



STRENGTHENING ORGANIZATIONAL PERFORMANCE BASED CULTURE AND COMMUNICATION

Zulaiha Kadjintuni, Nurhayati Ayuba, Jimadin Hasan, Abdul Rahmat

University of Bina Taruna Gorontalo

Administrative Science Study Program, Gorontalo, Indonesia

E-mail:

Zulaihakadjintuni81@gmail.com , ayubanurhayati22@gmail.com , jimadinhasan@gmail.com abdulrahmat@ung.ac.id

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Abstract:

This study aims to plan a strategy by knowing the culture organization and communication simultaneously and partially on organizational performance so that can increase performance organization. Method Which used on this research is descriptive quantitative And verification. Use sample in the study amounted to 55 respondents in distributing questionnaires. data that used tested using validity, reliability, and classical assumptions. Technique analysis use scale likert For analysis regression double, analysis coefficientdetermination, hypothesis testing, namely the t test and F test. The results showed that organizational culture and communication have a positive influence of 53% And own connection Which significant. Results hypothesis state that culture organization And communication have influence positive as well as significant in a manner simultaneous nor Partial to performance organization. Study This showthat all the hypotheses built can be accepted significantly. Effort increase quality performance organization can in achieved through planning strategy in quality improvement performance organization built with ability culture organization and communication Which optimal.

Keywords: Assurance , Brand Image , Empathy , Reliability , Responsiveness , Tangibility

INTRODUCTION

In era competition global And organizational technological developments should capable Keep going increase quality management. Very Human Data Source influential to enhancement qualitymanagement organization. Where organizational performance improvement iskey success organization in management as well as objective organization in maximizing profit willachieved.

Task And function from units the organization requires top conformity whole activity so that can reachtarget or ambition something organization. Performance organization influenced by a number of factor among them that is culture organization, Which is something mark-values believed by existing members in organization make organization the different with organization other (Sutrisno, 2016). In apply culture organization the needed the role of effective communication in order to processimplementation Work or activity Which done the organization can run withGood. Feeling like Which generated influence attitude, increaseconnection social Which Good, And produce something action issign from its effective communication Which done (Oktarina And Sari, 2018). BesidesThat increase performance organization needed strategy Which quality ie strategy built with the formulation, implementation And evaluation.

Still lack of optimization performance in the organization needs to be done planning strategy so that management in organization can walk with well as well as the quality of resources to be more efficient. Development strategybecome guidelines for leader organization in do planaction in the organizational environment experience change. Strategy Whichplanned in a manner rational will chance For reduce intensity change. Then strategy Which can also be developed integrate source Power withsteps action special, so that the allocation of resources will be able to increase the success of that action concerned Which later can influential on enhancement performance organization. Form or image A organization will very influenced byenvironment organization. Pattern transmission messages organizational Which reflected in practices formalization Andinformation And communication. Organization Which thereby will give pattern or the quality of a strategy. which strategy quality must leave from A process raw with consider various source Power And capability WhichThere is in organization through culture organization and communication.

Culture Organization

Culture organization issomething system values And belief Whichshared by all parties do interaction For reach certain goals (Sudaryono, 2017). Cultureorganization is set assumption Whichcan made handle by something group For determine How feelings, thoughts, and reactions to environment Which diverse Then in a mannerimplicit shared And

accepted (Lina, 2014). Indicator Culture Organization covers 1) Innovation And taking risk, 2) attention to details, 3) Orientation results, 4) Orientation individual, 5) Orientation team, 6) aggressiveness, And 7) Stability (Robbins And Coulter, 2016). Hence the hypothesis Which filed is :

H1 : Culture organization influential positivesignificant to performance organization

Communication

Communication is stagegiving or receiving information fromindividual to individual other, in a manner directly or No direct, in a manner written, verbal and non-verbal language. (Usman, 2014). Communication is the process of conveying information from a point to point other. Matter the transmitted through media or channelas vehicle Which Finally influence or change recipientmessage (Caropeboka, 2017). Quality and frequency of communicationis factor Which determine in a mannerconvincing each other understanding betweenmember in something connection inreach common goals. Indicator communication among themnamely 1) Understanding, 2) Enjoyment, 3) Influence on Attitude, 4) The relationship Getting Better, and 5) Action (Suranto, 2012). So hypothesis Which filed is :

H2: Communication influential positivesignificant to performanceorganization.

