THE INFLUENCE OF COMMUNICATION AND WORK EXPERIENCE ON EMPLOYEE MORALE AT JONI *COSMETIC* TEGAL STORE

Ade Rizka Aaliyah, Suwandi, Mei Rani Amalia

ABSTRACT

Human resource management recognizes the importance of the organization's workforce as the main human resource that contributes to the achievement of organizational goals and provides assurance that the implementation of organizational functions and activities is carried out effectively and fairly for the benefit of individuals, organizations, and society. The data used in thi study is primary data. The population in this study were 53 employees and the sampling technique used purposive sampling, the respondents in this study amounted to 36 SPGs. The data collection method used in this study was a questionnaire. While the analytical method used is the classical assumption test, multiple linear regression analysis, hypothesis testing and the coefficient of determination.

The results of the study show: 1) There is an effect of Communication on Employee Morale, 2) There is an influence of Work Experience on Employee Morale, and 3) There is an influence of Communication and Work Experience on Employee Morale. Variables can be said to be influential if the significance value is <0.05.

Keywords: *Work Spirit, Communication and Work Experience.*

INTRODUCTION

Human resource management is a part of management science that focuses on regulating the role of human resources in organizational activities. In the city of Tegal, there are several *cosmetic* shops that compete fiercely. Joni *Cosmetic store* is one of the stores in the city of Tegal. To be able to compete with other similar businesses, companies must have advantages in order to compete so that it is difficult to imitate, excellence is obtained from employees who are productive, innovative, creative and always passionate and loyal. Human resource management recognizes the importance of the organization's workforce as the main human resource that contributes to the achievement of organizational goals and provides assurance that the implementation of organizational functions and activities is carried out effectively and fairly for the benefit of individuals, organizations, and society (Marliani et al., 2018).

The success of an organization both as a whole and various groups in an organization depends largely on the effectiveness of communication, Good work experience can also support the

success of a company in achieving its goals. Through these factors, it will create a high level of morale so as to support the success of the company. Conversely, if the level of morale decreases, it will hinder the company in achieving its goals. Employee morale in a company is influenced by various factors originating from internal and external. Factors that influence employee morale include motivation, human relations, communication, participation, physical work environment, work experience, health and safety. Work spirit is the ability of a group of people to work diligently and consistently in pursuit of common goals so that work can be completed faster and better (Arianto, 2015).

LITERATURE REVIEW

a. Morale

Work spirit is a person's desire and sincerity to do his job well and discipline for maximum work performance. Factors that Affect Work Morale is someone who has high morale will have full confidence in himself to be able to improve the quality to survive when facing difficulties in his work, Factors that affect morale are the work atmosphere and communication relationships in work that are established between members of the organization that are well established and healthy can provide employee morale. Work experience to work that an experienced person will have good performance in carrying out his work, can expect difficulties so that they are better prepared to face them.

b. Communication

Communication is the process by which one party or individual conveys information or intent to another party or individual, either directly or through the media. Communication inhibiting factors are noise, physical disorders, semantic disorders, *inerest,* motivation, prejudice, interpersonal communication barriers.

c. Work Experience

Work experience is defined as something or ability possessed by employees in carrying out the tasks assigned to them. With a long enough and quite a lot of experience, it is expected that they will have greater abilities than those without experience. Factors Affecting Employee Work Experience are: 1) Length of time or length of service A measure of the length of time or length of work that has been taken, a person can understand the duties of a job and has carried out well. 2) The level of knowledge and skills possessed Knowledge refers to concepts, principles, procedures, policies or other information required by employees. includes the ability to understand and apply information to job responsibilities. While skills refer to the physical abilities needed to achieve or carry out a task or job. 3) Mastery of work and equipment The level of mastery of a person in the implementation of technical aspects of equipment and work techniques. 4) Types of work The more types of tasks a person performs, the more generally the person will get better task execution results.

Hypothesis

H1 : There is an Influence of Communication on Employee Morale at Joni *Cosmetic* Tegal Store

H2 : There is an Influence of Work Experience on Employee Morale at Joni *Cosmetic* Tegal Store

H3 : There is an Influence of Communication and Work Experience on Employee Morale at Joni Cosmetic Tegal Store .

RESEARCH METHODS

Researchers use this type of quantitative research to obtain valid analytical data. The population in this study is all employees of Joni *Cosmetic* Store which amounts to 53 employees. This researcher uses purposive sampling techniques, namely data sampling techniques based on certain considerations, in accordance with the desired criteria to be able to determine the number of samples to be studied. Researchers used SPG employees as a sample of this study totaling 36 people with several criteria set were having undergone a probation period for 1 month and having attended job training or training for approximately 3 months.

