between individuals (both verbally and non-verbally). In order for everyone in the organization to carry out their duties properly, a good communication system must be fostered. A leader will be able to carry out management functions such as planning, organizing, actuating and controlling functions if he can communicate well with his subordinates. To find out whether communication at TVRI West Sulawesi Province has been running effectively, indicators are made in accordance with the opinion of Siagian (2017: 57), namely skills in compiling messages, the right attitude in delivering messages, knowledge of the background, education level of message recipients and the expected response from message recipients. In addition to effective communication, another factor that affects employee performance is work ability, which is a certain condition that exists in a person who is carried out optimally and seriously in doing work so that his work is empowered and effective (Blanchard and Hersey in Diah Ayu, 2013). In addition, in an effort to improve performance, work experience is needed. Employee work experience reflects the level of mastery of knowledge and skills possessed by an employee in work which can be measured from the length of service and the type of work the employee has done. The longer employee tenure with fewer employees causes a lack of employee work experience.

One form of concrete effort to encourage improved employee performance by increasing work ability so that each employee is able to work properly and professionally. This is in accordance with Law Number 5 of 2014 concerning State Civil Apparatus Article 11, ASN employees are tasked with implementing public policies made by the Staff Supervisory Official in accordance with statutory provisions, providing professional and quality public services, and strengthening the unity and integrity of the Unitary State of the Republic of Indonesia. In addition, the work ability of employees must always be improved because work ability can influence someone or give encouragement to someone to do something. From the results of observations of West Sulawesi Province TVRI employees, the performance of West Sulawesi Province TVRI employees has not achieved maximum results, which can be illustrated from the problems faced by West Sulawesi Province TVRI regarding the broadcast packages produced, causing many programs that lack employee innovation and creativity in carrying out work, which can be seen from the quality of broadcast content that is not so good, many errors regarding video and audio in the implementation of operational broadcasts, the lengthy completion of tasks given by superiors to subordinates, the lack of desire of employees to learn and master existing technological developments, especially broadcasting technology and there are still employees who leave the place for personal interests during working hours.

## METHODOLOGY

This research adopted a mixed-methods approach to comprehensively investigate the interrelation between effective communication, work abilities, and employee performance at TVRI West Sulawesi Province. The study engaged two distinct types of data, namely Qualitative Data and Quantitative Data, each contributing unique insights into the research objectives. Qualitative Data was composed of narratives and explanatory accounts that delved into the historical context of the organization, the intricacies of its organizational structure, and detailed

task descriptions associated with the roles of employees at TVRI West Sulawesi Province. This form of data illuminated the qualitative aspects that influence employee performance. In contrast, Quantitative Data involved numerical information, systematically tabulated as frequency distribution tables. These quantitative insights were derived from a meticulously crafted questionnaire administered to all employees at TVRI West Sulawesi Province, ensuring comprehensive coverage of the population. To gather this diverse dataset, a range of methodologies were employed. Initial Observation involved focused observations of a selected group of employees, providing initial insights into the research domain. The Literature Review contributed pertinent data from existing sources, contextualizing the study within the broader academic and practical landscape. The Documentation process entailed extracting essential information from official documents of TVRI West Sulawesi Province, enhancing the research's depth and accuracy. Additionally, Interviews were conducted, fostering in-depth discussions with specific objectives in mind, further enriching the qualitative data pool. Furthermore, a meticulously designed Questionnaire was systematically distributed to encompass the entire employee population at TVRI West Sulawesi Province, ensuring a representative sample.

The research population comprised all 42 employees at TVRI West Sulawesi Province. Employing a Total Sampling technique, the study included each member of the population, resulting in a sample size of 34 individuals, which was then used for analysis. Data analysis was rigorous and multifaceted. Multiple Linear Regression was employed to validate the research hypotheses, utilizing the regression equation  $Y = a + b_1X_1 + b_2X_2 + e$ . This analysis explored the intricate relationships between Effective Communication ( $X_1$ ), Work Abilities ( $X_2$ ), and Employee Performance ( $Y$ ). The research's robustness was ensured through validity and reliability tests for its instruments. Moreover, t-tests were utilized to examine the individual influence of independent variables, while an F-test assessed the combined impact of both independent variables on the dependent variable.

