The Effect of Business Communication on Employee Performance

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Abstract. This study discusses an analysis of effect business communication on employee performance at PT JNE Express Across Nations. Researchers used quantitative methods with data collection techniques by questionnaires. Data quality analysis techniques used validity test methods, reliability tests, while hypothesis testing used simple linear regression analysis and t test. Based on the results of research conducted, business communication has a significant effect on employee performance. That way the results of this research can help companies and entrepreneurs to implement the business that is being occupied and can make it easier for future researchers to find the latest references if they have the same variables so that the research can be helped to be more perfect.

1. Introduction

Communication is a priority in business because it helps organization's members to exchange ideas regularly. In addition, good communication can maintain relationships between stakeholders (i.e. shareholder, employee, and customer). Effective communication can help the company's progress in achieving good business performance [1]. Developing humans as social beings emphasizes human dignity and obligations which are reflected in personality, physical and spiritual aspects, while development resources are emphasized on communication aspects [2]. Company needs employees with good communication skills to carry out their duties and functions. In addition, employee performance is one of the important factors in achieving company goals and company development so that it can compete and excel in the competition. Good employee performance affects good business performance [3]. Despite being in the condition of the Covid-19 outbreak, one of the businesses that has performed brilliantly is the logistics industry [4].

Table 1. Logistics Company Delivery Services in Indonesia

No	Companies	Average / a day
1	JNE Express Across Nations	1.000.000
2	J&T Express	740.000
3	Ninja Express	260.000

Source: [4]

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One of the companies logistic is JNE Express Across Nations which is one of the well-known and widest logistics service providers in Indonesia which provides delivery services in the form of packages, documents, vehicles, and others. In carrying out work, employees cannot be separated from communication with fellow customer, co-worker, and shareholders. Through communication, employees can process information about work that comes from all stakeholders. If the results obtained meet or exceed work standards, then it can be said that the employee's performance belongs to the category of good. In other hands, an employee whose work results do not reach work standards is included in low performance. If there is a misunderstanding of duties between employees and customers, it can cause communication problems. In the logistics industry, this can affect the timeliness of logistics delivery work. Good communication can increase job satisfaction which will optimize employee performance so that company goals can be achieved. It is impossible for a company to operate its activities without a leader and all company activities must be supported by good communication, because this plays an important role in achieving company goals, namely achieving good company performance. Ineffective business communication will lead to low employee performance [5]. This research is aimed at analyzing the relationship between business communication and employee performance. The results of employee performance are focused on quality of work, quantity of work, and teamwork based on the perspectives employees of JNE Express Across Nations in Indonesia.

2. Literature Review

2.1 Employee Performance

Performance is the result of work in quality and quantity achieved by employees in carrying out their duties in accordance with the responsibilities given. Performance is the result of work that can be achieved by individuals or groups in the organization in accordance with the authority and responsibility for the achievement of the goals of the organization in question legally, not violating the law and in accordance with morals and ethics. If it is connected with a performance perspective, employee performance is the successful completion of tasks by certain individuals or individuals, as determined and measured by the organization, to set acceptable standards efficiently and effectively by utilizing available resources in a changing environment [6]. That is, the performance of employees becomes an achievement goals, objectives, vision, and mission of the company. Low employee performance derived from ineffective business communication [5]. Employee performance initiatives in any of the following: 1) quality of work, 2) quantity of work, and 3) teamwork [7]. Quality of work refers to the preciseness, appropriateness, and the detail of the job without neglecting the volume of a job. Good quality of work prevents any errors from occurring in completing certain jobs for the success of the company. Quantity of work refers to the amount of job done within a certain period, making the work efficiently and effectively completed according to the target set by a company. Teamwork refers to employees' willingness to vertically and horizontally collaborate with other employees to do certain jobs that makes their performance better.

2.2 Business Communication

Communication is a process of exchanging information between individuals through a common system, either with symbols, signals, or behaviour or actions [8]. Communication as process of sending and receiving messages. Communication activities involve at least two or more people in the process of transferring oral, written, or nonverbal messages. If it relates to a business perspective, business communication is communication used in the business world which includes various forms of communication, both verbal and nonverbal communication to achieve certain goals [9]. In addition to having good communication skills, a good communicator can use various tools or communication media to convey business messages to the audience effectively and efficiently. The media in business communication that can be used are newspapers, magazines, films, radio, television, social media or digital media. Business communication initiatives in any of the following: 1) understanding, 2) pleasure, 3) influence on attitude, 4) better relationship, and 5) action [10]. Understanding refer to having a harmonized information being transferred to each other. Pleasure refers to enjoyment of the interactions

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that exist within the company at working. Influence on attitude refers to person's way does something through speech, language, or body position. Better relationships refer to conditions for mutual growth and giving positive things to fellow human beings. Action refers to an act, behaviour, or action carried out by humans throughout their life in order to achieve certain goals.

3. Methods

This article is causal research at 95% of confidence interval. This design allows the researcher to collect the data and construct the data structure to perceive the cause-and-effect on the research variables [11]. The causal research aims: 1) to understand exogenous and endogenous variables towards marketing phenomena, 2) to decide the nature of the relationship among the variables, and 3) to test the hypothesis of causal relationship variable. Therefore, we propose the following hypothesis:

H_0: There is not positive relationship between the level of business communication as well as employee performance.

