



Persuasive Communication And Work Effectiveness Enhancing Performance Of Employees In DPRD Merangin Regency

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ABSTRACT

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Persuasive communication and good work effectiveness could enhance employee performance. The purpose of this studied to determine and analyze variables of the persuasive communication and work effectiveness that affect the performance of the DPRD office staff Merangin Regency. This survey used the survey sampling of 45 office staff with multiple Linear Regression. The results that partially and simultaneously showed the influence of persuasive communication and work effectiveness variables on employee performance and the persuasive communication variables had more enhancing than work effectiveness variables. The value of R is 0.754 or 75.4% further research can examine qualitative methods or mixed methods or can use other variables so that employee performance can continue to be improved.

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INTRODUCTION

The success of an organization is closely related to the communication built by the leader to his subordinates. The ability of a leader will determine whether or not a leader carries out his duties. Employee performance cannot be taken from persuasive communication, apart from reward management, and the regulations governing employee performance itself. (Nurhayani, 2016).

Secretariat of the Regional People's Representative Council of Merangin Regency has led by a Secretary. In carrying out these main tasks, the Secretariat of the Regional People's Representative Council of Merangin Regency assisted by organizational units: the Legal and Trial Section, the General and Finance Section, the Legal and Legislative Section.

Based on the results of preliminary observations by researchers at the Secretariat of the DPRD, Merangin Regency, known that communication is weak that is built by subordinates and leaders. As we have known that the DPRD Secretary is a woman, so women's communication skills were being used as initial capital to build persuasive communication in order to achieve organizational goals.

The low-performance employees can we saw from the Merangin Regency Raperda discussion of 2019 and has been stipulated in the regional legislation program (Prolegda) but has only recently been discussed and agreed upon by the Regent and DPRD as many as 19 Raperda from 28 Raperda.

Based on the above phenomena, the research are interested in conducting scientific studies as outlined in the research proposal with the title "**Persuasive Communication And Work Effectiveness Enhancing Performance Of DPRD Employees In Merangin Regency**".

Based on the description that has stated above, the problem formulations in this study are:

1. How the persuasive communication and work effectively on the performance

of employees with partial at the Merangin Regency DPRD Secretariat Office?

2. How the persuasive communication and work effectively on the performance of employees with simultaneous at the Merangin Regency DPRD Secretariat Office?

The objectives of this study are:

1. To see persuasive communication and work effectively on the performance of employees with partial at the Merangin Regency DPRD Secretariat Office.
2. To see persuasive communication and work effectively on the performance of employees with simultaneous at the Merangin Regency DPRD Secretariat Office?

LITERATURE REVIEW

Persuasive Communication

1. Definition of Persuasive Communication

Kenneth E. Anderson in Nurhayani (2016) states that persuasive communication is a communication process between individuals. This communication occurs where the communicator uses symbols to influence the recipient as the receiver, and the communicator can change the behavior and actions of the audience.

2. Persuasive Communication Indicators

According to Kenneth E. Anderson in Nurhayani (2016) Persuasive Communication Indicators:

- a. *attitude change,*
- b. *opinion change,*
- c. *behavior change,*
- d. *sosial change.*

Work Effectiveness

Work effectiveness consists of two words, namely owning and working. According to Richard M. Steers (2011), effectively comes from the word effect, namely to be work effectiveness if a job can

produce one unit of output. Work effectively if a job is on time for a predetermined plan.

Work Effectiveness Indicators

According to Richard and M. Steers (2011), work effectiveness indicators have values include adaptability/job performance and job satisfaction:

1. The ability to adapt.
2. Job performance
3. Job satisfaction.

Performance

According to Kasmir (2016), the performance is the result of work and behavior that has succeeded in completing tasks and responsibilities given in a certain period.

Performance Indicators

According to Kasmir (2016), there are several performance indicators, namely:

- A. Quality
- b. Quantity
- c. Period
- d. Cost suppression

The Effect of Persuasive Communication on Performance

According to Anogoro and Widiyanti (2010), Persuasive Communication can affect employee performance include communication. That is closely related to the relationship between employees.

The Effect of Work Effectiveness on Performance Sultana (2012) reveals that work effectiveness has positive effects on employee salaries. The research findings obtained indicate that work effectiveness contributes to the increase in compensation received by employees, especially employee salaries. Nisa (2014) found that work effectiveness has a positive and significant effect on receive employees' compensation. The analysis model shows work effectiveness could be higher can be seen from the obtained in work, the higher the income from salaries, bonuses, or incentives.

The Conceptual Framework

Independent Variable Dependent Variable

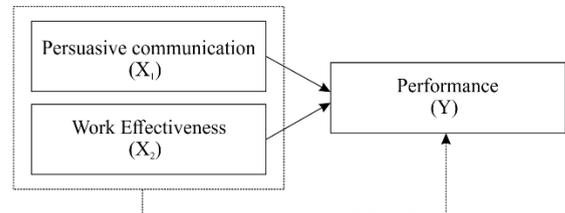


Fig. 1

The Conceptual Framework

Information:

- > = influence partially
- - - - -> = influence simultaneous

Hypotheses Development

In the following, we present a set of hypotheses in this study are:

1. H₀: There is no influence of persuasive communication and work effectiveness partially on the performance of employees at the Secretariat Office of the DPRD Merangin Regency.
H_a: There is an influence of persuasive communication and work effectiveness partially on the performance of employees at the Secretariat Office of the DPRD Merangin Regency.
2. H₀: There is no effect of persuasive communication and work effectiveness simultaneously on employee performance at the Secretariat Office of the DPRD Merangin Regency.
H_a: There is an influence of persuasive communication and work effectiveness simultaneously on the performance of employees at the Secretariat Office of the DPRD Merangin Regency.

