

INCREASING WORK PRODUCTIVITY WITH THE QUALITY OF PT. SARI WARNA ASLI GARMENT

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Abstract

The purpose of this study is to test whether the level of work productivity has a relationship with product quality at PT. Sari Warna Asli Garment. The number of samples in this study was 45 employees with a random sampling technique (probability sampling) where the sample selection method for each member of the population had an equal chance of being selected as a member of the sample. Data collection method using questionnaires. The results showed an increase in work productivity carried out at PT. Sari Warna Asli Garment has a moderate degree of correlation or relationship with the quality of the products produced in the company. So that researchers can conclude the level of work productivity in PT. Sari Warna Asli Garment can be improved by the methods and research provided by the company to employees so that there is no decrease in the quality of the products produced.

Keywords: Work productivity; Product quality; Correlation level

1. Introduction

At this time there were a lot of changes that occurred in several fields. With this change, problems will arise that occur, such as one of the problems that occur in the business field, they will always strive for how the company continues to run and the goods or products are always favored by the community. From this problem, the company has high consequences on how to improve the quality of their products, with this problem the company can make these decisions through opportunities that exist in every opportunity, moreover with this opportunity, it will be able to develop so that it will get benefits and expectations from carrying out these opportunities (Pratiwi & Supriyadi, 2019). One of the benefits is by showing that the company can compete with uniqueness as well as advantages in their products, not only that other factor that can be an outperformance of the company in the form of choosing the right and superior raw materials, decent production equipment and machines, professional human resources, sufficient capital, and others. Of several factors that can affect the company's excellence, there are factors that greatly support production activities in the company, namely the human resources factor (Usman, 2020).

In a human resources company, it is a support for activities in producing an item, in other words, the company must always pay attention to the productivity of its employees in carrying out their work. Superior work productivity will be able to be seen in the way of delivering good service to customers and punctuality at work. On the other hand, productivity is also closely related to the quality of goods, one of the factors in determining the quality of goods is to emphasize customer satisfaction, the company must be oriented toward customers because customer satisfaction will be the most important consideration and the best quality will be shown on the main factors in productivity performance (Lores, 2019). One of the things that can increase work productivity is by familiarizing yourself with the culture of work discipline, in applying it the company will make regulations that have been set by the company and agreed upon by employees. This regulation, it will be a benchmark and a view to continuing to cultivate disciplinary behavior. Not only discipline behavior can increase productivity, but there are also several other things such as providing employee job training. With this training, it is hoped that employees can increase productivity by developing the knowledge gained so that the additional knowledge gained can make employees more skilled and on time in their duties (Nur & Damayanti, 2020)

In today's rapidly developing industrial world, companies are competing to improve the production and quality of each of their products and one of the companies participating in this development is PT. Sari Warna Asli Garment also has a very large contribution to the world of the garment industry.

PT. Sari Warna Asli is a company engaged in the textile industry. PT. Sari Warna Asli is a member of the Sritex Group based in the city of Surakarta. In carrying out its marketing strategy, PT. Sari Warna Asli builds an integrated distribution network throughout Indonesia, by providing a wide range of colors and designs and building enough inventory to serve clients in the market. Apart from its distribution network that has spread throughout Indonesia, PT. Sari Warna Asli is known for its production activities ranging from the process of spinning, weaving, and finishing, to garment-finished clothing, thus pt. Sari Warna Asli is very diverse ranging from gray fabrics and yarns, dyed, masks, and printing to clothes, pants, and sarongs.

In industry, work productivity plays an important role in the business process. This is because achieving good productivity can achieve effective and efficient work results. Productivity is a measure of the extent to which an employee is able to complete his work in accordance with the quality and quantity set by the company (Mufti & Martono, 2016), while a person's productivity can be measured from the total output produced by employees in carrying out their work.

Many factors can affect work productivity such as employee relationships, employee noise levels, regulations, lighting, air circulation, and security (Panjaitan, 2017). Some of these factors are well owned in PT. Gourmet's Original Color Sari such as human resources, machines as work aids, and materials are supporting tools so that productivity is maintained.

It can be believed that good work productivity it will produce good product quality as well. Products according to (Kotler & Keller, n.d.) are everything that can be offered to the market to satisfy a desire or need including physical goods, services, experiences, events, people, places, properties, organizations, information, and ideas. While quality is the thing that describes the direct characteristics of a product. This includes performance, reliability, ease of use, and more. In addition, according to (Nadia, 2015) quality is what describes the direct characteristics of a product. This includes performance, reliability, ease of use, and more.

According to Kusriyanto (2000: 2), the comparison between the results achieved and the participation of labor per unit time is work productivity. Labor is the most important thing in work productivity. A good workforce or human resources will produce good product quality as well as quality control. In order to compete, companies are competing to improve and improve the results of quality products to meet consumer needs (Mardiyah, 2019). One of the companies that have a large contribution to the world of the garment industry is PT. Sari Warna Asli Garment is a manufacturing subsidiary.

Product quality is a value that can satisfy consumers physically and psychically, which is indicated by the attributes or attributes contained in the product or result (Kotler, Armstrong, n.d.). Product quality can usually be measured by brand and packaging. A brand is a name, term, symbol, symbol, design, or any combination thereof, designed to identify the product or service of the seller or group of sellers. To distinguish it from competing products. Packaging is an activity that designs and manufactures containers or packaging for products.

Product quality is often associated with the level of fitness for use or the level of the user, but this understanding clearly shows subjective and consumer evaluation (Lina, 2018). In fact, product quality is one of the most important factors in running a business. Product quality determines customer satisfaction and the future of the company. The dynamic movement of business allows each company to constantly innovate in the development of products delivered to consumers and constantly update the technology used by the company to improve product quality.

