

Implementation of Regression Analysis to Test The Effect of Social Media, Work Motivation, Work Discipline on Increasing The Performance of Sipare-Pare Tengah Village Office Employees, Marbau District, North Labuhanbatu Regency

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Abstract

The purpose of this study was to determine and analyze the influence of social media, work motivation, work discipline on improving employee performance at the Sipare-Pare Tengah Village Office. The research method used in this study is a quantitative research method. This research also includes quantitative research that is correlational. The population in this study were all employees at the Sipare-Pare Tengah Village Office with a total of 44 people. The number of samples used in this study amounted to 44 people. Where the entire population is used as a research sample using the saturated sample method. The data used in this study is primary data, namely data obtained directly by researchers from measuring the length of the short intervals in the measuring instrument is the Likert scale. The data analysis technique used in this study is a quantitative data analysis technique using statistical methods. This study uses the calculation results of the IBM Statistical Package For The Social Science (SPSS) version 26 which aims to determine the significant level and relationship between the independent variables and the dependent variable. Partially, the social media variable (X1) has a positive and significant effect on the performance improvement variable by tcount value 2,636 > ftable 1,684 with a significant value of 0.215 > 0.05. Partially, the work motivation variable (X2) has a positive and significant effect on performance improvement variables with a tcount of 2,089 > ftable of 1,684 with a significant value of 0.000 < 0.

Keywords: Social Media; Work Motivation; Work Discipline; Performance Improvement.

1. Introduction

Social media is an online media that allows its users to easily participate, interact, share or be involved in social networks without being limited by space and time. Meanwhile, according to Kimura et al., (2016) Social Media for Government, social media is an easy-to-use internet-based platform that allows users to create and share content (information, opinion, and interest), in various contexts (informative, educative, satire, criticism and so on) to a wider audience. So that social media has a chain effect which makes the transmission process not stop at just one main audience (multiplier effect). as of January 2021 active users of social media in Indonesia reached 170 million users, an increase of 6.3% or the equivalent of 10 million users compared to January 2020. If we look at Indonesia's population of around 274.9 million people, then 61.8% of them are active users of social media. Meanwhile, according to Internetworldstats data, internet users in Indonesia have now reached 212.35 million. Based on this data, it can be ascertained that social media is an activity that is familiar to the people of Indonesia. Indonesian people are also quite adaptable to various types of social media, but there are five social media channels that are most widely used by Indonesian people, namely Facebook, Youtube, Instagram, Twitter and Tik Tok. As a manifestation of the development of information technology, Social media certainly offers various benefits for its users, one of which is the benefits of social media for Government Public Relations. Government Public Relations can make social media a platform for carrying out public communications and also for carrying out strategic communications. Social media for government is also one of the innovations in governance that maximizes technology and is a solution to problems that exist in society (Zeuch, 2016).

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Human resources are very important for government agencies in development and progress to realize existence in society such as the Sipare-Pare Tengah Village Office. Managing human resources within an agency is not easy because it involves various elements within an agency, namely leaders, employees, and the system itself. Human resources are people who design and produce goods and services, allocate financial resources, monitor quality, and formulate all strategies to achieve targets. the agency or organization. Work motivation is a factor that encourages someone to carry out a certain activity, therefore work motivation is defined as a driving factor for someone's behavior (Demerouti & Cropanzano, 2010). Motivation is one effort to improve employee performance. Motivation and performance are two constructive and correlative elements. Both require each other and cannot be separated from the other (Muhammad Elwan, 2019). As professionals, employees of the Sipare-Pare Tengah Village Office have different work motivations between one employee and another, this is caused by a person's lack of interest in achieving success. desired direction. This is the same as the findings of (Fredrickson, 2001) that what drives performance improvement is motivation that can spur employees or employees to work hard so that they can achieve their goals, in this way it will increase employee performance so that it affects the achievement of company goals. This will later result in differences in improving employee performance at the Sipare-Pare Tengah Village Office in improving the quality of work at the Sipare-Pare Tengah Village Office.

