

The Effect of Changes in Digitalization and Interpersonal Communication on Employee Performance at PT. Galaxy Purbaya Sakti Kediri

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Abstract

This study aims to explain the influence of changes in digitalization and interpersonal communication on employee performance at PT. Galaxy Purbaya Sakti Kediri. This research is a quantitative type of causal associative research, the sampling technique used is a saturated sample, and a total of 40 samples were taken from the entire population at PT. Galaxy Purbaya Sakti Kediri. Research data were obtained based on interviews, observations, and questionnaires. The analysis technique used is using Validity Test, Reliability test, Classic Assumption test, multiple linear Analysis, t-test (partial), F test (simultaneous), and Coefficient of Determination (R²). The results of the research that has been carried out are obtained by multiple linear equations, namely $Y = 6.832 + 0.154X_1 + 0.210X_2 + e$. The results of the t-test variable for Digitalization Change (X₁) show a significance of $0.168 > 0.050$, meaning that the Digitalization Change has no significant effect on employee performance, the results of the variable t-test Interpersonal Communication (X₂) show a significance of $0.010 < 0.050$ meaning that Interpersonal Communication does not have a significant effect on employee performance, and the F test results show a significance of $0.001 < 0.050$ meaning that Changes in Digitization (X₁) and Interpersonal Communication (X₂) have a significant effect on Employee Performance at PT. Galaxy Purbaya Sakti Kediri

Keywords: Changes In Digitalization; Interpersonal Communications; Employee Performance

Introduction

In the era of society 5.0 as it is today, technology in every life will continue to develop, the definition of society 5.0 is: new phase in community life which already integrated with system technology in the form of IoT (Internet of Things) and AI (artificial intelligence) that could process *big data* and analyze data so that society and technology will grow together indefinitely and will continue to evolve over time. The existence of human resources in A company plays an important role in participating in the development of the era of society 5.0, especially in a company.

Source power man considered can produce optimal performance so that the company's goals achieved, according to Mangkunegara (Assyifa, Sulandari and Rostyaning, 2015) performance is results by quality and the quantity achieved by employees in To do her job with not quite enough answer given, so it can be concluded that the work result is something

that is achieved by a person in accordance with the obligations and responsibilities that have been assigned to that person within a certain period of time. Factors that affect employee performance in the era of society 5.0. utilize technology, especially digital, to increase the efficiency and effectiveness of the company's internal operations and external market offerings (Vial, 2021)

PT. Galaxy Purbaya Sakti Kediri, a company engaged in the sale of Honda motorcycles in the company, since 2018 has begun to change the work system to digital, for example, now for consumers, an application called Bromptit has been facilitated for booking services and viewing Honda motorcycle product catalogs and for employees. there is an application called I-Flip to monitor work every day and if there is a notification about a new product or new job training, it can be seen through the application. This creates problems for employees who work at PT. Galaxy Purbaya Sakti Kediri where employees who used to be

accustomed to using manual methods have now begun to change to become systematic, centralized, through social media and mobile platforms, website that can be used anytime and anywhere. And of course if employees are less quick to adapt and tend to be less able to develop skills, it will result in a decrease in employee performance every day and the quality in service to consumers will decrease.

Interpersonal communication as one of the supporters in digital change in the company and also affects employee performance because communication is an important thing in conducting the organization. Interpersonal communication is considered to be a forum between employees to share information, exchange ideas and experiences so that its role is very important to support the smooth running of the organization, especially in the daily performance of employees. According to Joseph A. DeVito (Samsinar and Rusnali, 2017) Interpersonal communication is verbal and nonverbal interaction between two (or sometimes more than two) people who are mutually dependent on each other.

Problems related to interpersonal communication between employees because at PT. Galaxy Purbaya Sakti Kediri is because there are various kinds of daily employee backgrounds that are different from each other, which means that each employee also has different thoughts and characteristics so that some employees are less able to accept input and respect the opinions of fellow employees related to improving employee performance. In addition, equality is also one of the problems that exist in the company where employees do not have a sense of equality in the work environment so that grouping occurs in one company which will cause friction which will cause conflict between employees and employee performance will decrease.