RESEARCH METHODS

Research methods

This research is a descriptive study with a quantitative approach. Descriptive study is descriptive and aims to provide a description or problem, situation or event at the time of

disclosing facts. by testing the hypothesis through measuring variables with instruments quantified with a Likert scale. Hypothesis testing in addition to proving the influence of the variables on other variables, there is also a big influence on the relationship

Population and Research Sample

In this study, the population is employees of the Secretariat Office of the DPRD Merangin Regency who can take a sample of 45 people. The sampling technique used in this study is saturated sampling. Saturated sampling technique is a method of taking the entire population into a sample (Sugiyono, 2015) where all office employees The secretariat of the DPRD of Merangin Regency was used as a sample, so that used 45 people.

Data Collection and Analysis Techniques

The data technique used a survey method with a questionnaire as a research instrument. The data analysis with descriptive analysis, validity test, reliability test, and classical assumptions were carried out including data normality, linearity, heteroscedasticity, multicollinearity, and multiple linear regression tests.

RESULTS AND DISCUSSION

Discussion of Hypothesis Test

Results

Following of Table 1 the results of the t-test (partial test) of this study:

**Table 1
T-test Result (partial)**

		Coefficients ^a				Collinearity Statistics			
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
		B	Std. Error	Beta					
1	(Constant)	8.668	3.136			2.764	.008		
	Komunikasi Persuasif	.636	.187	.476	3.398	.001	.299	3.348	
	Efektivitas Kerja	.818	.266	.430	3.071	.004	.299	3.348	

a. Dependent Variable: Kinerja

Source : primer (2020)

Multiple Regression Analysis

Multiple linear regression equations mathematically are the following equation is obtained:

$$Y = 8.668 + 0.636 (X_1) + 0.818 (X_2)+e$$

This model describes the prediction of employee performance at the Merangin Regency DPRD Secretariat Office. If there is no change in the persuasive communication variable (X1), the Work Effectiveness variable (X2), the employee performance of the Merangin Regency DPRD Secretariat Office will still experience positive changes of 8,668. Furthermore, each communication intensity of persuasive communication (X1)

will increase employee performance by 0.636 or 63.6%. Likewise, each increase in Work Effectiveness (X2) will be increased employee performance by 0.818 or 81.8%, for each increase in Work Effectiveness.

The results of this study on the first hypothesis, persuasive communication has a partial effect on employee performance at the Secretariat Office of the DPRD Merangin Regency. It can be done that partially persuasive communication variables have a significant effect on employee performance. Communication variables have an effect on employee performance with a significance level of 0.001 less than 0.05 and a positive regression coefficient (+) of 0.636 which

indicates a unidirectional relationship, meaning that when the intensity of communication increases, performance will also increase. The Work Effectiveness variable has an effect on employee performance with a significance level of 0.004 less than 0.05 and a positive regression

coefficient (+) of 0.818 which shows a unidirectional relationship, meaning that when Work Effectiveness increases, performance will also increase.

Table 2 F-Test Results (Simultaneous Test) of this study:

Table 2.
F-Test Result (simultaneous)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1834.508	2	917.254	64.372	.000 ^a
	Residual	598.469	42	14.249		
	Total	2432.978	44			

a. Predictors: (Constant), Efektivitas Kerja, Komunikasi Persuasif

b. Dependent Variable: Kinerja

Source : primer (2020)

The second hypothesis, persuasive communication and work effectiveness with simultaneously on the performance of employees at the Merangin Regency DPRD Secretariat Office, it can show that persuasive communication (X1) and work effectiveness (X2) simultaneously have a positive and significant effect on employee performance (Y) Merangin Regency DPRD Secretariat Office.

The significance value of less than 0.05. These results are in line with research conducted by Nurhayani (2017) that shows there is an effect of persuasive communication research on employee performance in the Makassar City Population and Civil Registry Office. According to Anogoro and Widiyanti (2010), the important can affect employee performance include communication. It is closely related to the relationship between employees. This research consistent research obtained by Nisa (2015) the work effectiveness affects employee performance. Sultana (2012) states that work effectiveness has a positive effect on employee salaries findings obtained indicate that work effectiveness contributes

to the increase in compensation received by employees, especially employee salaries.

SUMMARY

Based on the results of research, data analysis, and discussion, as follows: Partially, persuasive communication variables and work affect employee performance. And simultaneously, it has a positive and significant effect on the performance of employees of the Merangin Regency DPRD Secretariat Office.

The theoretical implication developed for the persuasive communication variable in this study is an adaptation of Kenneth E. Anderson in Nurhayani (2016) states that persuasive communication is a process of communication between individuals. Communicate occurs where the communicator uses symbols to influence the recipient by itself. The communicator can change the behavior and opinion of the audience. The work effectiveness variable in this study, according to Richard M. Steers (2011), the effect that comes from the word effective. Effectively is a job that can produce one unit of output. An effective job is a job on time to the predetermined plan.

Performance variables in this study are adaptations. According to Kasmir (2016), performances are the result of work behavior that has been achieving in completing the assigned tasks and responsibilities in a certain period.

The practical implication of this research is to improve the employees of the Secretariat Office of the DPRD Merangin Regency. It is necessary to increase the effectiveness by increasing performance, job satisfaction, and the ability to adapt. Another factor to notification and application of persuasion is communication. Communication between superiors and subordinates is always well-established, improving the quality of communication between superior and subordinate so that superior can easily monitor the work done subordinate, with changes in opinion attitudes, social changes, and will change in behavior. Increasing effectiveness supported by good communication, it is expected. The performance of the Merangin Regency DPRD Secretariat Office could be better in the future with a better program.

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