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Article

## THE EFFECT OF WORK DISCIPLINE AND WORK MOTIVATION ON WORK PRODUCTIVITY

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**Abstract:** This research aims to examine the influence of work discipline and work motivation on work productivity of PT. Sweetescape Indonesian Memories workers. The sampling procedure was carried out using purposive sampling. The number of samples that researchers used was 100 worker respondents of PT. Sweetescape Indonesian Memories workers. The test results showed that the work discipline variable had a positive and significant effect on work productivity, while work motivation also had a positive and significant effect on work productivity. Furthermore, work motivation and work discipline simultaneously have a positive and significant effect on work productivity among the workers of PT. Sweetescape Indonesian Memories. The adjusted R Square of this research is 0.518, indicating that the two independent variables play an important role in explaining work productivity.

**Keywords:** Work Discipline, Work Motivation, Work Productivity

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### 1. Introduction

The current developments are inseparable from technological developments which are becoming more and more advanced day by day, making business people or company owners have to participate in keeping up with the times so that they can continue to compete amidst today's advances. PT. Sweetescape Indonesian Memories is a technology-based company engaged in photographer services. The product offered by this company is in the form of photographer services in almost all cities throughout the world. With Sweetescape's mainstay jargon, namely "make life memorable" and various types of photo sessions offered by Sweetescape. To stay in the competition, PT. Sweetescape Indonesian Memories also continues to strive to increase company productivity. Here, competent employees are needed, who have work discipline and high work motivation to be able to bring the company to compete with other companies in

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attracting interest from consumers. Apart from employees who work behind the scenes, photographers who work in the field are also important assets and must continue to improve their quality. Because photographers are the heart of the company's first line of defense in providing services to Sweetescape clients. Therefore, work discipline and work motivation of Sweetescape employees is an important concern in order to improve employee performance. Good employee work motivation and work discipline will lead the company to success, in this case good productivity. For this reason, the role of human resources is very important in generating motivation and work discipline for employees.

Facing market competition, work productivity is the main factor in dealing with it. Employee work productivity is closely related to the output produced by the company. A company will not be able to develop if the company's productivity does not increase or does not get better. Another important role in increasing motivation and work discipline of company employees is played by the leadership role. How leaders lead and direct their employees is a very important factor in shaping employee work motivation and work discipline. This will also be related to the level of work ethic which will of course have an impact on employee performance.

During the transition period towards 2023, PT. Sweetescape Indonesian Memories itself experienced an increase in sales even though there were several monthly sales declines. However, if taken as an average, it can be concluded that sales are still moving up towards recovery. This can be seen from the comparison of sales recaps from before the pandemic in 2019 and post-pandemic in 2022 to 2023. After the Covid-19 pandemic, PT. Sweetescape Indonesian Memories is making improvements in the process of getting back on its feet after falling during the pandemic. Because when the pandemic hit, there was a drastic decline in company revenue. This causes the company to reluctantly have to lay off many of its workers in order to cut the costs the company has to incur in order to maintain this company. This can be seen from the table which contains a comparison of the number of workers before the pandemic in 2019 and after the pandemic in 2022. The remaining workers are only 53% of the number of workers before the pandemic.

Table 1. Monthly Sales Summary of PT. Sweetescape Indonesian Memories

Month	2019	2020	2021	2022	2023
January	463	637	12	356	596
February	340	431	0	190	353
March	432	195	4	272	551
April	835	0	257	462	
May	704	0	12	574	
June	735	0	394	641	
July	512	9	7	535	
August	421	0	7	395	
September	515	2	0	483	
Oktober	532	4	208	563	
November	668	5	51	565	
December	2496	43	38	1223	
<b>TOTAL</b>	<b>8653</b>	<b>1326</b>	<b>990</b>	<b>6259</b>	<b>1500</b>

Source: Company Personal Data

After the Covid-19 pandemic, PT. Sweetescape Indonesian Memories is making improvements in the process of getting back on its feet after falling during the pandemic. Because when the pandemic hit, there was a drastic decline in company revenue. This causes the company to reluctantly have to lay off many of its workers in order to cut the costs the company has to incur in order to maintain this company. This can be seen from the table which contains a comparison of the number of workers before the pandemic in 2019 and after the pandemic in 2022. The remaining workers are only 53% of the number of workers before the pandemic.

