



ANALYSIS OF HUMAN RESOURCE COMPETENCIES AND UTILIZATION OF INFORMATION TECHNOLOGY ON THE WORK PRODUCTIVITY OF BUSINESS

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Abstract

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Date received :	The rapid development of information technology has made almost all business actors open their eyes by paying attention to the development of information technology in order to be able to compete in a competitive, effective and efficient manner. This study aims to analyze the effect of human resource competence and the use of information technology on the work productivity of business actors in Pematang Serai Village, Tanjung Pura District, Langkat Regency. Models and data analysis techniques in this study used a multiple linear regression approach using a questionnaire research instrument. The sample for this study was 57 respondents including: micro, small and medium enterprises in Pematang Serai Village using a questionnaire to collect data. The results of hypothesis testing indicate that competence and utilization of information technology have a partial and simultaneous positive and significant effect on work productivity. The results of the test for the coefficient of determination explain that the determination of the independent variables of competence and utilization of information technology on the dependent variable of work productivity is 22%, while the remaining value is 78% which can be explained by other independent variables.
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1. INTRODUCTION.

Human resource management (HRM) has a role in achieving the goals of an institution, if it has human resources that have good competence. The purpose of human resource management is to create quality human resources, so as to be able to realize services to the community optimally. Human resource management as an important asset for an organization or company needs to be well maintained. Humans play a dynamic role in institutional activities to realize the achievement of institutional goals. Human resource management must be able to support the goals of the institution. The main objective of quality human resource management, human resource competence is considered to meet the criteria if these human resources can realize the goals of the institution by providing good quality services. (Nawawi, 2011)

Quality human resources can be seen from the educational background, training attended, skills expressed in the implementation of tasks and job descriptions. Competence relates to the abilities that



each individual must have in order to do their job well. Competence is a person's ability, so this quality is a combination of expertise (skill) and knowledge (knowledge), the ability (ability) to carry out work becomes an individual characteristic to achieve maximum work productivity. The opinion of (Edison, 2016) Competence is the ability of an individual to carry out a job correctly and has an advantage based on matters concerning knowledge, skills and attitudes and according to (Wibowo, 2016) Competence is an ability to carry out or perform a job based on skills and experience and supported by the work attitude demanded by workers so that from several opinions of experts, researchers can conclude that competence is an ability possessed by employees based on skills and experience which is used as a guideline in carrying out their duties in accordance with SOP (Standard Operating Procedure).

Furthermore, managing one's own business independently is fraught with various challenges and changes in environmental conditions, which consequently require business actors to continuously update information. The development of science and technology requires business actors to always work quickly and swiftly in seeing business opportunities. In the current era of globalization, almost all business actors have opened their eyes by paying attention to the development of information technology. Thanks to advances in technology, communication and information, relationships between countries, between organizations, and between individuals are not far apart (Daryanto, 2013).

Along with the rapid development of information technology, business actors are required to compete competitively, so that life needs can run effectively and efficiently. This is where information is needed by all parties, both individuals and organizations. Technology is designed to support human work towards practical and appropriate efficiency. Technology that initially supported the fulfillment of production needs, now information technology helps in managing data. This is what can have an impact on work productivity (Matandra, 2018).

Work productivity according to (Sutrisno, 2017), is a mental attitude. A mental attitude that always looks for improvements to what already exists, a belief that one can do a better job today than yesterday and tomorrow must be better than today. Productivity is one of the components that must be owned by a company if it wants to achieve the goals set by the company. In its activities the company must be able to increase productivity from time to time this concerns the production of the company itself. A company or organization cannot achieve its goals efficiently and effectively if employee productivity is low. Therefore, productivity is important that always wants to be improved because it can describe the level of employee work efficiency. In implementing productivity targets, human resources play an important role. Because the company's activities are unlikely to be carried out properly without the support of human resources. So a stimulus is needed to increase work productivity, in order to obtain results to achieve company goals.

Pematang Serai Village is a village located in Tanjung Pura District, Langkat Regency, North Sumatra, Indonesia. Where Pematang Serai Village is one of the villages that has a tourist attraction. In Pematang Serai Village there are 7 hamlets. The people in Pematang Serai Village are fishermen, farmers and small traders. Pucuk Serai is a group that strives to foster and develop the potential that exists in the Pematang Serai Village community, which aims to enable the village community to develop its business to be more advanced and able to reach the international market and prosper the lives of the community to be able to be independent to improve the family economy. The number of people who do not understand the potential that exists in the village. So that the village community has not been able to manage the potential that exists in Pematang Serai village. If the potential of human resources and natural resources in Pematang Serai Village is not managed and explored properly, the economy of the Pematang Serai Village community will long experience an increase.