Supported by research results by Motherland and Nurhikmah (2018) with the title *The Effect of Changes in the Digitalization System on Employee Performance* the results show that there is a significant influence between the digitization system on employee performance. As well as research by Basri and Hasanuddin (2021) with the title *The Effect of Interpersonal Communication on Employee Performance at Grand Town Hotel Mdanai in Maros Regency* shows the results that interpersonal communication also has a significant effect on employee performance.

In connection with the above problems, the researchers are interested in conducting research on "The Effect of Changes in Digitalization and Interpersonal Communication on Employee Performance at PT. Galaxy Purbaya Sakti Kediri".

Formulation of the problem

1. Is digitalization changing significant effect on employee performance at PT. Galaxy Purbaya Sakti Kediri ?
2. Does interpersonal communication have an effect significant on the performance of employees at PT. Galaxy Purbaya Sakti Kediri ?
3. Does the change in digitalization and interpersonal communication have a significant effect on employee performance at PT. Galaxy Purbaya Sakti Kediri ?

Literature review

Digitalization Change

Westernman et al (Adib Z, 2021) defines digitalization change as the use of technology that aims to improve increase performance nor range from a company.

Kaplan et al(Adib Z, 2021). Changes in digitization are changes caused by the use of technology in digital in every human life, especially in how new technologies such as machine learning, big data, and the internet are used for business purposes.

Indicators in digitalization change according to Mevira Munindra(in Febryan, 2020)There are 5 covering: product/service innovation, customer advocacy, data capitalization, business operations, and employee development.

Communication Interpersonal

Effendy(Gumay and DS, 2018)Interpersonal communication is the process of delivering messages and information to other people either directly or through the media to help complete the tasks that must be done.

Mulyana(Anindita, 2021)Interpersonal communication is defined as communication between people in a face-to-face manner which results in that person being able to capture the reactions of others directly, either directly or indirectly verbal nor non-verbal in expressing ideas and messages to foster reciprocal relationships in the delivery of information.

Interpersonal communication indicators according to DeVito(Basri and Hasanuddin, 2021)include: openness (openness), empathy (empaty), support (supportiveness), a sense of positivity (positiveness), and equality (equality).

Performance

Mangkunegara(Assyifa, Sulandari and Rostyaning, 2015)performance, namely the results both in quality and quantity achieved by an employee when carrying out tasks in accordance with the responsibilities given by the company.

Kaswan(Ferdian and Rahmawati, 2019)employee performance reflects the behavior shown by employees in the workplace as the application of skills, abilities, and knowledge that contribute to the company.

Performance indicators by Kasmir(Ainnisya and Susilowati, 2018)include: quality, quantity, time, cost suppression, and relations between employees.

Theoretical Framework and Hypotheses

Theoretical Framework

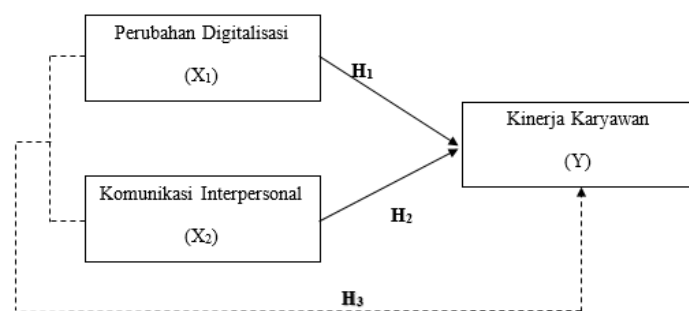


Image 1
 Theoretical Framework

Information :

- ▶ Partially influential
- - - - -▶ Effect simultaneously

X1 = Variable free namely the change in digitization

X2 = Variable free namely interpersonal communication

Y = Variable bound namely employee performance

Hypothesis

Hypothesis according to Sugiyono(Priyono, Qomariyah and Winahyu, 2018)is something answer temporary to formula research problem, where formula problem study has declared in form question