Performance Organization

Performance organization isinput, outputs, outcome, benefits, norimpact associated with earnings certain time (Sobandi, 2006). Target, goals, mission and vision of an organizationWhich embodied with implementation tasks in an organization until they can described at the level of achievement (Debt, 2007) . Indicator performance organization among them that is 1) Productivity, 2) Orientation Quality Service toCustomer, 3) responsiveness, And 4) Accountability (Sustainable, 2021). So hypothesis Which filed are:

H3: Culture Organization And Communication significant positive effect to performance organization.

METHOD STUDY

Study This in start with activity *exploratory research* , which is activity research beginning For look for And limit problem study so thatcharacteristic *applicable* And *researchable* . Then in study Whichdone using descriptive method verify Which is interpretation statement from variable without make a comparison t And browse relation between other variables with a particular sample used for testing against known hypothesis (Sugiyono,2013).

Sample Which used onstudy This as much 55 respondent And method taking sample study with method random, It means anybody have opportunity Which The same For made sample study. Adap nmethod collection data done by interviews, questionnaires and observations used as data collection techniques in this study. The use of data in research was obtained by giving a questionnaire (questionnaire), the respondents' assessment of the variables studied used a Likert scale.

Table 1 Likert Scale

Alternative Answer	Score
Very Agree	5
Agree	4
Enough Agree	3
No Agree	2
Very No Agree	1

Use test validity inlooking for the validity of a statement item where the validity test requirements are rcount > 0.5 so can stated valid. Based on results test validity with use SPSS 25, Where all statement in study stated valid. Furthermore, testing test reliability where the requirements *Corrected Items Total Correlation* ≥ 0.6 considered reliable. Studies conducted test results validity mark *Corrected Items Total Correlation* > 0.6 so use questionnaire in study This that is is questionnaire Which reliable And reliable. The classical assumption test is used in order model regression No bias, so that obtained description about connectionindependent and dependent variables Partial nor simultaneous. Assumption Which used among them is 1) test normality, 2) multicollinearity test, and 3) test heteroscedasticity.

RESULTS AND DISCUSSION

Description Respondents

Table 2. Respondents by TypeSex

Gender	Amount	Percentage
Woman	26	47%
Man	29	53%

Total	55	100%
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Based on results analysis Whichcontained in table 2 obtained information that as much 26 employee or 47% respondent is Woman And 29 employee or 53% is employee man-man. Type sex or gender willinfluence performance on something organization. In accordance with the results of the study Come on (2018) state that gender own influence Which significantto performance employee.

Table 3. Respondents based on Age

Age	Amount	Percentage
20-29 Year	20	36%
30-39 Year	25	45%
40-49 Year	8	15%
50-59 Year	2	4%
Total	55	100%

Based on results analysis Whichcontained in Table 3 obtained information that there is 20 person or 36% respondent own age 20-29 year, Then as much 25 person or 45%respondent own age 30-39 year, furthermore there is 8 person or 15% respondent aged 40-49 year, And onlythere are 2 people or 4% of respondents who aged 50-59 year. With therebyit can be seen that the respondents are dominated by those who are young. Got in draw the conclusion that the age level belong young, respondent cancarry out And finishwork Which has give with effective And with results Which maximum.

Table 4. Respondents by Education

Education	Amount	Percentage
SENIOR HIGH SCHOOL	6	11%
D3	7	13%
D4/S1	34	62%
S2	8	15%
Total	55	100%

Based on the results of the analysis contained in Table 4, information is obtained that as much 6 employee or 11% respondent educated level SENIOR HIGH SCHOOL, then as many as 7 employees or 13% respondents with D3 education, next there is as much 34 person or 62% respondent educated D4/S1, as well as there is as much 8 employee or 15% respondent Which educated S2.

