

THE EFFECT OF LEADERS' INTERPERSONAL COMMUNICATION ON EMPLOYEES' ATTITUDES IN CONVECTION UNLIMITED BANDUNG

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ABSTRACT

This research was conducted to determine the effect of interpersonal communication leader on employee attitudes at Convection Unlimited Bandung. The purpose of this research is to find out and analyze how the leader's interpersonal communication on the attitude of the employees given, the tasks by the leader and the magnitude of the influence employees at work. This study uses quantitative methods with descriptive-type research. Sampling was carried out using a non-probability sampling method with a number of respondents as many as 20 people. The data analysis technique used is the approach Field surveys are then analyzed to draw conclusions

Based on the test results, the t-value iscount 5.66 compared to the value of ttable is equal to the value of (0.05) $df = nk-1$ that is equal to ttable at $df=20-2=98$ with (0.05) obtained ttable of 2.101. it can be concluded that the value of tcount (5,66) greater than ttable (2.101), the Sig value is also obtained. $< (0.05)$ i.e. $0.000 < 0.05$ then it can be concluded that H_0 is rejected, it means that the Leadership Interpersonal Communication has a significant influence on employee attitudes. The conclusion of this study is that with a positive influence it shows the better interpersonal communication by the leadership at Convection Unlimited Bandung will have an impact on improving employee attitudes at work, and vice versa the worse interpersonal communication by the leadership at Konveksi Unlimited will be have an impact on decreasing employee attitudes at work.

Keywords: Interpersonal Communication, Employee Attitude.

INTRODUCTION

Convection Unlimited in Bandung is a small and medium enterprise (SME) engaged in the service industry (convection/garment) such as making raincoats, vests, jackets, shirts, t-shirts and hats. In an interview with the leader, "How is the leader's communication in dealing with employee attitudes? In dealing with employees as leaders, they must be patient because the characters of the people are different, there are those who understand directly or indirectly, so there is always a misunderstanding between leaders and employees. communication between management and employees who initially only had small talk.

In convection unlimited companies there is also a change in attitude because it can be seen in interviews with employees, namely "What is the attitude of employees towards the leader? If as an employee, the leader is like our own family or friends, sometimes if we make mistakes at work, there may be shame on the leader but there are those who are ignorant, the important thing is that we can correct these mistakes." and it is clear that the situation where employees have a change in attitude at work and will have an impact on interpersonal communication with leaders and with fellow employees is that conditions that allow will cause changes in employee attitudes.

Interpersonal communication can happen to people who have the same background. The

similarity of the background will make the communicant and communicator feel right. The most prominent feature of interpersonal communication is the effect of changing attitudes. This happens partly because interpersonal communication is done face-to-face, at close range. Both distance in a physical and psychological sense, close psychologically shows the intimacy of relationships between individuals. Communication participants also can try to convince, by optimizing the use of verbal and non-verbal messages simultaneously so that in the end they can change the attitude of the other person as desired. [9]

This belief can come from experience with the behavior in question in the past, it can also be influenced by indirect information about the behavior, for example by looking at the experiences of friends or other people who have done it. And it can also be influenced by other factors that reduce or add to the impression of difficulty in carrying out the action in question. [8] In turn, the environment will reciprocally influence attitudes and behavior. The interaction between environmental situations and attitudes, with various factors inside and outside the individual will form a complex process that ultimately determines the shape of a person's behavior. [8]

This is the reason for conducting research with the title "the influence of leadership interpersonal communication on employee attitudes at Convection Unlimited".

Problem Formulation

Based on the above, the problem can be formulated as follows: "How big is the influence of leadership interpersonal communication on employee attitudes at Convection Unlimited"

Problem Identification

From the problem formulation described above, the research identifies various kinds of problems, including:

1. How leadership inter-personal communication at Convection Unlimited ?
2. What are the barriers to interpersonal communication between leadership and employee attitudes at Convection Unlimited?