H1= Changes in digitization have an effect on Employee Performance At PT. Galaxy Purbaya Sakti Kediri partially

H2= Influential Interpersonal Communication to Employee Performance At PT. Galaxy Purbaya Sakti Kediri partially

H3= Changes in Digitalization and Interpersonal Communication affect Employee Performance at PT. Galaxy Purbaya Sakti

Method

This study uses quantitative research methods with a causal associative research approach, according to Sugiyono (Roza and Helpiastuti, 2004)causal associative research is research that aims to determine the relationship or influence between two or more variables. In accordance with this study with the title "The Effect of Changes in Digitalization and Interpersonal Communication on Employee Performance at PT. Galaxy Purbaya Sakti", the population taken is employees of PT. Galaxy Purbaya Sakti, totaling 40 people. In this study using non-probability sampling and seeing the number of populations less than 100, the researchers chose to use the saturated sample technique. According to Sugiyono(Ramadan, 2018)Saturated sampling technique is a sampling technique when all members of the population are sampled. Therefore, the sample in this study were all employees at PT. Galaxy Purbaya Sakti Kediri, totaling 40 people.

The data taken in this study is quantitative data, and the source of the data used is primary data derived from respondents' responses obtained from distributing questionnaires to employees at PT. Galaxy Purbaya Sakti Kediri, questionnaires were collected using a Likert scale, each respondent was asked for an

opinion on a statement with a score of 1-5. And secondary data that can be obtained from the management of PT. Galaxy Purbaya Sakti Kediri and can also be obtained from literature in the form of previous journals and theses.

Results

Classic assumption test

Normality test

Used for find out whether the independent variable and variable bound to research obtained by researchers distribute normal or near normal. In this study, the normality test using technique Kolmogorov-Smirnov, if probability value > 0.05 or 5% then data the distribute normal.

Table 1
Kolmogorov Smirnov . One-Sample
Normality Test Results

Variable	Significant Value	Probability Value	Information
Digitization Change (X1)	0.05	0.343	Normal
Interpersonal Communication (X2)	0.05	0.415	Normal
Employee Performance (Y)	0.05	0.086	Normal

Source: Data processed, 2022

Based on table 1, it can be seen that the probability value of all variables, namely the Digitization Change variable (X₁), Interpersonal Communication variable (X₂), Employee Performance variable (Y) has a probability value > 0.05 or 5% so that could concluded that the data is distributed normal.

Test Multicollinearity

Conducted for know is model regression for existence correlation between variable free For test the conducted with use score tolerance and *Variance inflation Factor* (VIF), if score tolerance < 0.10 and score VIF > 10 so occur mul

ticollinearity. If indigo tolerance > 0.10 and score VIF < 10 so no occur multicollinearity.

Table 2
Results Test Multicollinearity

Variable Free	Tolerance	VIF	Information
Change Digitization (X1)	0.802	1,247	Non Multicollinearity
Communication Interpersonal (X2)	0.802	1,247	Non Multicollinearity

Source : Data processed, 2022
Based

on table 2 score tolerance from each variable that is variable Change Digitization (X1), variable Communication Interpersonal (X2), have score tolerance > 0.10 and score VIF < 10, so could concluded that no occur multicollinearity between variable free on study this.

Test Heteroscedasticity

Test heteroscedasticity this conducted for knowing is occur inequality variant residual from one observation to observation other, for testing the use test *Rank Spearman*. If correlation between variable free with residual > 0.05 so no occur heteroscedasticity, if correlation between variable free with residual < 0.05 so occur heteroscedasticity.