## RESULTS AND DISCUSSION

In this study, multiple regression analysis was employed to predict the value of the dependent variable by considering the independent variables. The details of this analysis can be observed in Table 1.

**Table 1.** Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	1,472	1,141	0,067
Effective Communication	5,338	5,235	0,006
Work Abilities	2,583	2,364	0,013
F Square		77,852	,002 <sup>a</sup>

The information provided highlights the statistical analysis related to the Effective Communication variable in study. The calculated t-value for the Effective Communication variable is 5.235, significantly exceeding the critical t-table value of 1.66. Additionally, the calculated significance level (p-value) is 0.006, which is considerably smaller than the conventional significance level of 0.05. As a result, the

analysis concludes that the null hypothesis ( $H_0$ ) is rejected in favor of the alternative hypothesis ( $H_1$ ). In simpler terms, this finding indicates that the Effective Communication variable holds a statistically significant impact on the outcomes being studied. The significant relationship between Effective Communication and the studied outcomes underscores the vital role of clear and efficient communication within business operations. Effective communication likely fosters better collaboration, coordination, and understanding among stakeholders, ultimately leading to positive outcomes. This result suggests that businesses emphasizing effective communication practices are more likely to experience improved performance. Employees, customers, and partners benefit from clear information sharing, which can lead to increased efficiency and customer satisfaction. Business managers and leaders can leverage this insight to emphasize and invest in improving communication strategies. Recognizing communication as a crucial determinant of success can guide decisions related to team management, customer relations, and internal processes. The findings suggest that effective communication can positively influence business strategies. Fostering open communication channels can aid in decision-making, market understanding, and adapting to changing conditions. Effective communication contributes to a positive work environment. Employees are likely to be more engaged and satisfied when communication is clear, leading to higher motivation and potentially reduced turnover rates. While the analysis demonstrates a significant relationship, it's important to contextualize these findings within the specific scope of study. Consider discussing any potential limitations, the uniqueness of the Mamuju District context, and the potential generalizability of the findings to other settings.

The calculated t-value for the Work Abilities variable is 2.364, which is notably higher than the critical t-table value of 1.66. Additionally, the calculated significance level (p-value) is 0.013, which is smaller than the typical significance threshold of 0.05. Consequently, the analysis leads to the conclusion that the null hypothesis ( $H_0$ ) should be rejected in favor of the alternative hypothesis ( $H_1$ ). In simpler terms, this finding indicates that the Work Abilities variable has a statistically significant impact on the outcomes under examination. The significant relationship between Work Abilities and the studied outcomes emphasizes the pivotal role that employees' skills and capabilities play in determining business success. Employees' proficiency and effectiveness in performing their roles can directly influence operational efficiency and overall performance. The result implies that investing in enhancing employees' work abilities can yield positive outcomes. This could involve training programs, skill development initiatives, and strategies to match employee strengths with appropriate tasks. Effective work abilities contribute to smoother operations and improved productivity. Businesses can benefit from employees who are better equipped to handle tasks efficiently and make meaningful contributions to the organization. Human resource management can utilize this insight to design strategies for recruitment, training, and talent development. Prioritizing the enhancement of work abilities can lead to a more skilled and capable workforce. Employees with strong work abilities are likely to feel more competent and satisfied in their roles. This satisfaction can contribute to higher morale, reduced turnover rates, and increased employee loyalty. While the analysis demonstrates a significant relationship, it's essential to contextualize these findings within specific research scope. Consider discussing any limitations and whether the results might be applicable to other

settings beyond the studied context. Employees' capabilities and competencies have a direct bearing on the efficiency and performance of businesses. Recognizing and investing in work abilities can lead to improved productivity, operational effectiveness, and employee satisfaction. This insight offers valuable guidance to businesses seeking to optimize their human resource strategies and enhance their overall performance.

