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## **THE INFLUENCE OF WORK ENVIRONMENT, WORK DISCIPLINE, AND WORK MOTIVATION ON EMPLOYEE PERFORMANCE AT CV. FALDI ADVERTISING**

**Fahmi Sulaiman<sup>1</sup>, Jihan Sulaiman<sup>2</sup>**

**Sekolah Tinggi Ilmu Manajemen Sukma, Medan, Indonesia**

email: fahmisulaiman@stimsukmamedan.ac.id

**Abstract:** This study aims to determine and analyze the partial influence between the work environment on the performance of CV. Faldi Advertising employees, to determine and analyze the partial influence between work discipline on the performance of CV. Faldi Advertising employees, to determine and analyze the partial influence between work motivation on the performance of CV. Faldi Advertising employees, to determine and analyze the simultaneous influence between the work environment, work discipline and work motivation on the performance of CV. Faldi Advertising employees. This research is a quantitative research type, where the procedure used in this study is a correlational model. The sample in this study was all permanent employees at CV. Faldi Advertising, totaling 35 people. Simultaneously, the three independent variables significantly influence the performance variable because the significance value is smaller than 0.05. The Adjusted R Square value in the table above is 0.819 or 81.9%. This condition explains that 81.9% of the work environment, work discipline, and work motivation variables have a significant effect on the performance of CV. Faldi Advertising employees. The remaining 18.1% is influenced by other variables not examined in this study. This means that of the many factors supporting the performance of CV. Faldi Advertising employees, the work environment, work discipline, and work motivation factors have the most influence on performance, namely 81.9%.

**Keywords:** The Influence of Work Environment, Work Discipline, Work Motivation, Employee Performance.

### **INTRODUCTION**

Companies must be able to increase profits over time because the greater the profit, the higher the level of welfare provided. To generate the desired profit, it must be supported by the resources it possesses, both in the form of assets and human resources. Human resources are the driving force behind all company activities. (Hanum, 2023).

Human resource management must be carried out properly in accordance with humanitarian principles. Currently, as human development progresses, people are increasingly being considered and have even become assets that require attention. This means that all human needs must be met, treated with the utmost care, and cared for as human beings. Human resource management

must treat employees according to applicable norms, which will instill a sense of justice for all involved.

(Hanum, 2023) explains that performance is the results of work and work behavior that have been achieved in completing tasks and responsibilities given in a certain period. From the definition above, performance depends on the meaning that the results of a person's work and work behavior in a period can be measured by their ability to complete the tasks and responsibilities given.

A person's ability is the primary measure of performance improvement, as demonstrated by their work results. This means that a person's ability to perform their job determines their performance. Furthermore, this ability must be accompanied by responsibility for their work. Another factor to consider besides

ability is the opportunity they have. This means the opportunity for someone to perform a task.(Hanum, 2023). Colquitt (in(Hanum, 2023)) says that performance is the value of a set of employee behaviors that contribute, either positively or negatively, to the realization of organizational goals.

CV. Faldi AdvertisingCV. Faldi Advertising was founded with the aim of providing creative and strategic solutions in advertising and promotion to businesses, government agencies, and non-profit organizations. As the business world becomes increasingly competitive, the need for effective and targeted promotions is crucial. Seeing this opportunity, CV. Faldi Advertising is present as a partner capable of bridging communication between brands and target audiences through various media.

Starting as a small business offering banner and billboard printing services, CV. Faldi Advertising has steadily grown to keep pace with the latest trends and technologies in the advertising world. Today, our services encompass outdoor advertising, graphic design, branding, digital media, event promotions, and integrated marketing communications.

With a professional and experienced team, we are committed to providing the best service that not only meets client expectations, but is also able to improve the image and competitiveness of the products or services offered..

The results of observations conducted at CV. Faldi Advertising are thatEmployee performance has declined. This is evidenced by the data below:

**Table 1.1. CV. Faldi Advertising Performance Data**

No	Department	2015	2016	2017
1	Service Section	90	87	80
2	Operational Section	91	90	88
3	Business Section	89	87	87
4	General Affairs & HR Department	92	90	89
Average				

*Source: CV. Faldi Advertising*

Based on the table above, it appears that CV. Faldi Advertising's employee performance data has been declining every year. This has become a concern for CV. Faldi Advertising to improve employee performance. The decline in employee performance is very clearly visible during work. Some employees often delay work, leave the workplace

without prior permission, are often seen idle during working hours, and do not arrive at work on time. The increasing level of employee attendance is also a symptom of declining employee performance. The following is the percentage data for employee absences over the past three years:

**Table 1. CV. Faldi Advertising Attendance Data**

No	Department	2015			Total	2016			Total	2017			Total
		S	I	A		S	I	A		S	I	A	
1	Service Section	9	8	8	25	7	11	14	32	13	17	14	44
2	Operational Section	7	9	6	32	6	9	11	26	10	15	15	40
3	Business Section	11	8	5	24	13	7	15	35	9	7	15	31
4	General	8	4	9	21	6	9	10	25	12	11	9	32

	Affairs & HR Department											
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*Source: CV. Faldi Advertising*

Employee absenteeism causes employee performance levels to decline and this resulted in a decline in CV. Faldi Advertising's sales, which did not meet the set target.