Table 3
Results Test Heteroscedasticity

Variable	Score Significant	Score Significant Residual	Information
Change Digitization (X1)	0.05	0.788	Non Heteroscedasticity
Communication Interpersonal (X2)	0.05	0.698	Non Heteroscedasticity

Source : Data processed, 2022
Based

on table 3 score significant residual from each variable that is variable Change Digitization (X1) and variable Communication Interpersonal (X2) have score significant residual > 0.05, so could conclude

ded that no occur heteroscedasticity in study this

Test linearity

Test linearity aim for knowing is two variable have connection which linear or no by significant. As for technique the analysis with use score significance on level 95 % ($\alpha=0.05$) as following :

- 1) If score sig > 0.05 so variable have connection which linear
- 2) If score sig < 0.05 so variable have connection which no linear

Table 4
Results Test linearity

Variable	Score Significant	Score Significant F	Information
Change Digitization and Performance Employee	0.05	0.769	linear
Communication Interpersonal and Performance Employee	0.05	0.266	linear

Source : Data processed, 2022
Based

on table 4 score significant F from variable change digitization and performance employee, variable communication interpersonal and performance employee You're welcome have score significant > 0.05 it means second variable the have connection which linear.

Analysis linear multiple

Table 5
Results Test Analysis linear multiple

Variable	Coefficient Regression	tcount	Sig	Information
Constant	6,832			
Change Digitization	0.154	1,407	0.168	Ha : Rejected
Communication Interpersonal	0.210	2,707	0.110	Ha : Received
Fcount	7,918		0.001	
Rsquare	0.300			

Source : Data processed, 2022

Based

on table 5 so equality regression set as following:

$$Y = 6.832 + 0.154X_1 + 0.210X_2 + e$$

Information :

1. $a = 6,832$

It means if no there is influence from Change Digitization (X_1), Communication Interpersonal (X_2), so big Performance Employee (Y) is as big as 6,832

2. $b_1 = 0.154$

This means that if there is an increase in the digitization change variable (X_1) by one unit while the interpersonal communication variable (X_2) remains, the employee performance (Y) increases by 0.154.

3. $b_2 = 0.210$

It means if occur increase on variable communication interpersonal (X_2) as big as one unit whereas variable change digitization (X_1) permanent so performance employee (Y) go on as big as 0.210.

Test Hypothesis

Test t (Partial)

Test t used for knowing is variable free that is change digitization (X_1), communication interpersonal (X_2) take effect significant to variable bound performance employee (Y) by Partial. Base in taking decision test t is with use number significant if > 0.050 so H_0 received and H_a rejected, if < 0.050 so H_0 rejected and H_a received.

Table 6
Results Test t (Partial)

Variable	tcoun t	Significa nt	Informati on
Change Digitization	1,407	0.168	Ha rejecte d
Communication Interpers onal	2,707	0.010	Ha receive d

Source : Data processed, 2022

Based

on test t which has conducted and showed on table 6 on could explained as following :

1. By Partial variable change digitization (X_1) no take effect significant to performance employee (Y) show results test tcount = 1,407 with number significant that is 0,168 where number the < 0.050 which means H_0 received and H_a rejected and have score coefficient regression (b_1) = 0.154 which it means variable change digitization (X_1) no have influence which significant as big as 0.154 to performance employee (Y) by Partial.
2. By Partial variable communication interpersonal (X_2) take effect significant to performance employee (Y) show results test tcount = 2,707 with number significance that is 0.010 where number the > 0.050 which means H_0 rejected and H_a received and have score coefficient regression (b_2) = 0.210 which it means variable communication interpersonal (X_2) have influence which significant as big as 1.181 to performance employee (Y) by Partial.

Test F (simultaneous)

Test F aim for see is variable free that is change digitization (X_1), communication interpersonal (X_2) take effect significant to variable bound performance employee (Y) by together (simultaneously). Criteria testing test F in study this seen from significance F if score sig. F < 0.05 so H_0 rejected and H_a received it means there is influence which significant Among variable free with variable bound by simultaneous.

Table 7
Results Test F (simultaneous)

Variable	Fcount	Significant	Information
Change Digitization and Communication Interpersonal	7,918	0.001	H0 rejected and Ha received

Source : Data processed, 2022

Based

on table 7 show that score test Fcount as big as 7,918 with score significant F as big as 0.001 where number the < 0.05 , so could concluded that H0 rejected and Ha received mean s variable change digitization (X1), communication interpersonal (X2) take effect by significant to performance employee (Y) by simultaneous on PT. Galaxy Purbaya Magic Kediri.