Based on the results of observations in Pematang Serai Village, especially at the Village-Owned Enterprises (BUMDES), that researchers found that the competence and utilization of information technology of micro, small and medium enterprises has not gone well as expected. The competence of business actors is still there who have not been able to provide ideas or things that are innovative and creative for the progress of the business they manage.

Therefore, supporting and providing knowledge and information to small and medium micro business actors in Pematang Serai Village is part of the demands in the overall effort to increase the competence of each individual. Based on the information above, the researcher is interested in helping the community, especially small and medium micro business actors, to improve their competence through the use of information technology owned so as to support work productivity for the businesses they manage respectively. The purpose of this study is to determine more clearly the competence of human resources partially and simultaneously have a positive and significant effect in improving work productivity



and business actors in Pematang Serai Village, Langkat Regency.

2. METHODS

In research using associative research with a causality approach, namely research that aims to determine the relationship between two or more variables. (Sugiyono, 2016: 55). The population in this study were small and medium business actors totaling around 213 business actors in Pematang Serai Village and for the sample assignment in this study using the random sampling method resulting in 57 business respondents. The data collection technique in this study used a questionnaire (Questionnaire).

Furthermore, for indicators in this study on HR Competency variables measured based on Skills, Knowledge, Self-concept (attitude), Traits, Motives. For technology utilization variables measured based on Information Technology Intensity, Availability of Experts, Investment in Technology, Ease of Exchanging Information, Ease of Access to Cooperation and Work Productivity measured based on Ability, Improving results achieved, Morale, Self-development, Quality, Efficiency. This study uses Multiple Linear Regression Analysis Methods with tests including Data Instrument Test, Classical Assumption Test and Hypothesis consisting of Partial Test, Simultaneous Test and Determination Test.

3. RESULTS

3.1. Data Quality

Based on the results of testing the Data Validity and Data Reliability Test, it is found that the r-count value of almost all statements in each variable indicator is greater than the r-table value of 0.220 and there is 1 invalid question item / The detailed results of the Validity Test testing are described as follows:

Table 1. Result Validity

Variable	Instrument Questions	Validity Test Results	Description
Human Capital Competency	Question 1	0.426	Valid
	Question 2	0.492	Valid
	Question 3	0.298	Valid
	Question 4	0.150	Tidak Valid
	Question 5	0.363	Valid
	Question 6	0.365	Valid
	Question 7	0.351	Valid
Technology Utilization	Question 1	0.630	Valid
	Question 2	0.749	Valid
	Question 3	0.823	Valid
	Question 4	0.618	Valid
	Question 5	0.868	Valid
	Question 6	0.724	Valid
	Question 7	0.440	Valid
	Question 8	0.663	Valid
	Question 9	0.897	Valid
	Question 10	0.791	Valid
Work	Question 1	0.650	Valid



Productivity	Question 2	0.779	Valid
	Question 3	0.813	Valid
	Question 4	0.303	Valid
	Question 5	0.734	Valid
	Question 6	0.478	Valid
	Question 7	0.702	Valid

For testing on the Reability Test, it can be asked that all questions on each indicator are Realibel because the Cronbanch's Alpha value > 0.220 with the following test results:

Table.2. Reliability Test Results

Variable	Reliability Test Results	Description
Human Capital Competency	0.520	Realibel
Technology Utilization	0.771	Realibel
Work Productivity	0.613	Realibel

Furthermore, based on the 2 test results above, namely validity and reliability, the results can be continued into the next stage of the data processing process.

3.2. Classical Assumption Test Results

Data normality testing is carried out to fulfill the requirements of the regression model that the data obtained has normal properties. In this test, a data is said to be normally distributed if the distribution of existing data spreads evenly to all areas of the normal curve shown in the Histogram and Normal P-P Plot results in the image shown below:

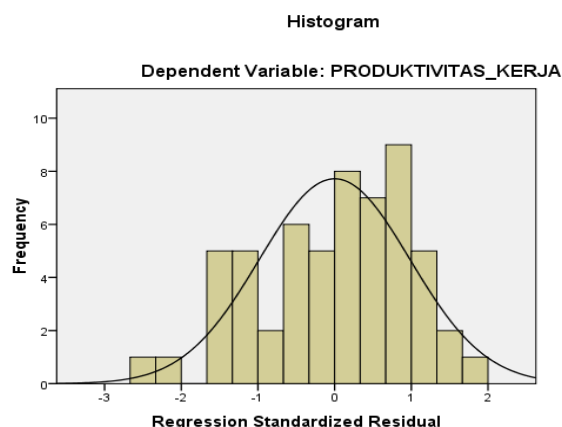


Figure 1. Data Normality Test

From the picture above, the Normality Test Histogram above on the results of testing the normality of the data it is known that the data has been normally distributed, where the histogram image looks like it has lines that form a bell-like pattern and has a balanced swell in the middle position.