According to (Pritami et al., 2023) One of the factors that influences employee performance is organizational support, one form of which is career development. Every company needs to pay attention to this employee needs for a comfortable work environment, increasing discipline and motivating employees.

According to (Ngalimun, 2019) The work environment plays a significant role in improving performance. Relatively modest variations in temperature, noise, lighting, or ambient quality can have significant effects on employee attitudes and performance. Furthermore, design, which considers the amount of workspace, its arrangement or layout, and the level of personal power granted, influences employee performance and satisfaction.

According to (Ngalimun, 2019) Motivation can influence someone or provide encouragement to someone to do something, in this case, namely working optimally to produce good performance to achieve company goals.

Davis (as cited in Sukadi, 2016; 6) states that work discipline, as a management implementation to strengthen guidelines, is seen as closely related to performance. This statement is supported by Malthis and Jackson's opinion that work discipline is closely related to employee behavior and performance.

Based on the background above, the author is interested in conducting a

study with the title *The Influence of Work Environment, Work Discipline, and Work Motivation on Employee Performance at CV. Faldi Advertising.*

## METHODS

This research is a quantitative research, where the procedure used in this research is a correlational model (Sinulingga, 2011; 26). The correlational purpose of this research is to see the influence between the independent variables (X) and the dependent variable (Y), namely the Work Environment (X1), Work Discipline (X2) and Work Motivation (X3) with Performance (variable Y).

## RESULTS AND DISCUSSION

The normality test is used to determine whether the confounding variables or residuals in a regression model are normally distributed. This means that respondents' answers to a questionnaire question produce different answers from one respondent to another. One of the easiest ways to assess residual normality is to look at a histogram graph that compares observational data with a distribution that approximates a normal distribution. A normal distribution forms a straight diagonal line, and the residual data plot is compared to the diagonal line. In the normality test, data is considered normal if it has a significance value greater than 0.05. Data normality testing is performed using the Kolmogorov-Smirnov test for all variables using SPSS software version 20.

**Table 2 Normality Test of Research Variable Data**

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual

N		35
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Standard Deviation	3.16993203
Most Extreme Differences	Absolute	,066
	Positive	,048
	Negative	-,066
Kolmogorov-Smirnov Z		,389
Asymp. Sig. (2-tailed)		,998
a. Test distribution is Normal.		
b. Calculated from data.		

*Source: Data Processing Results*

The calculation results yielded a significance value of 0.998. This value is greater than 0.05, indicating a normal distribution of the data. In addition to the Kolmogorov-Smirnov test, the test was also conducted by generating histograms and P-Plots using SPSS version 20. This is shown in the figure below.

### Hypothesis Testing

#### Correlation Analysis

Correlation analysis is an analysis used to measure the degree of relationship between independent variables and dependent variables. There are several criteria in correlation analysis:

1. If the significance value between the independent variable and the dependent variable is less than 0.05, it means that there is a significant correlation between the independent variable and the dependent variable.
2. If the calculated  $r$  value (Pearson correlation) is greater than the table  $r$ , it means there is a correlation between the independent and dependent variables.
3. The Work Environment variable (X1) has a significance value of  $0 < 0.05$  and the calculated  $r$  value ( $0.745 > r$  table ( $0.344$ )). This means that there is a significant correlation between the work environment variable (X1) and the employee performance variable (Y).
4. The Work Discipline variable (X2) has a significance value of  $0 < 0.05$  and the calculated  $r$  value ( $0.832 > r$  table ( $0.344$ )). This means that there

is a significant correlation between the work discipline variable (X2) and the employee performance variable (Y).

5. The Work Motivation variable (X3) has a significance value of  $0 < 0.05$  and the calculated  $r$  value ( $0.890 > r$  table ( $0.344$ )). This means that there is a significant correlation between the work motivation variable (X3) and the employee performance variable (Y).

#### T-test

The T test is conducted to determine the effect of each independent variable on the dependent variable. The criteria in conducting the T test is by comparing the calculated  $t$  value to the  $t$  table value. In this study with the number of respondents ( $n$ ) = 35, the degree of freedom ( $df$ ) value is obtained =  $n - 2 = 33$ . and using  $\alpha = 5\%$ , the  $t$  table value is 2.035. Based on the significance value, if the significance value is smaller than 0.05 then  $H_0$  is accepted, if the significance value is greater than 0.05 then  $H_0$  is accepted. Based on the comparison of the calculated  $t$  with the  $t$  table, if the calculated  $t > t$  table, then  $H_0$  is rejected, if the calculated  $t < t$  table, then  $H_0$  is accepted. The following are the results of the T test of the independent variable on the dependent variable.