Coefficient Determination (R2)

Table 8

Results Test Coefficient Determination (R2)

R	R Square
0.547	0.300

Source : Data processed, 2022

Based

on table 8 showing score R = 0.547 which could is known that connection Among variable change digitization (X1), communication interpersonal (X2) to performance employee (Y) on PT. Galaxy Purbaya Magic Kediri is strong because is at in score Among 0 until 1. And score R2 as big as 0.300 it means performance employee influenced by change digitization and communication interpersonal as big as 30% the rest 70% influenced by variable other which no researched in study this.

Discussion

Based on the discussion of the results of the research that has been carried out by researchers, it can be obtained that the variable of digitalization changes has no effect and is significant on employee performance and interpersonal communication variables have an effect and

significant on employee performance variables at PT. Galaxy Purbaya Sakti Kediri.

This research has also conducted a discussion of data analysis and a discussion of multiple linear analysis. In more detail, it can be explained as follows:

Influence Change Digitization to Performance Employee PT. Galaxy Purbaya Magic Kediri.

Results study this show that variable change digitization no take effect significant to performance employee on PT. Galaxy Purbaya Magic Kediri by Partial proven through results calculation which has conducted so obtained score tcount = 1,407 with number significance as big as 0,168 where number the < 0.050 which mean s H0 received and Ha rejected and have score coefficient regression (β) = 0.154. On variable change digitization there is indicator which most many get answer agree from respondent that is about company already prioritize profession based digital for competition business as example use application which addressed for consumer that is application brompit and application for employee that is I-Flip this already walk from year 2018 until now and every day employee use application the so that employee already start dominate change the and performance will stable.

Next employee have skills which good in field technology especially digital for complete profession, hal this because change digitization this Required conducted in company development like in PT. Galaxy Purbaya Magic Kediri in era *society 5.0* like this all employee already no foreign with *website* company which now this performance employee could monitored from *website* the which centered on *play dealer* so for delivery report every month and weekly already use website so that skills employee will Keep going sharpened by no direct, and if there is change digitization anytime para employee already minimal constraint and will more fast understand with use technology so

that performance employee will permanent stable.

in line with study which has conducted by Azhari and Pradana (Azhary and Pradana, 2021) with title Influence Culture Organization Digital To Performance Employee With Digitization Business and Development Score Technology Digital As Variable Intervention (Studies Case On PT. pawnshop (Persero) Office Region X Bandung), from results testing which has conducted so obtained that on variable business digital it turns out no relate with development score digital and have score coefficient negative that is in number -1.101 it means no take effect positive to performance employee on PT . pawnshop Persero Regional Office X Bandung.

Influence Communication Interpersonal to Performance Employee PT. Galaxy Purbaya Magic Kediri.

Results study this show that variable communication interpersonal take effect significant to performance employee on PT. Galaxy Purbaya Magic Kediri by Partial proven with results calculation which has conducted so obtained score $t_{count} = 2,707$ with number significance as big as 0.010 where number the < 0.050 which means H_0 rejected and H_a received and have score coefficient regression (β) = 0.210. On variable change digitization there is indicator which most many get answer agree from respondent that is about employee must capable respond information from outside profession nor from in profession, hal this because for unite various background behind employee so required communication interpersonal in PT. Galaxy Purbaya Magic Kediri, attitude each other open, value one same other, no envy to a achievement employee other will create atmosphere work which conducive so that employee will the more comfortable work and performance employee will the more increase.

in line with results Gumay and DS . research (Gumay and DS, 2018) with title Influence Communication Inte

rpersonal and Environment Work To Performance Employee, from results testing which has conducted obtained results $t_{count} > t_{table}$ that is $6,456 > 1,677$ and results coefficient correlation on interpersonal communication has a value of 0.682, which means that the relationship between interpersonal communication variables and employee performance variables is in the category of strong correlation, it can be concluded that interpersonal communication has a positive and significant effect on employee performance.

Influence Change Digitization and Communication Interpersonal To Performance Employee On PT. Galaxy Purbaya Magic Kediri.