Table 2 Comparison of Number of Workers

2019	2022	2023
253	135	135

Source: Company Personal Data

In connection with this pandemic, many companies have closed and company owners do not dare to start their businesses again because the results of businesses that have been built for years could in fact be completely wiped out by the pandemic throughout 2020 to 2021, while the recovery process will still continue until 2022. even now. Many entrepreneurs suffered losses during the pandemic because they still had to pay large operational costs, including workers' salaries. For this reason, when meeting with management, the author was asked to conduct research on worker productivity which is linked to work discipline and work motivation, because from now on Sweetescape management will implement a tightening of the number of human resources in order to anticipate sales fluctuations due to external factors.

### 1.1 Problem

According to the background, the formulation of the problems raised in this study include:

1. Does the level of work discipline affect the level of work productivity of PT. Sweetescape Indonesian Memories workers?
2. Does the level of work motivation affect the level of work productivity of PT. Sweetescape Indonesian Memories workers?
3. Do work discipline and work motivation simultaneously influence the level of work productivity of PT. Sweetescape Indonesian Memories workers?

## 2. Literature

### 2.1 Work Discipline

According to experts, work discipline is a person's willingness and readiness that arises from oneself or self-awareness to follow and obey all the rules and norms imposed in the company [1]. Quoting other experts' opinions regarding the meaning of work discipline, it means that work discipline is an attitude of a person's readiness and willingness to obey and comply with the norms and regulations that apply around them [2]. Meanwhile, other experts argue that work discipline is a tool used by managers to communicate with

workers so that they are willing to change behavior and as an effort to increase a person's awareness and willingness to obey all company regulations and applicable norms [3].

## 2.2 Work Motivation Indicators

Quoted from the expert opinion of [4], work motivation has several indicators, namely:

1. **Self-esteem** Giving awards will make someone feel appreciated for what they have done, this will help motivate that person to become better. In terms of work, appreciation from superiors can greatly influence the work motivation of workers.
2. **Power** Giving power and authority to workers will certainly motivate workers to be able to work better than before.
3. **Job Security** Needs Guarantees of a sense of security and peace and freedom from danger and fear of losing their job are really needed by workers and if this is fulfilled it will increase a worker's motivation.

## 2.3 Work Productivity

Productivity is often interpreted as the relationship between output and input. Productivity is a measure of productive efficiency. Quoted from expert opinion, work productivity is a measure that shows consideration between the input and output produced by the company and the role and participation of workers per unit of time or in other words measuring the level of efficiency requires identification of performance results [5]. According to another expert's opinion, productivity is the level of effectiveness of the use of workers' energy and equipment which essentially leads to the same goal, and that work productivity is the ratio of performance results to the time period required to produce the product [2].

## 2.4 Work Productivity Indicators

Work is an important thing for a worker in a company. By maintaining a good level of work productivity, it is hoped that the company's work or activities will be carried out effectively and efficiently so that the company's goals can be achieved. Quoted from expert [6], there are several indicators used to measure work productivity, including:

1. **Ability** The ability of workers depends on the skills and abilities they have and professionalism at work also provides the strength to complete the tasks and responsibilities given, therefore workers must have the ability to carry out their work.
2. **Increase the results achieved** Results are an orientation that is often assessed by companies towards their workers. Therefore, workers must try to always improve the results they want to achieve to increase productivity.
3. **Work enthusiasm** This indicator looks at the work ethic and results achieved in one day and is compared with the results on the previous day. So that it forms a work spirit to be even better.
4. **Self Development** Increasing personal abilities through self-development is needed by workers to be able to continue to improve their abilities in carrying out company activities and completing their tasks and responsibilities.

5. Quality Improving the quality of work results must also always be carried out in order to encourage good work productivity and of course achieve its goals.
6. Efficiency The comparison of the results achieved with all the resources used must be the same in order to achieve efficiency in the work carried out by workers. The more efficient the worker's productivity, the better.