#### Partial Influence of Work Environment (X1) on Employee Performance (Y)

From the results of partial testing (t-test) of the work environment variable (X1) on

the employee performance variable (Y) and based on the T-test criteria, a significance of  $0.118 > 0.05$  was obtained and the calculated t value =  $1.606 < t_{table} = 2.035$ , so  $H_0$  is accepted, it can be concluded partially that there is no influence of the work environment on improving employee performance at CV. Faldi Advertising (Syariah) Medan

#### **Partial Influence of Work Discipline (X2) on Employee Performance (Y)**

From the results of partial testing (t-test) of the work discipline variable (X2) on the employee performance variable (Y) and based on the T-test criteria, a significance of  $0.144 > 0.05$  was obtained and the calculated t value =  $1.499 < t_{table} = 2.035$ , then  $H_0$  is accepted, it can be concluded partially that there is no partial influence between work discipline on improving employee performance at CV. Faldi Advertising

#### **Partial Influence of Work Motivation (X3) on Employee Performance (Y)**

From the results of partial testing (t-test) of the work environment variable (X1) on the employee performance variable (Y) and based on the T-test criteria, a significance of  $0.0 < 0.05$  was obtained and the calculated t value =  $4.425 > t_{table} = 2.035$ , so  $H_0$  was rejected, it can be concluded that there is a partial influence between work motivation on improving employee performance at CV. Faldi Advertising

#### **Multiple Linear Regression Test**

This test is used to estimate the condition (rise and fall) of the dependent variable, if two or more independent variables as predictor factors are manipulated. From the table above, the values  $a = 4.069$ ,  $b_1 = 0.135$ ,  $b_2 = 0.46$ ,  $b_3 = 0.555$  are obtained. Therefore, the multiple linear regression equation in this study is as follows:

$$Y = 4.069 + 0.135X_1 + 0.460X_2 + 0.555X_3.$$

#### **F test**

The F test is conducted to determine the simultaneous influence of independent variables on the dependent variable. The criteria in conducting the F test is by comparing the calculated F value to the F table value. If the calculated  $F < F_{table}$ , then  $H_0$  is accepted, but if the calculated  $F > F_{table}$  then  $H_0$  is rejected.

Based on the significance value, if the significance value is smaller than 0.05 then  $H_0$  is rejected, if the significance value is greater than 0.05 then  $H_0$  is accepted.

From the results of data processing, the significance value is 0.0 which is smaller than 0.05 and based on the calculated F value is 52.297 which is greater than the F table of 2.9.

From the two analyses,  $H_0$  is rejected, meaning that there are independent variables simultaneously affecting the dependent variable. To improve the performance of CV. Faldi Advertising employees, the work environment, discipline and employee motivation must also be improved.

#### **Determinancy Coefficient Test**

To find out how much the work environment, work discipline and work motivation affect the performance of CV. Faldi Advertising employees, it is necessary to calculate the adjusted R Square value using SPSS version 20 software.

The following are the results of calculating the adjusted R Square value using SPSS version 20 software. The Adjusted R Square value in the table above is 0.819 or 81.9%.

This condition explains that 81.9% of the work environment, work discipline, and work motivation variables have a significant influence on the performance of CV. Faldi Advertising employees. The remaining 18.1% is influenced by other variables not examined in this study.

This means that of the many factors supporting CV. Faldi Advertising employee performance, the work environment, work discipline, and work

motivation factors have the greatest influence on performance, at 81.9%.

## CONCLUSION

The conclusion of this study is the result of partial testing (t-test) of the work environment variable (X1) on the employee performance variable (Y) and based on the T-test criteria, it can be concluded that there is no partial influence between the work environment on improving employee performance at CV. Faldi Advertising (Syariah) Medan. The work environment in question is the physical work environment, namely lighting, noise, air temperature and air circulation. This is related to the opposite theory which states that one of the influences on employee performance is the work environment. From the results of partial testing (t-test) of the work discipline variable (X2) on the employee performance variable (Y) and based on the T-test criteria, it can be concluded that there is no partial influence between work discipline on improving employee performance at CV. Faldi Advertising (Syariah) Medan. In this case, discipline in attendance and clock-in is very important to improve employee performance.

From the results of partial testing (t-test) of the work environment variable (X1) on the employee performance variable (Y) and based on the T-test criteria, it can be concluded that there is no partial influence between work motivation on improving employee performance at CV. Faldi Advertising. This lack of influence is due to having a significance value above 0.05. Simultaneously, the three independent variables significantly influence the performance variable because the significance value is smaller than 0.05. The Adjusted R Square value in the table above is 0.819 or 81.9%. This condition explains that 81.9% of the work environment, work discipline and work motivation variables have a significant effect on the performance of CV. Faldi Advertising employees. The remaining

18.1% is influenced by other variables not examined in this study. This means that of the many factors supporting the performance of CV. Faldi Advertising employees, the work environment, work discipline and work motivation factors have the most influence on performance, namely 81.9%.

There are several suggestions given to CV. Faldi Advertising, namely:

1. To improve employee performance, the party CV. Faldi Advertising must pay attention to work environment conditions such as lighting, noise, air temperature, and air circulation.
2. To improve employee performance, the party CV. Faldi Advertising must pay attention to the level of employee discipline, such as attendance, arrival times, break times, and employee closing times.
3. To improve employee performance, the party CV. Faldi Advertising is also expected to increase employee motivation through activities and rewards.

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