The F-count value derived from analysis is 77.852, which significantly exceeds the F-table value of 2.74. Furthermore, the calculated significance level (p-value) is 0.002, indicating a level of significance smaller than the conventional threshold of 0.05. Based on these values, it is concluded that the null hypothesis (H0) is rejected in favor of the alternative hypothesis (H1). In simpler terms, this outcome signifies that the combined effect of the independent variables, Effective Communication and "Work Abilities," has a statistically significant impact on the dependent variable, "Employee Performance." The simultaneous test results underscore the importance of both Effective Communication and Work Abilities in influencing employee performance. This implies that while each variable may have an individual impact, their combined effect is substantial. The finding suggests that effective communication, coupled with strong work abilities, creates a synergistic effect that enhances overall employee performance. Employees who communicate well and possess relevant skills are likely to perform at a higher level.

Organizations can draw significant insights from this result to inform their human resource strategies. Emphasizing effective communication training and work skills development can lead to improved overall employee performance and contribute to organizational success. Improved communication and work abilities contribute to better operational efficiency. When employees communicate clearly and possess the skills needed for their roles, tasks are completed more effectively, positively impacting productivity. Effective communication and work abilities contribute to a positive work environment, fostering employee satisfaction and engagement. Satisfied employees are more likely to be motivated, leading to increased dedication and performance. While the analysis demonstrates a significant combined effect, it's important to contextualize these findings within the specifics of research. Discuss how the results apply to the studied context and consider potential limitations in generalizing to other scenarios. The observed significance of the simultaneous impact of Effective Communication and Work Abilities on employee performance underscores their interrelated significance in shaping organizational success. Businesses can leverage these insights to optimize employee training and development strategies, leading to enhanced communication skills, improved work abilities, and ultimately, elevated employee performance. This holistic understanding offers practical guidance for organizations striving to create a more productive and efficient workforce.

## CONCLUSION

In conclusion, the conducted research has provided valuable insights into the dynamics of employee performance within the context of study. Through a rigorous simultaneous test, it has been established that both Effective Communication and Work Abilities hold significant and interdependent roles in shaping employee performance. The substantial F-count value of 77.852, surpassing the F-table value,

alongside the low significance level of 0.002, collectively indicate a statistically significant joint effect of these variables. This result leads to the acceptance of the alternative hypothesis (H1), signifying that the combined impact of Effective Communication and Work Abilities significantly influences employee performance. The study underscores the significance of considering multiple variables in tandem. Organizations seeking to elevate employee performance must recognize and nurture both effective communication skills and strong work abilities. Strategic Human Resource Management: The insights gained can guide human resource strategies, emphasizing training programs that enhance communication competence and skills development. By addressing both variables, organizations can optimize workforce potential. Operational Efficiency: Effective communication and proficient work abilities contribute to smoother operations and increased productivity. The study highlights their interconnected impact on streamlining processes. Recognizing the connection between communication and work abilities can foster a work environment conducive to employee satisfaction and engagement, leading to improved morale and dedication. As with any research, it's essential to acknowledge limitations and consider the specific context in which the study was conducted. This understanding enhances the applicability of the findings to real-world scenarios. In summary, the findings reinforce the idea that effective communication and work abilities are not isolated factors but integral components of successful employee performance. The acknowledgement and cultivation of these factors can guide businesses in optimizing their workforce potential, fostering operational efficiency, and cultivating a more engaged and productive work environment. This study contributes to the broader understanding of the multifaceted nature of employee performance, offering practical insights for organizations aiming to achieve excellence in their workforce. In conclusion, the observed significance of the Effective Communication variable in shaping the studied outcomes underscores its importance in business success. Clear communication serves as a linchpin in enhancing collaboration, improving decision-making, and ultimately driving positive results. This insight has practical implications for businesses striving for growth and efficiency, highlighting the role of effective communication as a foundational element of success.

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