LITERATURE REVIEW

Definition of Communication

Communication is one of the daily activities that is so closely connected with all human life, that we sometimes ignore its spread, importance and complexity. We need communication as the center of human life. Every aspect of us is affected by our communication with others, such as messages from people we don't know, people from far and near, life and death. [1]

Indicators of Interpersonal Communication Interpersonal communication, like any other actor, can be both very effective and ineffective. [10] in interpersonal communication books, namely:

- a. Openness (openness)
- b. Empathy (empathy)

- c. Supportive attitude (supportiveness)
- d. Positive attitude (positiveness)
- e. Equality (equality)

Definition of Leadership

In most small groups, one person as the leader, in another group the leadership can be held by several people. Furthermore, the leader can be addressed or automatically appears in the process of developing group communication. In considering leadership and leadership, we will pay attention to situational leadership, leadership styles, and some of the key functions a leader must perform. [5]

Employee Attitude Indicators

According to Bangun [2] a job can be measured, among others:

- a. Number of Jobs
- b. Quality of Work
- c. Timeliness
- d. Presence
- e. Ability to work together

METHOD

Type of Research

This type of research uses quantitative research with method research survey. With this method, various new science and technology can be discovered and developed. According to Sugiyono[10] the reason the research wants to use quantitative is "research that analyzes data quantitatively by testing hypotheses with predetermined statistical formulas and then interpreting the results of the analysis to obtain conclusions". The research uses descriptive research methods

and verification research methods. According to Sugiyono[10] "research method is a scientific way to obtain valid data with the aim of discovering, proving, and developing knowledge so that in turn it can be used to understand, solve, and anticipate problems".

Data Collection Techniques

The study will obtain data from a variety of activities and sources to obtain information about the object to be studied, the data was taken as follows:

- a. a.Studi literature(librartyresearch) will acquire the research literature references associated with the object being researched.
- b. Field study (field research) Data collection researchers do during field studies, with data collection based on interview techniques (interviews) and questionnaires put forward by Sugiyono[10].

Population and Sample

Population is a generation area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016:80). The population in this study are employees who work at Convection Unlimited Bandung as many as 20 employees. While the sample is part of the number and characteristics possessed by the population [10]

Data Analysis Techniques

With data analysis that will be carried out to process data into data information and will be

easy to understand and useful for answering problems related to research activities. The data to be analyzed are the results of the survey research approach from field research and library research, then analysis is carried out to draw conclusions. This technique uses descriptive analysis, data transformation methods, linear regression simple analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing.

Descriptive Analysis

According to Sugiyono[10] "descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations".

Data Transformation Method

From the results of the questionnaire answers are unfinished data in the form of an ordinal scale. Furthermore, the data is made using the method of Regression Analysis. With Regression Analysis requires data transformation. Data with ordinal measurement scale can be transformed to interval scale data using the Successive Interval Method (MSI).

Simple Linear Regression Analysis

In analyzing "The Effect of Leadership Interpersonal Communication and Work Discipline on Employee Work Attitudes at Unlimited Convection Bandung" using multiple regression analysis because it is an

analysis to measure the magnitude of the influence of the independent variable on the variable dependent with the following equation model:

$$Y = a + bX + e \dots\dots\dots (1)$$

Information:

Y = Employee Work Attitude

a = Constant

b = Regression coefficient value

X = Interpersonal Communication Leader

e = error

Before testing the regression analysis, the classical assumption was tested using the test model.

Correlation Coefficient Analysis

According to Sugiyono[10] "Correlation is a unidirectional relationship with data that causes or influences it is called the independent variable or independent variable". The correlation formula for the Coefficient of Determination Analysis

According to Sugiyono (2016:241) is "the ability of the X variable (independent variable) to influence the Y variable (the dependent variable), the greater the coefficient of determination, the better the ability of X to explain Y". In the analysis the coefficient of determination is often referred to as the determinant coefficient, because its magnitude is the square of the correlation coefficient (r^2). The following is the formula for calculating the coefficient of determination:

$$\text{Coefficient of Determination} = R^2 \times 100\%$$

Where:

KD = Big change in Y variable if it is influenced by X variable

R = Correlation coefficient between X and Y

Hypothesis Testing

The t test aims to test the significance of the influence of the independent variable partially the dependent variable with the hypothesis is:

H₀ : b = 0 "Leadership Interpersonal Communication does not have a positive and significant influence on Employee Work Attitudes at Convection Unlimited Bandung"

H_a: b ≠ 0 "Leadership Interpersonal Communication has a positive and significant influence on Employee Work Attitudes at Unlimited Convection Bandung "The t-test formula is as follows [10]

$t = \frac{b}{s_b}$

Description:

i: Regression Coefficient
Regression Coefficient

Si: Standard Deviation from. the conclusion to be drawn is:

if $t_{count} < t_{table}$ and significance > 0.05 then H₀ is accepted and H₁ is rejected, that there is no significant effect between the independent variables on the dependent variable .