H_a: There is positive relationship between the level of business communication as well as employee performance.
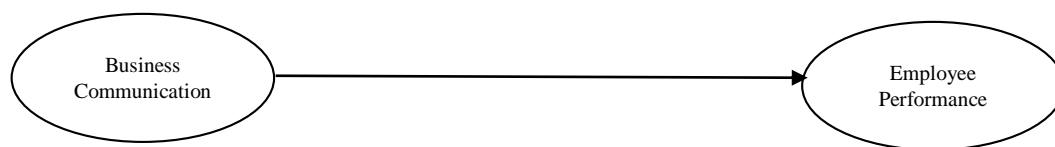
Figure 1. Relationship between business communication and employee performance
Source: [5]

To collect the data, this causal research design utilized survey as a method to collect the data from a sample through questionnaires comprising structured questions [11]. Questionnaires as the data collection was carried out by giving a series of questions or written statements to the respondents to be answered. Questionnaires as instruments used are distributed to respondents via email.

The target population was the employee of JNE Express Across Nation as highest employee performance [4]. Furthermore, the ideal limit of the population according to the provisions of the number of stakeholders who have been more than five years. Sampling was conducted randomly, thereby everyone had the same probability of being selected from the population and representing it. Basic formula of the sample refers to the number of the independent variables, namely $N \geq 50 + 8i$ (i is the number of independent variables) [12]. However, this number is still in the appropriate sample size range from 30 to 500 [13]. Therefore, the sample of this study was 30 employees.

The data analysis technique in this quantitative study utilized statistical analysis. Verifiable data analysis will be used to test hypotheses and focus on the disclosure of the behaviour of research variables. The data analysis technique used to determine the corelative relationship in this study is Partial Least Square to provide a combination of three main goals, namely: 1) to estimating path analysis using latent contracting with multiple indicators, 2) does not assume a specific distribution so that it can be used for Likert scales with a small sample count of less than 100, and 3) to confirm or predict an applied, middle, or grand theory. The program used to perform data analysis with path analysis method was SPSS.

The measurement scale used was interval as a scale that allows researchers to perform arithmetic calculations on data collected from respondents [11]. The measurement has no real zero value. The measure of attitude that is commonly used in business research is the Likert scale. The Likert scale is a scale that requires respondents to respond to the extent to which they agree or disagree about a perceived object, namely strongly agree, agree, neutral, disagree and strongly disagree.

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4. Results and Discussion

The first analysis was carried out to determine the value of the regression coefficient in each dimension of business communication to employee performance. Based on the results of data processing, it shows that dimensions of variable business communication are influenced by pleasure, influence, and better relationship.

Table 2. Regression Coefficient of Employee Performance and Employee Performance

Dimension Business Communication	Employee Performance	Regression Coefficient	Sig	Result
Understanding	Quality of work	0.635	0.014	Accepted
Pleasure		0.480	0.000	Accepted
Influence		0.469	0.000	Accepted
Better relationship		0.637	0.043	Accepted
Action		0.254	0.099	Rejected
Understanding	Quantity of work	0.344	0.061	Rejected
Pleasure		0.533	0.000	Accepted
Influence		0.504	0.000	Accepted
Better relationship		0.522	0.028	Accepted
Action		0.355	0.027	Accepted
Understanding	Teamwork	0.476	0.027	Accepted
Pleasure		0.546	0.000	Accepted
Influence		0.650	0.000	Accepted
Better relationship		0.556	0.005	Accepted
Action		0.630	0.001	Accepted

Source: Data processing

The second analysis was carried out to determine the level of relationship between business communication and employee performance expressed with an R value of 0.579 is good enough. While the R^2 of 0.335 is stated as the coefficient of determination which means that JNE Express Across Nation's employee performance is influenced by business communication of 33,5%.

Model Summary									
						Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.579ᵃ	.335	.311	5.489	.335	14.087	1	28	.001
a. Predictors: (Constant), Komunikasi Bisnis									

Figure 2. Model Summary Employee Performance
Source: Data Processing

The third analysis was carried out to determine whether the three dimensions of business communication affect employee performance. In this study, there is a main hypothesis that will be tested, namely Ha: There is positive relationship between the level of business communication as well as employee performance. The signification value of $0.001 < 0.05$ then Ha is accepted and can be widely applied outside the research focus. The results of this study have similarities with previous research, that employee performance is positively influenced by business communication [5].

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ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	424.417	1	424.417	14.087	.001[b]
	Residual	843.583	28	30.128		
	Total	1268.000	29			

a. Dependent Variable: Kinerja Karyawan

b. Predictors: (Constant), Komunikasi Bisnis

Figure 3. **ANOVA Employee Performance**
Source: Data Processing

This research is a development of applied theory. This research provides information that there is a concurrent influence of business communication on employee performance. Further research is expected to conduct similar research on different industries.

5. Conclusion

This study demonstrates that business communication is on the one hand side very important and becomes more challenging in an employee performance. The contribution of business communication is relatively small. Nevertheless, even the medium impact of business communication on employee performance that company with achieve better results quality of work, quantity of work, and team work from pleasure work atmosphere, influence, better relationship.

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