RESULTS OF RESEARCH AND DISCUSSION

Classical Assumption Test Results

a. Normality Test

Based on the output results of normality test data processing using the Kolmogrof-Smirnov Test formula as listed in the table above, the Asymp value is obtained. Sig. (2- tailed) of 0.200 or greater than 0.05. So it can be concluded that the tested data is normally distributed.

b. Multicollinearity Test

Multicollinianity tests for tolerant values and variable VIFs, Communication (X1) showed values of 0.870 and 1.149, and Work Experience (X2) showed values of 0.430 and 2.326. Judging from the numbers of each variable, it shows that the tolerant value is greater than 0.10 and the VIF value is less than 10. So it can be concluded that there is no multicollinearity in the regression model.

c. Autocorrelation Test

DW value 1.726, this value is compared with the table value using a significance level of 5% (0.05), the number of N as much as 36 and the number of independent variables 2 (k = 2) with a DU value of 1.5872 and a 4-DU value of 2.4128 Therefore, the Durbin Watson value of 1.726 is greater than the upper limit (Du) of 1.5872 and less than 2.4128 (4 – du) or 1.5872<1.726<2.4128 then it can be concluded that there is no positive or negative correlation, It can be concluded that the model does not contain autocorrelation problems.

d. Heteroscedasticity Test

The result of heteroscedasticity points spread randomly or do not form a certain clear or regular pattern, and are spread both above and below the number 0 on the Y axis. This means that there are no symptoms of heteroscedasticity in the regression model, so that a good and ideal regression model can be fulfilled.

Multiple Linear Regression Analysis

Table 1

Multiple Linear Regression Analysis Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,485	5,533		1,353	,182
	COMMUNICATION	,403	,163	,272	2,470	,017
	WORK EXPERIENCE	,369	,173	,337	2,139	,037
a. Dependent Variable: MORALE						

Coefficients a

Source : Data processed with SPSS Version 25

Based on the results of the table above, it can be included in the following equation: Y

$$= a + b1X1 + b2X2 + e$$

Y   = 7.485 + 0.403X1 + 0.369 X2 + e

Test the hypothesis
1) Partial Test (Test t)

Table 2

Test

Results t

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,485	5,533		1,353	,182
	COMMUNICATION	,403	,163	,272	2,470	,017
	WORK EXPERIENCE	,369	,173	,337	2,139	,037
a. Dependent Variable: MORALE						

Coefficients a

Data processed with SPSS Version 25

a) The communication variable in the t test has a significant value of 0.017 < 0.05 which means that the communication variable has an influence on employee morale. From these

results, H1 is accepted.

b) The work experience variable in the t test has a significant value of 0.037 > 0.05 which means that the work experience variable has an influence on employee morale. From these results, H2 is received

2) Simultaneous Test (F Test)

<div align="center">

Table 3 F
Test
Results

</div>

ANOVAa					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	332,738	2	166,369	18,423	,000 b
Residuals	298,012	33	9,031		
Total	630,750	35			
a. Dependent Variable: MORALE					
b. Predictors: (Constant), WORK EXPERIENCE, COMMUNICATION					

Data processed with SPSS Version 25

The results of testing the hypothesis of the influence of Communication and Work Experience on the Morale of Joni Cosmetic Store Employees in Tegal are significant, this is evidenced in the table where the significant values are 0.000 < 0.05. Therefore, the decision of the hypothesis is accepted due to the significant value of 0.000. So that Communication and Work Experience have a joint influence on the Morale of Joni Cosmetic Store Employees in Tegal.

<div align="center">

Coefficient of Determination (R2)

Table 4

Results of the coefficient of determination (r^2)

</div>

Model Summaryb					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change
1	,696 a	,585	,553	3,105	,485
a. Predictors: (Constant), WORK EXPERIENCE, COMMUNICATION					
b. Dependent Variable: MORALE					

Data processed with SPSS Version 25

Based on the table above, the Adjusted R Square value is 0.553 or 55.3%. This means that all independent variables (communication and work experience) have an influence on the dependent variable (morale) by 55.3%, and the remaining 44.7% are influenced by other factors that are outside this study.

DISCUSSION

The Effect of Communication on Employee Morale

The results of the t test show that communication has a significant value of 0.017 < 0.05. Judging from the results of the t test, H1 is declared accepted. So, communication has a significant effect on employee morale.

This research shows that communication has a significant effect on the morale of Joni Cosmetic Tegal Store employees. Communication will have a positive impact on employee morale if it improves communication between departments.

The results of this study are supported by previous research conducted by Franky Sugara, Setyo Adji, Siti Chamidah in 2020 with the title "The Effect of Communication, Motivation, and Physical Work Environment on Employee Morale (Study on Ud. Sukri Dana Abadi Ponorogo)", they said that communication has a significant effect on employee morale.

The theoretical implications of communication put forward by (Usman, 2019) Communication is one of the activities that build relationships between superiors and subordinates. Because communication is important so that the intent and message conveyed can be received as the sender of the information concerned. Communication is important for creating collaborative relationships among the people involved in an organization and has a huge impact in achieving organizational goals. Communication will allow each member of the organization to help each other and communicate with each other. A person's ability to communicate with others greatly affects warm and friendly relationships.

The Effect of Work Experience on Employee Morale

The results of the t test show that work experience has a significant value of 0.037 < 0.05. Judging from the results of the t test, H2 is declared acceptable. So, work experience has a significant effect on employee morale.