Normal P-P Plot of Regression Standardized Residual

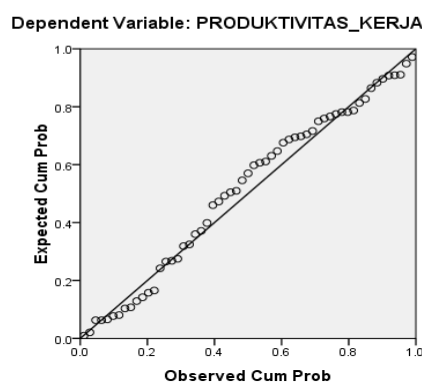


Figure 2. Normal P-P Plot Normality Test

Then it can be seen in Figure 2. Normal P-P Plot Normality Test above, that for the results of testing the normality of the data using the PP Plot image, it can be seen that the data points spread around the diagonal line so that it can be said that the data distribution is normally distributed.

3.3. Multicollinearity Test

Multicollinearity testing aims to determine whether the independent variables have a relationship or not with each other. The table shows the Variance Inflation Factor VIF value below 10 and the Tolerance value > 0.1 , this means that among the independent variables in this study there is no relationship or has no relationship with each other. So it can be concluded that the regression model does not have Multicollinearity. The results of the Multicollinearity assessment can be seen in the table below:

Table 3. Multicollinearity Test Results

Variable	Tolerance Value	VIF Value
HR Competency	0.27	8,40
Technology Utilization	0.58	9,20

3.4. Discussion.

The results of this study indicate that there is a positive and significant effect of the competency variable (X1) on the work productivity variable (Y) of small and medium business actors in Pematang Serai Village, based on the



value of the data results in the t test (partial test), the value of T_{hitung} is $2.359 > T_{tabel}$ of -1.292 with a significant value of $0.022 < 0.05$. So that H_a is accepted and H_o is rejected, where the competency variable has several indicators consisting of skills, knowledge, self-concept (attitude), traits and motives. So that H_a is accepted and H_o is rejected, where the competency variable has several indicators consisting of skills, knowledge, self-concept (attitude), traits and motives. The good competence of business actors in Pematang Serai Village automatically becomes an added value to a person's ability so that his self-confidence increases as well. Significant results seen from the analysis data above, this indicates that the rise and fall of business actors' productivity is largely determined by the good competence or ability they have in producing or producing goods/services. The results of this study are in line with research (Nuryanto, 2017) which states that the better the level of a person's ability to do work, the more his work productivity increases.

Based on the results of the analysis for the variable utilization of information technology (X_2), it can be concluded that the use of information technology has a partial and significant effect on the work productivity of business actors in Pematang Serai Village. The results of the data analysis state the T_{hitung} value of $3.076 > T_{tabel}$ of -1.292 , and it can be stated that H_a is accepted and H_o is rejected, this means that business actors who have the knowledge and ability to use information technology can be achieved. Through the use of information technology, business actors can complete their work effectively and efficiently. With the benefits and all the conveniences in using information technology, business actors are very capable of measuring the timeliness and success of their work. This reflects that the higher the use of information technology, the more work productivity will increase, and vice versa, the less the use of information technology, the more work productivity will decrease.

Meanwhile, from the results of the correlation coefficient analysis, a value of 0.220 was obtained, indicating that only 22% of the influence of competence and utilization of information technology on the work productivity of business actors in Pematang Serai Village. While the remaining value of 78% is influenced by other factors not examined in this study. This research is in line with research (Axchel Tumiwa, 2017) which states that whether or not the competence and utilization of information technology provided greatly affects work productivity. The low correlation results of the dependent variable explained by the independent variables obtained from this study. This is due to the very low level of education of business actors at junior and senior high school, and the low level of education of business actors at junior and senior high school.

4. CONCLUSION.

Based on the data analysis and discussion of the research results above, the following conclusions can be drawn:

1. Competence has a positive and significant effect on the work productivity of business actors in Pematang Serai Village, which means that the better the competence of business actors, the more their work productivity will increase.



2. Utilization of information technology has a positive and significant effect on work productivity, based on this, it means that the higher the utilization of information technology, the higher the work productivity.
3. Based on the test results the amount of adjusted R square is explained by the independent variable competence and utilization of information technology by 22%, while the remaining 78% is a variable that is not studied so that it can be used as a reference for future researchers.

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