This study, it was carried out to find out whether there is a significant influence between increasing work productivity and work quality. With this research, it is hoped that it can make considered an improvement in the company.

Company Management must be able to find ways to balance improving Quality and Productivity. Overemphasizing increased Productivity will come at the expense of quality which will probably eventually also lower Production Output. Meanwhile, overemphasizing quality improvement at the expense of productivity will also lead to high operational costs. Therefore, Quality and Productivity Improvement should be carried out simultaneously without compromising one of them.

By increasing Quality and Productivity simultaneously, the company will enjoy benefits such as lower Cost of Goods Produced, Reduced rework costs, increased customer satisfaction (Customer Satisfaction), and of course achieving greater Profit.

2. Method

This type of research is basically a source of research that is always carried out in the implementation of research, the type of research carried out is field research where research is carried out directly on the object under study in order to get accurate data (Cholid, 2015).

Then in this study, quantitative research methods were used with data collection techniques using the questionnaire method. Quantitative research itself is defined as a process of using data in the form of numbers as a tool to analyze information about what you want to know (Mulyadi, 2011).

This activity was carried out from September to November 2021 which was carried out at PT. Garment's Original Color Sari. The population of this study is employees of the production department and QC, then in this study, the technique used in sampling is a random sample (probability sampling) where the sample selection method in each member of the population has an equal chance of being selected as a member of the sample. Sampling was obtained based on the slovin formula, with a population of 2329 people, the sample obtained was as many as:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{2329}{1 + 2329(15\%)^2} = 43,61 \rightarrow 44 \text{ People}$$

Description:

n = Sample size N = Population size

e = Looseness of inaccuracy due to taking errors

sample that can be tolerized, by 15%.

3. Results and Discussion

The two things, namely work productivity and product quality is two essential things that are often discussed in production activities, basically, the main purpose of a business company is to generate as much profit or profit as possible. To increase the profit or profit of the company, the simplest and first idea or proposal that appears is to increase productivity.

The test was carried out with a Pearson correlation test which aimed to determine the degree of closeness of the relationship between variables expressed by the correlation coefficient (r). With the pearson correlation test, it can be known that the relationship between variable X (Work Productivity) and variable Y (Product Quality) can be positive or negative.

With the results of the questionnaire obtained from 45 respondents, a pearson correlation test was carried out and the following results were obtained:

Table 1. Correlation Test

Correlations			
		Produktivitas Kerja	Kualitas Produk
Produktivitas Kerja	Pearson Correlation	1	.609**
	Sig. (2-tailed)		.000
	N	45	45
Kualitas Produk	Pearson Correlation	.609**	1
	Sig. (2-tailed)	.000	
	N	45	45

** . Correlation is significant at the 0.01 level (2-tailed).

Then for decision making, it can be seen as the basis of decision making which reads: If the significance value < 0.05 then the two variables are said to be correlated or there is a relationship, but if the significance value > 0.05 then the two variables have no correlation or no relationship.

From table 1 it can be seen that the two-tailed significance value in both variables, both variables X and Y, has a value of 0.000 where the value is less than ($<$) 0.05 from here it can be seen that these two variables have a relationship or can be said to be correlated. Then in the pearson correlation column the variables X and Y are worth 0.604 which indicates that the form of the relationship between the two variables is positive and has a moderate degree of correlation. This can be seen in the relationship degree guidelines:

Table 2. Relationship Degree Guidelines

	Score range	Correlation category
Pearson Correlation	0.00 s/d 0.20	No correlation
	0.21 s/d 0.40	Weak correlation
	0.41 s/d 0.60	Moderate correlation
	0.61 s/d 0.80	Strong correlation
	0.80 s/d 1.00	Perfect correlation

Discussion

Productivity

According to Handoko (2011: 210) Productivity is a term in production activities as a comparison between outputs and inputs. Productivity is a measure that states how well resources are organized and utilized to achieve optimal results. Productivity can be used as a benchmark for the success of an industry in producing goods or services.

According to Handoko (2011:213) Productivity measurement is only the first step in increasing productivity. The second step is to understand the factors affecting productivity and choose the factors of improvement that correspond to a particular situation.

A company or a successful entrepreneur must have the ability to improve quality and productivity, if the productivity is high, the company's human resources are able to work or are able to carry out activities that have economic value.

This result is in line with Nurjayanti's (2011) research which shows that there is a very significant positive relationship between self-efficacy and work productivity.

The company must first determine something that is happening factually whether in terms of productivity or product quality. The measure of the key criteria for product quality are the main requirements for assessing a process of improvement. The factors that can affect the work productivity of an HR. In a company there are 3 (three) kinds, namely: 1). Training, 2). Mental and physical abilities of employees, 3). Relationship of superiors and subordinates

Product Quality

Product Quality is the ability of a product to carry out its functions, the durability of reliability, accuracy of ease of operation and repair, as well as other valuable attributes. To improve the quality of products the company can implement the Total Quality Management (TQM) program. Meanwhile, according to Kotler and Armstrong (2014:253), product quality is a characteristic of a product or service that depends on its ability to satisfy the declared or implied needs of customers.

The results of this study are in line with those found by Superville, Yorke, & Woldie. (2017) is this product conformity improvement, in turn, leads to increased productivity because the same level of production can be achieved at a lower cost.

4. Conclusion

From the results of the discussion, it can be concluded that the increase in work productivity is carried out at PT. Sari Warna Asli Garment has a moderate degree of correlation or relationship with the quality of the products produced in the company. This result was obtained from a correlation test using a number of respondents who had been determined and using correlation test calculations in accordance with the guidelines.

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