### **3. Methods**

#### 3.1 Variable Operationalization

[7] Defines operational variables as everything used by researchers in research to study so that information about this is obtained then conclusions are drawn. The independent variable or independent variable or variable X is a variable that influences or causes changes in other variables [7]. Independent variables are variables that are selected and measured by the researcher to see how the variable relates to the symptoms being investigated. Work Discipline and Work Motivation are the independent variables in this study, Work Discipline as X1 and Work Motivation as X2. The dependent variable or dependent variable or Y variable is an output, criterion, or consequence variable [7]. The dependent variable is a variable that is caused or influenced by the independent variable. The dependent variable or the dependent variable of this study is Work Productivity.

The Work Discipline variable is measured using 5 indicators, namely, Frequency of Attendance, Level Vigilance, Adherence to work standards, Compliance with Work.

Regulations, and Work Ethics put forward by [8]. Meanwhile, the Work Motivation is measured by Self-Esteem, Power, Job Security Needs created by [4]. Furthermore, the Work Productivity is measured using five indicators put forward by [9], namely, Ability, Increasing the results achieved, Work Spirit, Self Development, Quality and Efficiency.

#### 3.2 Population and Sample

Quoted from expert opinion, population is a general area which consists of subjects and objects that have certain characteristics and qualities that have been determined by researchers and will be studied and conclusions drawn [10]. The object of this research is PT. Sweetescape Indonesian Memories with a population of 135 employees. According to expert opinion, the sample is part of the total number of existing populations and has certain characteristics [10]. Based on considerations, this research will use a purposive sampling method. In this method, sampling will be limited according to certain types of respondents who can provide the expected information on the grounds that the respondent is the only party who can provide that information and in accordance with the specified criteria. To be able to determine the number of samples that researchers will use, calculations will be carried out using the Slovin Formula with a tolerance value of 10% [11]. From the calculation results, the minimum sample size was 58 respondents, but in this study a sample of 100 respondents was taken.

### 3.3 Method of collecting data

In this research, the types of data used are primary data and secondary data. Primary data type is data collected directly by the researcher from the data source or object where the research was conducted. Primary sources are data sources that directly provide data to data collectors [10]. In this study, the primary data source used by researchers was a questionnaire given to PT workers. Sweetescape Indonesian Memories. Researchers use the Google Form platform as a tool and place for data collection in the form of questionnaires that must be filled out by research respondents. The questionnaire in this research is a derivative of the indicator variables used in the research in a structured manner starting from Work Discipline, Work Motivation, and Work Productivity. In this study, researchers carried out measurements using a Likert Scale with a score from 1 to 5, from Strongly Disagree to Strongly Agree.

## 4. Results

### 4.1 Characteristics of Respondents

The research was conducted from July 8 2023 to July 12 2023. For four days the questionnaire was distributed via Google Form. The target in this research is PT workers. Sweetescape Indonesian Memories. The number of questionnaires received during the research was 100 questionnaires from a total population of 135 people. This is in accordance with the sample calculation used, the research began by asking respondents to fill in personal data starting from gender, age and latest education, here are the details:

#### 1. Characteristics of Respondents Based on Gender and Departments

Table 3: Data of Respondents Based on Gender & Departments

No	Description	No of Respondents	Percentage	Total
1	Female	65	65%	100%
2	Male	35	35%	
No	Department Description	No of Respondents	Percentage	Total
1	Finance	10	10%	100%
2	Business to business	13	13%	
3	Business to customer	9	9%	
4	Editor	10	10%	
5	Photographer	48	48%	
6	New Born	10	10%	

Source: Data processed by researchers (2023)

## 2. Characteristics of Respondents by Age

Table 4: Data of Respondents by Age

No	Description	No of Respondents	Percentage	Total
1	<= 20 years	10	10%	100%
2	21 - < 30 years	45	45%	
3	31 - < 40 years	25	25%	
4	41 - < 50 years	10	10%	
5	>= 50 years	10	10%	