Results study this showing that change digitization, communication interpersonal take effect significant to performance employee by simultaneous proven with results calculation which has conducted so score F_{count} as big as 7,918 with score significant F as big as 0.001 where number the < 0.05 , so could concluded that H_0 rejected and H_a received. Which first on variable change digitization part big employee answer very agree about indicator company already prioritize profession based digital for competition business Thing this because employee more easy in offer product where just and when just only through one platform and will the more make it easy profession para employee. Next on indicator development employee most many chosen agree by employee because employee must have skills in field technology digital in solution her job daily.

On variable communication interpersonal here is indicator which most many get answer agree that is on indicator openness, this because every each employee must capable respond information from outside profession nor from in profession with happy heart so that no arise flavor envy in self which cause no spirit in work. Next on indicator empathy also have answer agree most tall because every employee must have flavor empathy which tall so that can value fellow employee so

that minimal friction which cause environment work no conducive.

in line with Vandela and Sugiarto research (Vandela and Sugiarto, 2021) with title "Influence Use Technology Information and Ability Communicate Interpersonal To Performance Employee PT. Ray Natural Light Sun Ketapang" from results calculation obtained that score Fcount as big as 3,257 with score significant 0.028 where number the <0.050 so H_0 rejected and H_a received so could concluded that by simultaneous use technology and ability communicate interpersonal take effect significant to performance employee.

Conclusion

Based on results study and discussion which has conducted by researcher so could concluded as following: There is no significant effect of the variable of digitalization changes on employee performance at PT. Galaxy Purbaya Sakti Kediri partially. This is evidenced by research conducted by Azhari and Pradana (Azhary and Pradana, 2021) with the title The Influence of Digital Organizational Culture on Employee Performance With Business Digitization and Development of Digital Technology Values as Intervening Variables (Studies Case On PT. pawnshop (Persero) Office Region X Bandung), from results testing which has conducted so obtained that on variable business digital it turns out no relate with development score digital and have score coefficient negative it means no take effect positive to performance employee on PT. pawnshop Persero Regional Office X Bandung. There is influence which significant from variable communication interpersonal to performance employee on PT. Galaxy Purbaya Magic Kediri by Partial. Thing this proven with study which conducted by Gumay and DS (Gumay and DS, 2018) with title Influence Communication Interpersonal and Environment Work To Performance Employee, from results testing which has conducted obtained results H_0 rejected and H_a

received which it means connection Among variable communication interpersonal with variable performance employee enter on category correlation strong, so could concluded that communication interpersonal take effect positive and significant to performance employee. There is influence which significant from variable change digitization and communication interpersonal to performance employee on PT. Galaxy Purbaya Magic Kediri by simultaneous. Thing this proven by study which conducted by Vandela and Sugiarto (Vandela and Sugiarto, 2021) with title "Influence Use Technology Information and Ability Communicate Interpersonal To Performance Employee PT. Ray Natural Light Sun Ketapang" from results calculation obtained that H_0 rejected and H_a received so that could concluded that by simultaneous use technology and ability communicate interpersonal take effect significant to performance employee.

Suggestion

Based on conclusion which has put forward by researcher on so suggestion which could be delivered which relate with results study as following :

1. Influence change digitization proven no take effect significant to performance employee on PT. Galaxy Purbaya Magic Kediri, so all employee expected always consistent to profession which has determined by company related change digitization so that performance employee permanent stable and tend increase.
2. Influence communication interpersonal proven take effect significant to performance employee on PT. Galaxy Purbaya Magic Kediri, so all employee required for more each other routine communicate which good between employee nor with superior so that if communication interpersonal the more good so performance employee also will the more increase.

3. On second variable on could concluded th at change digitization and communicatio n interpersonal take effect significant to performance employe e, so with existence study this expected co uld help company in increase performanc e employee and PT. Galaxy Purbaya Magi c Kediri will the more develop in accordance with vision and mission comp any
4. For further researchers, it is hoped that research can be used as a reference in researching the variables of digitalization change and interpersonal communication variables, and further researchers are expected to be able to further develop other variables to study, one of which is about the work environment, as well as about work discipline.

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