Testing validity

1. Validity test variable Culture a Organization

Table 5. Results Test validity variable Culture Organization

grain	r count	Sig.	Ket
X1.1	0.803	0.000	Valid
X1.2	0.774	0.000	Valid
X1.3	0.762	0.000	Valid
X1.4	0.793	0.000	Valid
X1.5	0.761	0.000	Valid
X1.6	0.803	0.000	Valid

Based on table 5 on show that whole grain instrument statement on variable culture organization own results mark correlation r count > r table, limit mark r tableWhich used is 0.266 For amounta sample of 55 samples. on analysis This Also obtained valuek significance statement < 0.05.

2. Test the validity of the Communication variable

Table 6. Results Test validity variable Communication

grain	r count	Sig.	Ket
X2.1	0.729	0.000	Valid
X2.2	0.692	0.000	Valid
X2 .3	0.716	0.000	Valid
X2.4	0.521	0.000	Valid
X2.5	0.783	0.000	Valid

X2.6	0.729	0.000	Valid
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Table 6 in on show thatwhole grain instrument statement onthe communication variable has a value result correlation $r_{count} > r_{table}$ (0.266), whereas according to significance wholestatement item significance value < 0.05 . So that can interpreted whole instrument on variable communication is valid.

3. Test the validity of the Communication variable Performance Organization

Table 7. Results Test validity variable

grain	r count	Sig.	Ket
Y. 1	0.802	0.000	Valid
Y.2	0.564	0.000	Valid
Y.3	0.706	0.000	Valid
Y.4	0.705	0.000	Valid
Y.5	0.724	0.000	Valid
Y.6	0.802	0.000	Valid

Table 7 in on show thatwhole grain instrument statement on organizational performance variables have results correlation value $r_{count} > r_{table}$ (0.266), whereas according to significance wholestatement item significance value < 0.05 so that can interpreted that whole instrument statement Which given to respondents with performance variables organization is valid.

Reliability Testing

Table 8. Reliability Test Results

Variable	r count	N of Items	Ket
X1	0.863	6	Reliable
X2	0.770	6	Reliable
Y	0.755	6	Reliable

Table 8 above shows the *Cronbach Alpha* reliability test on variable X1 (organizational culture) produces a value of 0.863, and is significantly greater than the reliable criteria , namely > 0.6 . So it can be concluded that the organizational culture variable is reliable. And the variable x2 (communication) produces a value of 0.770, namely > 0.6 . So it can be concluded that the communication variable is reliable. Whereas the variable Y (organizational performance) produces a value of 0.755, namely > 0.6 . So it can be concluded that organizational performance variables are reliable.

Analysis Regression Bergand a

Table 9. Multiple Regression Results

Model	Unstandardized Coefficients		t	Sig.
	B	std. Error		
(Constant)	-0.317	0.511	- 0.620	0.538
Organizational culture	0.416	0.150	2,766	0.008
Communication	0.354	0.141	2,518	0.015

Based on table 9 above analysisregression linear double can explained as following: 1) Constant worth negative as big -0.317 showthat from every variable independent culture organization And communication assumed not experience change (constant), so mark from performance organization the more reduce. 2)Coefficient of organizational culture variable of 0.416 can be interpreted that eachincrease One score competence will experience enhancement as big 0.416 with assumption variable independent other still. 3) The coefficient of variable communication as big 0.354 showingthat every increase One score communication will raisesan increase of 0.354 assuming other independent variables have a fixed value . Results analysis regression multiple :

$$Y = -0.317 + 0.416 X1 + 0.354 X2 + e$$

Organizational culture regression coefficient (X1) of 0.416 is positive, meaning that if organizational culture increases, performance will increase. Assuming other independent variables remain constant. The communication regression coefficient (X2) of 0.354 is positive, meaning that if communication increases, performance will increase. Assuming other independent variables remain constant. Therefore, organizational culture and communication have a positive influence on organizational performance.

Coefficient Determination

The coefficient of determination (R²) aims to predict and show how much influence X variable has on Y variable.