Source: Data processed by researchers (2023)

## 3. Characteristics of Respondents Based on Last Education

Table 5: Data of Respondents based on Last Education

No	Keterangan	Jumlah Responden	Presentase	Total
1	SMA/Sederajat	10	10%	100%
2	D1-D3	10	10%	
3	S1	80	80%	
4	S2	0	0%	
5	S3	0	0%	

Source: Data processed by researchers (2023)

### 4.2 Descriptive Analysis of Research Variable

#### 1. Work Discipline

Based on the respondents' answers regarding Work Discipline (X1) it can be explained that the average score of the Work Discipline variable (X1) which consists of 10 questions is 4.05.

#### 2. Work Motivation

It can be seen that the average score of the Work Motivation variable (X2) which consists of 6 questions is 3.48.

#### 3. Job Satisfaction

It can be seen that the average score of the job satisfaction variable (Y) which consists of 12 questions is 4.08.

### 4.3 Instrument Testing

#### 1. Validity test

The validity of the instrument was tested using the Pearson correlation method, with the results of each question item having a significance value of less than 0.05, so it can be said to be valid.

2. Reliability test

Table 6. Reliability test results.

Variable	Cronbach's Alpha	Remarks
Work Discipline (X1)	0.908	Reliable
Work Motivation (X2)	0.909	Reliable
Work Productivity (Y)	0.721	Reliable

In the table it can be seen that the data owned can be used in research because all variables are included in the reliability criteria as indicated by the calculated  $\alpha$  value of more than 0.6 for all variables.

4.7 Hypothesis Testing

1. Model Feasibility Test (F Test)

Table 7: Model Feasibility Test Result (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	545.245	2	272.623	54.218	0.000
Residual	487.745	97	5.028		
Total	1032.990	99			

In the table it can be seen that the significance value (Sig.) is 0.000 which means less than 0.05. Therefore, the conclusion that can be drawn is that Work Discipline and Work Motivation have a significant effect on Work Productivity.

2. Test of the Coefficient of Determination (R-square)

Table 8: R-Squared Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.727	0.528	0.518	2.242

In the table it can be seen that the Adjusted R-square value shows the number 0.518 so it means that the variables of Work Discipline and Work Motivation can explain the variance model of Work Productivity of 51.8% and the rest is explained by other factors.

3. Partial Test (T Test)

Table 9: T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	29.014	2.679		10.830	.000
Work Discipline	.309	.096	.353	3.229	.002
Work Motivation	.359	.094	.418	3.824	.000



Based on the calculation of the significance of Work Discipline conveying a number less than 0.05 which is .002, as a result it can be concluded that Work Discipline has a significant positive influence on Work Productivity of PT Sweetescape Indonesian Memories workers. Meanwhile, Work Motivation also has significant effect on Work Productivity, with value the sig  $0.00 < 0.05$ .

## **6. Suggestion**

1. Theoretical Suggestions. Future research is expected to use other variables that influence work productivity, such as using variables influencing work life balance, continuance commitment, normative commitment, work engagement, distributive justice, work values, procedural justice, interactional justice, perceived organizational support or adding mediation or moderation variables.
2. Practical Suggestions. It is important for companies to make evaluations regarding employee conditions, such as what needs to be improved, skills needed, strengths and weaknesses, increasing knowledge and implementing or trying new innovations to increase work productivity.

## **5. Summary**

1. Work Discipline (X1) and Work Motivation (X2) affect Work Productivity (Y).
2. Work Discipline (X1) and Work Motivation (X2) can explain some of the variance models of Work Productivity (Y).
3. Work Discipline (X1) has significant effect on Work Productivity (Y) of workers. Meanwhile, Work Motivation (X2) also has a significant positive impact on workers Work Productivity (Y).
4. It looks that working in photographer services is very interesting for young female.
5. Based on the description data, the main respondents were female by 65%, aged 21-30 years by 45%, Department Photographer 48%, and S1 education by 80%, it means young female with good education to have good work discipline and work motivation which resulted in good work productivity.

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