The need for competent employees in accordance with their inadequate position in the Sipare-Pare Tengah Village Office has consequences for a irresponsible attitude towards work, loss of motivation for achievement, lack of enthusiasm at work and feelings of boredom which reduce work performance and decrease the performance of office employees Sipare-Pare Tengah Village. Improving individual and group performance is a concern in improving organizational performance. Several factors affect individual performance, namely company regulations, co-workers, supervision, motivational skills and training. Motivation as behavior aimed at the target. Motivation has no significant effect on employee performance (Maramis, 2013). The application of this work discipline is useful in educating employees or employees of the Sipare-Pare Tengah Village Office to obey and obey the rules, procedures and policies that exist in the company. Thus, work discipline is very important to be upheld in a company or agency so that employees or employees work according to the regulations in the company. Good discipline reflects a person's sense of responsibility for the tasks assigned to employees. Because with the growing development of an organization or company and the higher technology used by companies or agencies, it causes frequent changes and the wider scope of work to be carried out by the workforce, so it is necessary to hold discipline so that organizational or company goals can be achieved.

2. Literature Review

2.1. Social Media

The Information and Electronic Transaction Law (abbreviated as the ITE Law) or law number 11 of 2008 is a law that regulates information and electronic transactions, or information technology in general. This law has jurisdiction that applies to everyone who commits legal acts as stipulated in this law, both within the territory of Indonesia and outside the jurisdiction of Indonesia. Which has legal consequences in the jurisdiction of Indonesia and/or outside the territory of Indonesia and harms the interests of Indonesia. According to Hussain et al., (2018) social media is a medium on the internet that allows users to represent themselves and interact, work together, share, communicate with other users, and form social bonds virtually. Social media is also a term that describes a variety of technologies used to bind people into collaboration, exchange information, and interact through web-based message content. Because the internet is always developing, the various technologies and features available to users are always changing. Good work discipline reflects a person's sense of responsibility for the tasks assigned to employees or employees of an agency (Hauff et al., 2022).

2.2. Technology

Information and Communication Technology (ICT) as part of science and technology (IPTEK) in general is all technology related to the collection, collection (acquisition), processing, storage, dissemination and presentation of information. Information technology is also a technology that is used to process data including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, namely information that is relevant, accurate and timely for personal, business and governance and is strategic information for decision making (Bhatnagar, 2012). ICT itself is a large umbrella terminology that includes all technical equipment for processing and conveying information.

- a) Eric Deeson, information and communication technology is a human need in taking and transferring, processing and processing information in a social context that benefits oneself and society as a whole
- b) Susanto, information and communication technology is a medium or tool that is used to transfer data either to obtain data or information or to provide information to other people and can be used as a means of communicating either one way or two ways.

Based on some of the opinions above, it can be concluded that the notion of Information and Communication technology is technology that processes or processes and produces information and disseminates or publishes it such as media communication. ICT itself must have characteristics that are able to support its use, including, namely, ICT is able to provide information, is easy to use, reliable, has a fast innovation cycle and minimal response time.

2.3. Village Information System

Village Information System is a process and application/media based on computers and the internet, managing Village Information, supporting the functions and duties of the village government, which includes population administration, planning, reporting, asset management, budget management, public services, top-down Information transmission or conversely, cross-sectoral communication (Guest, 2017). Village Government and Community communication, and so on. Based on the above understanding, the type of application needed by a village may require more than one application, for example the Population Validation Application for data management and population services such as (KTP, KK, Birth Certificate and Certificate), SISKEUDES to manage village finances/budget, application village profile, social media (Facebook, Twitter, WhatsApp, email, Google Drive, Blogg) and so on.

2.4. Work Motivation

According to Hasibuan, (2014) work motivation is an encouragement to direct subordinates to want to work productively to realize the goals that have been set. According to Syah et al., (2021) high work motivation will create a conducive work environment and encourage the creation of professional attitudes and actions in completing work according to their respective fields and responsibilities, thus employees will work more actively in carrying out their work. Conversely, with low work motivation, employees do not have enthusiasm for work, give up easily, and have difficulty completing their work. Work motivation goals are: Increase employee morale and job satisfaction, Improve employee discipline, Streamlining employee recruitment, Creating a good working atmosphere and relationship, Increase employee loyalty, creativity, and participation, Improving employee welfare, Increasing employees' sense of responsibility towards their duties.