Table 10. Results of the R Square Regression Model

Model	R	R ²	Adjusted R ²	std. Error of the Estimate
1	0.747 ^a	0.558	0.532	0.357
a. Predictors: (Constant), Competence, Adaptation,				
b. Dependent Variable: Service Performance				

Based on table 10 shows that the value of R square is 0.532 or 53.2% means organizational performance variables can explained as big 53.2% influenced by culture organization And communication. So that whereas 46.8% influenced by technology, input quality or material, quality environment physique, leadership, And management source Power man Which is variable other Which No investigated (Ruky, 2017).

DISCUSSION

Where are the partial test results significant value as big 0.008 < 0.05 indicates that organizational culture has a positive and significant influence on performance . While a significant value of 0.015 < 0.05 indicates that communication has a positive and significant influence on performance.

Table 11. Test Results t

Model	Unstandardized Coefficients		t	Sig.
	B	std. Error		
(Constant)	-0.317	0.511	- 0.620	0.538
Organizational culture	0.416	0.150	2,766	0.008
Communication	0.354	0.141	2,518	0.015

Based on the results table calculation test F, can seen that mark F count as big 21,439 with mark significant as big 0.00 so means variable culture organization And communication have influence positive And Also significant in a manner simultaneous to performance organization.

Table 12. F test results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8,233	3	2,744	21,439	,000 ^b
residual	6,528	51	0.128		
Total	14,761	54			

Culture _ organization influential on organizational performance. those results indicate that For improve organizational performance is built by the quality of organizational culture. As for strategy formulation is not only oriented period short, However Also oriented period long or sustainable. All formula strategy can accommodate interest various party. Furthermore organizational culture created from seven dimensions the will push enhancement performance organization. Performance organization indicated by seven dimensions in accordance with description analysis answer respondent show results Which Enough optimal. Matter the show that performance organization Enough tall although Not yet in accordance with Which expected.

Enhancement performance organization can achieved with increase organizational culture. quality _ communication influential to performance organization . Results the indicate that For increase quality content strategy built by quality communication. Based on description respondents' answers on the quality variable communication indicated by five dimensions have been implemented properly, although Not yet reach condition Which optimal. During process planning the strategy of the members involved performs interaction in a manner continuously. In process planning strategy member team can do communication in a manner open so that will created bait come back in communication. Furthermore quality communication Which created from five dimensions the will push increase quality performance organization. Performance organization Which indicated by five dimensions in accordance with description analysis answer respondent show results Which Enough optimal. Matter the show that in a manner whole the formulation of the strategy is appropriate or harmony with source Power Which owned. Although matter the Not yet done in accordance

hope, performance organization can achieved with increase quality communication.

Culture organization And communication in a manner simultaneous influential to performance organization. Results the indicate that For improve organizational performance is builtby culture organization And communication. Based on the description of the respondents' answers on variable performance organization Which indicated by four dimensions has held with Good, althoughNot yet reach condition Which optimal. Organization in a manner Keep going continuously adapt change with makestrategy according to the feedback based on the market. On planningproduct and business customize with stakeholders. Decision plan strategy with fast adapt change Which happen. Performance organization Which indicated by the four corresponding dimensions with analysis description answer respondents showed sufficient results optimal. It shows thatperformance organization Good However Not yet in accordance with Which expected. Performance organization Which Good showed with average profitability during three year is above the industry average. Although matter the Not yet donein accordance hope, enhancement performance organization can achieved with improve the quality of organizational culture and communication.

Based on study Which has done, something organization need increase culture organization on indicator aggressiveness with method build system evaluation Workto employee so that increasePower competitive Which Healthy, so that build a good organizational culture. organization need increase communicationon indicators of the influence of attitudes in a waymake program or events internal company To use strengthen connection which exists in in company so that can intertwined communication Which Good.Then the organization needs to improve performance on indicator productivity with method adjust work employeeaccording to their abilities and interests, do ittraining and *cross-training* and provide facility Which support.

CONCLUSION

The conclusions of this study are as following :

1. Culture organization in a manner Partial have a positive influence as well significant to performance organization
2. Communication partially hasinfluence positive And Also significantto performance Organization.
3. Culture organization And communication i simultaneously have influence positive And Also significant to performance organization.

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