This research shows that work experience has a significant effect on the morale of Joni Cosmetic Tegal Store employees. Work experience will have a positive impact on employee morale, if the experience is long enough and quite a lot, it is expected that they will have greater abilities.

Theoretical implications of work experience proposed by (Nihlah, 2016) Work experience is defined as something or ability possessed by employees in carrying out the tasks assigned to them. With a long enough and quite a lot of experience, it is expected that they will have greater abilities than those without experience.

The Effect of Communication and Work Experience on Employee Morale

The results of the F test show that Communication and Work Experience have a significant value of 0.000 < 0.05. Judging from the results of the F test, H3 is declared accepted. So, Communication and Work Experience simultaneously affect employee morale.

Based on the value of the coefficient of determination, it is known that Communication and Work Experience influence or contribute to employee morale by 55.3%, and the remaining 44.7% is influenced by other factors that are outside this study.

Theoretical implications of Communication and Work Experience on Employee Morale, communication stated by (Usman, 2019) Communication is one of the activities that builds relationships between superiors and subordinates. Work Experience proposed by (Zamrodah, 2016) Work experience is a measure of the length of time or work period that a person has taken in understanding the tasks of a job and has carried out well.

The practical implication in this study is that simultaneously the variables of communication and work experience have an influence on morale.

CONCLUSION AND ADVICE

Conclusion

1. Communication affects Employee Morale, as evidenced by the results of partial data analysis which shows a significance value of 0.017 < 0.05. The result means that H1 is accepted.

2. Work Experience affects Employee Morale, as evidenced by the results of partial data analysis which shows a significance value of 0.037 < 0.05. The result means that H2 is accepted.

3. Communication and Work Experience affect Employee Morale, as evidenced by the results of simultaneous data analysis which shows a significance value of 0.000 < 0.05. This means that H1, H2, together affect Employee Morale, meaning H3 is accepted.

4. The Adjusted R Square value is 0.553 or 55.3%. This means that all independent variables (communication and work experience) have an influence on the dependent variable (morale) by 55.3%, and the remaining 44.7% are influenced by other factors that are outside this study.

Suggestion

Based on the research that has been done and the conclusions obtained, the researcher proposed several suggestions to develop this research, namely:

1. The need to improve communication between sections. Given that communication is very important in the company, the establishment of good inter-part communication and with the delivery of messages that are easy to understand will certainly make it easier for the company to achieve goals.

2. Joni Cosmetic store needs to improve morale in terms of Communication and Work Experience of its employees so that employee morale becomes even better.

3. For future researchers, it is expected to further develop research by adding other independent variables such as recruitment variables, work environment, work discipline, and so on that affect employee morale.

BIBLIOGRAPHY

Arianto, D. A. N. (2015). The effect of organizational communication and compensation on morale Work Employee. *Journal Economia*, *11*(2),177. https://doi.org/10.21831/economia.v11i2.7946

Ghozali, I. (2018). *Application of multivariate analysis with IBM SPSS 25 program 9th edition*. Diponegoro University.

Beautiful Mariani, L. M., &; Sariyathi, N. (2017). The influence of motivation, communication and work discipline on the performance of employees of Warung Mina Peguyangan in Denpasar. *E-Journal of Management Udayana University*, *6*(7), 244999.

Jiwanto, G. (1985). *Communication in the organization*. Andi Offset.

Admiral, R. F. (2018). *The Influence of Work Morale on the Performance of Non-Medical Employees at Siti Aisyah Islamic Hospital Madiun in 2018 By: Riayana Fitri Laksarini Specialization in Health Policy Administration*.

Marliani, &; Rosnely. (2018). *Industrial &; Organizational Psychology*. CV. LOYAL LIBRARY. Nihlah, N. S. (2016). *The effect of work experience, organizational communication climate and wage system on employee productivity (study at Ksp Giri Muria Group).* 10–11. http://repository.iainkudus.ac.id/186/

Sapti, M. (2019). Morale factors. *Mathematical Connection Ability (Review of Savi's Learning Approach*), *53*(9), 1689–1699.

Sri, H. (2001). *Business Communication*. YKPN AMP Publishing and Printing Unit. Sugiyono, D. (2013). *Quantitative, Qualitative, and Action Research Methods*. Suliyanto. (2018). *Business Research Methods*. CV. Andi Offset.

Suwanto, S., Kosasih, K., Nurjaya, N., Sunarsi, D., &; Erlangga, H. (2021). The influence of motivation and work experience on employee productivity at Happy Restaurant in Bandung. *Journal of Effective Economics*, *3*(4), 546.

https://doi.org/10.32493/jee.v3i4.11292

Usman, B. (2019). The influence of interpersonal communication on employee performance at the Faculty of Economics, PGRI University Palembang. *Wahana Ekonomika Media Journal, 10*(1),1–18.https://jurnal.univpgri-palembang.ac.id/index.php/Ekonomika/article/view/2754/2552

Zamrodah, Y. (2016). *Analysis of Work Experience and Work Skills in Pekanbaru Roro Catering Employees*. *15*(2), 1–23.