2.5. Work Discipline

According to Zeuch, (2016) work discipline is a tool used by managers to communicate with employees so that they are willing to increase one's awareness to comply with all rules and social norms that apply in a company. According to (Hasibuan, 2014) work discipline is a person's awareness and willingness to comply with all company regulations and applicable social norms. According to (Bataneh, 2020) work discipline is a tool used by managers to communicate with employees so that they are willing to change behavior and to increase awareness as well as one's willingness to comply with all social norms that apply in a company. According to (Bataneh, 2020) work discipline has 3 aspects, these three aspects are as follows:

- a) Mental attitude
- b) Good understanding of such systems of code of conduct, norms, criteria and standards
- c) Behavior that naturally shows sincerity for internal factors, namely those that come from within the body itself as a result of external workload reactions. obey everything carefully and orderly.

From some of the expert opinions above regarding work discipline, it can be interpreted that work discipline is an attitude of respect, obedience to applicable regulations, both written and unwritten regulations. Discipline can be a role model for others. However, if in an organization you do not apply discipline, you must follow the existing rules so that you like it or not, like it or not, the employee will become disciplined.

- a) Self imposed discipline (discipline that arises from himself). Self that arises from self job satisfaction, so job satisfaction also affects the work discipline of employees in the company, which means that if employee job satisfaction is high the higher the employee discipline. And preferably if the employee's job satisfaction is low then

the employee's discipline is also low in the awareness of the employee himself, because of his duties and obligations. So the cycle that exists in employees follows the level of employee satisfaction.

- b) Comand discripline (discipline based on orders). This discipline arises because of the rules or sanctions imposed within the organization. However, this discipline is discipline that is not intentional on the part of an employee, but only coercion and only following existing regulations, so as not to be subject to a letter of reprimand from Human Resources.

2.6. Performance Improvement

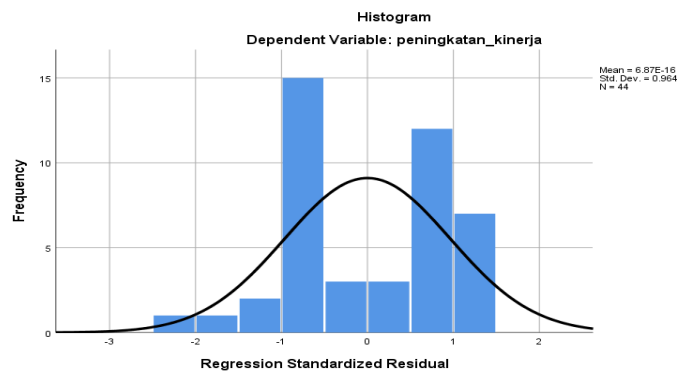
According to Hasibuan, (2014) performance is a work result achieved by a person in carrying out the tasks assigned to him which are based on skills, experience and sincerity as well as time. According to Alimudin et al., (2019) performance is the level of achievement of results on the implementation of certain tasks. According to Lubis (2015) performance is the output produced by the functions or indicators of a job or profession within a certain time. According to Lubis (2015) performance is the real behavior displayed by each person as work performance produced by employees according to their role in the company. According to Sedarmayanti in Lubis (2015) states that performance is the result of work that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities in an effort to achieve the goals of the organization concerned illegally not violating the law and in accordance with morals and ethics. According to Mashun in Lubis (2015) performance is about the level of achievement of the implementation of activities or programs/policies in realizing the goals, objectives, mission and vision contained in the strategic planning of an organization.

3. Methods

The research method used in this study is a quantitative research method. This research also includes quantitative research that is correlational. The population in this study were all employees at the Sipare-Pare Tengah Village Office with a total of 44 people. The number of samples used in this study amounted to 44 people. Where the entire population is used as a research sample using the saturated sample method. The data used in this study is primary data, namely data obtained directly by researchers from measuring the length of the short intervals in the measuring instrument is the Likert scale. The data analysis technique used in this study is a quantitative data analysis technique using statistical methods.