If $t_{count} > t_{table}$ and significance < 0.05 then H₀ is rejected and H₁ is accepted, meaning that there is a significant effect between the independent variables on the dependent variable.

RESULT AND DISCUSSION

About Convection Unlimited Unlimited

convection is a Small and Medium Enterprise (SME) which is engaged in the service industry (convection / garment) and procurement of goods. Established in 2015, which is managed together. Currently we have 1 office unit as well as a production site which is located at Jalan Gempol No 07 Pangaritan, Kel. Cipadung Wetan District. Panyileukan Bandung City, there are 13 machines (sewing, Seam Seal, overlock, overdeck, funnel and cutting) we process raw materials in the form of cloth into finished clothes, starting from from cutting, screen printing/embroidering, sewing to finishing and ready for customer use.

Research Results

According to Mulyana interpersonal communication or interpersonal communication is communication between people face to face that allows each participant to capture the reactions of others directly, both verbally and non-verbally. [6] Employee responses regarding leadership interpersonal communication in Bandung City Convection Unlimited obtained a total score of 680 from a total ideal score of 1000 so that the percentage score of 68% is included in the fairly good category which indicates that the Leadership Interpersonal Communication in Bandung City Convection Unlimited has not been maximized. Dimensions of Positive Attitude (66.5%). Meanwhile, the dimension with the highest percentage is Equality (71.5%). Based on the interpretation category, the percentage score of the Leadership Interpersonal Communication variable is in the range of

52.01% - 68.00% so that it can be categorized into a sufficient category which shows that communication between leaders and subordinates in Bandung City Convection Unlimited is considered good enough.

The attitude of the employees are feeling a karyawa about his work, readiness to work with certain ways on various aspects related to a job [3] The response of employees about his attitude in working in Convection Unlimited Bandung obtained a total score of 666 out of a total score of the ideal of 1000 so that the percentage score of 66.6% is a fairly good category which shows that this employee's attitude is not optimal. The dimension of the Employee Attitude variable with the lowest percentage is the Punctuality and Attendance Dimension (64.5%). Meanwhile, the dimension with the highest percentage is the ability to cooperate (69.3%). Based on the interpretation category, the percentage score of the Employee Attitude variable is in the range of 52.01% - 68.00% so it can be categorized as "good enough" which shows the employee's response to his attitude at work as seen from the amount of work, quality of work, punctuality, attendance and ability cooperation in the Bandung City Convection Unlimited is considered quite good.

Communication can be said to be effective if the message is received and understood as intended by the sending of the message, the message is followed up with a voluntary act by the recipient of the message, can improve the quality of interpersonal relationships, and there are no obstacles.[7] Likewise in Effendi's opinion[4] Interpersonal

communication is the process of delivering messages and or information by one person to another to inform, change attitudes, opinions, or behavior either directly or through the media to support the completion of tasks that must be done. With interpersonal communication, a person can exchange information, support each other and help each other in completing the work so that the work can be completed immediately in accordance with the number and quality set and in a fast timeframe.

In line with this research, the research will show that the results of the Interpersonal Communication of Leaders have a significant effect on increasing employee attitudes. With a positive influence, it shows that the better interpersonal communication by the leadership at the Bandung City Unlimited Convection will have an impact on improving employee attitudes at work, and vice versa the worse interpersonal communication by the leadership at the Bandung City Unlimited Convection will have an impact on the decrease in employee attitudes at work. Leadership Interpersonal Communication variable is 0.640 which means that Leadership Interpersonal Communication is able to influence the increase in Employee Attitude as much as 64.0% and the remaining 36% is influenced by other variables because it is not observed in this study.

CONCLUSION

Based on hypothesis testing, it was obtained that the Leadership Interpersonal Communication has a significant influence on

increasing employee attitudes in Bandung City Unlimited Convection. With a positive influence, it shows that the better interpersonal communication by the leadership at the Bandung City Unlimited Convection will have an impact on improving employee attitudes at work, and vice versa the worse interpersonal communication by the leadership at the Bandung City Unlimited Convection will have an impact on decreasing employee attitudes at work. The influence of the Leadership Interpersonal Communication variable is 0.64, which means that the Leadership Interpersonal Communication is able to influence the increase in Employee Attitude as much as 64% and the remaining 36% and is influenced by other variables because it is not observed in this study.

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