4. Result and Discussion

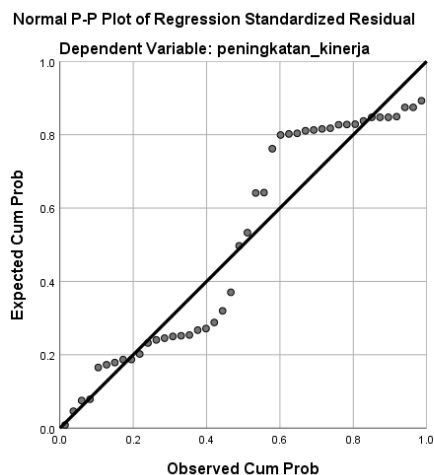
The normality test can be done in two ways, namely by looking at the Histogram graphic display and the PP Plot graph, the histogram graphic display is shown in Figure 1, where this graph gives a normal distribution pattern because it spreads evenly to the left and right.



Source: 2023 Research Results (data processed)

Figure 1. Histogram

Based on the histogram graph, the data has shown a perfectly concave normal curve. It can be said to be normal if the line has formed a concave upward like the picture. The results of the multicollinearity test in this study are contained.



Source: 2023 Research Results (data processed)

Figure 2. P-Plot Graph

In Figure 4.2 the P-P Plot above, it can be seen that the dots spread around the diagonal line and their spread follows the direction of the diagonal line. From this graph it can be concluded that the regression line model meets the assumption of normality. To further strengthen the results of the normality test with the PP Plot graph, a Kolmogorov-Smirnov analysis is carried out with the condition that $Asmp. Sig. (2-tailed) > 0.05$ then it does not experience normal distribution disturbance, whereas if the value of $Asmp. Sig. (2-tailed) < 0.05$, it means that the normal distribution is disturbed

This test is used to test whether the model in the regression found a correlation between the independent variables. The multicollinearity test results obtained using SPSS version 26 are shown in Table 2.

Table 1. Multicollinearity Test

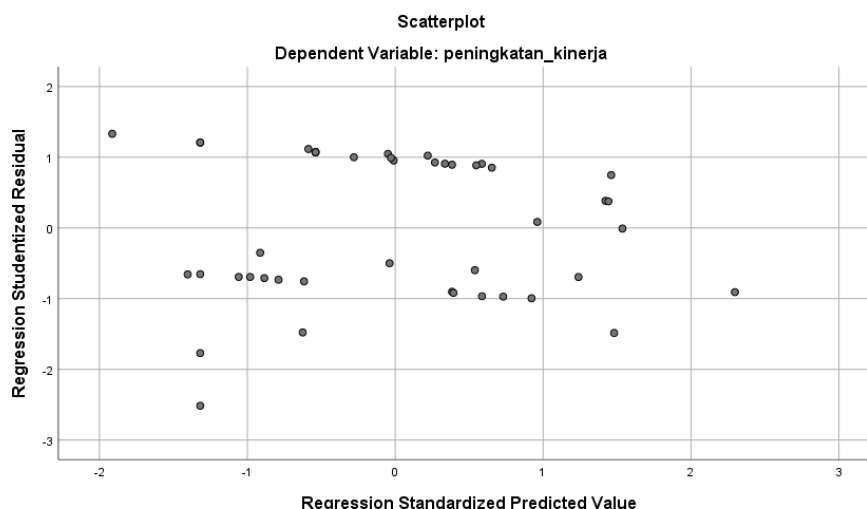
Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		Collinearity Statistics			
	B	std. Error	Betas	t	Sig.	LowerBound	Upperbound	tolerance		VIF
1	(Constant)	23,398	5,093		4,594	.000	13.104	33,692		
	social media	.119	.187	.104	2,636	.528	-.259	.498	.918	1,089
	work motivation	.017	.193	.015	2,089	.930	-.372	.406	.813	1,230
	dicipline_work	-.175	.203	-.146	2,861	.394	-.585	.235	.846	1,182

a. Dependent Variable: performance_increase

Table 1 shows that the three independent variables, namely Social Media Variables, Work Motivation Variables, Work Discipline Variables, have VIF values of 1,089, 1,230, 1,182 respectively, the overall level exceeding 10, resulting in multicollinearity in the independent research variables.

Based on Figure 3, the results of the SPSS output display clearly show that the dots spread below and above the number 0, and do not form a pattern, it can be concluded that the regression model does not contain elements of heteroscedasticity.

The t test was carried out with the aim of seeing how much influence each independent variable has on the dependent variable. Where the independent variable consists of Social Media, Work Motivation, Work Discipline, while the dependent variable is Performance Improvement.



Source: 2023 Research Results (data processed)

Figure 3. Heteroscedasticity Test

Basis for decision making:

1. If the sig value <0.05 or tcount> ttable, then there is an influence between variable X on variable Y
2. If the sig value > 0.05 or tcount <ttable, then there is no effect between variable X on variable Y

The t table value is obtained by:

$Df = (nk-1) = (44-4-1) = 39$, $\alpha = 0.05$, $t_{table} = 1.684$. The results of the t test can be seen in Table 2.

Table 2. Partial Test (t)

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		Collinearity Statistics		
		B	std. Error	Betas	t	Sig.	LowerBound	Upperbound	tolerance	VIF
1	(Constant)	23,398	5,093		4,594	.000	13,104	33,692		
	social media	.119	.187	.104	2,636	.528	-.259	.498	.918	1,089
	work motivation	.017	.193	.015	2,089	.930	-.372	.406	.813	1,230
	dicipline_work	-.175	.203	-.146	2,861	.394	-.585	.235	.846	1,182

a. Dependent Variable: performance_increase

From the results of the statistical tests that have been carried out, an Fcount value of 2,352 is obtained, with a significant level of 0.000. Thus, the Fcount value is 2,352 > Ftable 1,684 with a significant level of 0.000 <0.05. This means that Social Media (X1), Work Motivation (X2), Work Discipline (X3), simultaneously have a positive and significant effect on Performance Improvement (Y) at the Sipare-Pare Tengah Village Office. Thus the research hypothesis can be accepted.

Table 3. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	8,443	3	2,814	2,352	.000b
	residual	319,443	40	7,986		
	Total	327,886	43			

a. Dependent Variable: performance_increase

b. Predictors: (Constant), work_discipline, social_media, work_motivation

Based on Table 4, the results of the determination coefficient test can be seen in the Adjusted R Square coefficient value. With the magnitude of the Adjusted R Square coefficient of 0.601 or equal to 60.1%.

Table 4. Determinant Coefficient Results (R2)

Summary model ^b										
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	R Square Change	Change Statistics			Sig. FChange	Durbin-Watson
						FChange	df1	df2		
1	.093a	.603	.601	2.86928	.009	.116	3	40	.000	2.318

a. Predictors: (Constant), social_media, work_motivation, work_discipline

b. Dependent Variable: performance_increase

Then the value of Performance Improvement is 60.9% which can be explained through the Work Motivation Variable, Work Discipline Variable, Technology Variable while 39.9% is influenced by other factors.

5. Conclusion

Based on the explanation in the previous section, the conclusions are:

- Partially that the Social Media Variable (X1) has a positive and significant effect on the Performance Improvement Variable with a tcount of 2,636 > Ftable of 1,684 with a significant value of 0.215 > 0.05
- Partially, the Work Motivation Variable (X2) has a positive and significant effect on the Performance Improvement Variable with a tcount of 2.089 > Ftable of 1.684 with a significant value of 0.000 < 0.05
- Partially that the Work Discipline Variable (X3) has a positive and significant effect on the Performance Improvement Variable with a tcount value of 2,861 > Ftable 1,684 with a significant value of 0.000 < 0.05

The determinant coefficient test can be seen in the Adjusted R Square coefficient value. With the magnitude of the Adjusted R Square coefficient of 0.601 or equal to 60.1%. Then the Performance Improvement value is 60.1% which can be explained through the Social Media Variable, Work Motivation Variable, Work Discipline Variable while 39.9% is influenced by other factors.

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