ORIGINAL RESEARCH

EFFECT OF WORK FACILITIES AND SALARIES ON EMPLOYEE PRODUCTIVITY THE BRASTAGI SUPERMARKET MEDAN

Lambas Marasi Tua LG¹, Ronnie Togar Mulia Sirait¹

¹Fakultas Ekonomi dan Ilmu Sosial, Universitas Sari Mutiara Indonesia Jl. Kapten Muslim No.79 Medan, 20123, Sumatera Utara, Indonesia

Article Info	Abstract
Article History:	The purpose of the study was to determine partially or
Received: 20 Des 2024	simultaneously the effect of salary and work facilities on
Revised: 21 Des 2024	the productivity of teachers at Al Washliyah 20 Medan
Accepted: 21 Des 2024	private junior high school. This study descriptive
Published: 23 Des 2024	quan1titative questionnaire instrument. The study
Keyword: Work facilities; salary; teacher work productivity Corresponding Author: Lambas Marasi Tua LG Email: lambas.lg@gmail.com	population amounted to 35 teachers with saturated sample technique then the sample of 35 people. The results of the study were the value of t_{count} work facilities 2.303, value t_{table} 2.032; value $t_{count} > t_{table}$ and $sig_{count} < sig_{table}$ (2.303 > 2.032) and (0.000 < 0.05). Value t_{count} salary 5.777, value t_{table} 2.032; value $t_{count} > t_{table}$ and $sig_{count} < sig_{table}$ (5.777 > 2.032) and (0.000 < 0.05). Value F_{count} facilities and salaries 16.756, value F_{table} 2.882; value F_{count} > Ftable and sighcount < sigtable (16.756 > 2.882) and (0.000 < 0.05). Rsquare value is 0.712 or R2 x 100% of 71.20%, meaning that the independent variable contributes greatly to describe the productivity of teachers at 71.20% the remaining 28.0% influenced by other factors

Jurnal Mutiara Manajemen E.ISSN: 2579-759X Vol. 9 No. 2 Desember 2024 (Hal 179-191)

Homepage: https://e-journal.sari-mutiara.ac.id/index.php/JMM DOI: https://doi.org/10.51544/jmm.v9i2.5598

How to cite: LG, Lambas Marasi Tua, and Ronnie Togar Mulia Sirait. 2024. "Effect Of Work Facilities And Salaries On Employee Productivity The Brastagi Supermarket Medan." Jurnal Mutiara Manajemen 9 (2): 179-91. https://doi.org/https://doi.org/10.51544/jmm.v9i2.5598.



Copyright © 2024 by the Authors, Published by Program Studi: Manajemen Fakultas Ekonomi dan Bisnis, Universitas Sari Mutiara Indonesia. This is an open access article under the CC BY-SA 4.0 BY SA Licence (Creative Commons Attribution-ShareAlike 4.0 International License.

1. Introduction

A company to be able to compete, the company must make improvements in various ways. The most important improvement is in the field of human resources, because huaman resources are a major factor in the operational activities of the company. Realizing the importance of the role of employees, the company has carried out activities to empower employees such as employee training, raising salaries and benefits and providing incentives in the hope of improving employee performance so that they have optimal capabilities and performance in achieving company goals. In working, employees must be able to achieve the learning atmosphere as expected, an employee must be productive in mastering the subject matter to be delivered. Employee work productivity is the power of employee work in the form of ability and skills to produce quality education and teaching according to established standards both on a school scale.

Employee productivity is a behavior as an output from a background obligation process. In other words, it is said to be productive when employees point to the mental attitude of wanting to always do better for learners or schools. Some phenomena of low employee productivity are some employees are less eager to teach, come late or not on time to school, some employees have gone home before class hours, not on schedule.

The work facilities provided in an organization are very important in order to facilitate the performance of employees so that work productivity increases, so it is easier to achieve the goals set. Although Brastagi Supermarket has dozens of employees who are willing to work and have tested work loyalty, but not supported by work facilities in the form of incomplete infrastructure so that it has not been able to meet the needs of the teaching and learning process. Some phenomena about existing work facilities such as markers are inadequate because the ink is dry, the work table is less feasible to use, of course, it slows down the teaching process. In addition, information technology media work facilities are less supportive of employees because some employees are still less proficient, even less mastering IT in learning applications and filling out online report cards (e-report cards) because of the limited infrastructure, the minimum number of computers/laptops and wifi networks there are no.

Work facilities provided to an organization is very important in order to facilitate the performance of employees so that work productivity increases, it is easier to achieve the goals set. Although Brastagi Supermarket has dozens of employees who are willing to work and have tested work loyalty but not supported by work facilities in the form of infrastructure that is less complete so that it has not been able to meet the needs of the teaching and learning process. Some phenomena about existing work facilities such as markers are inadequate because the ink is dry, the work table is less feasible to use, of course, it slows down the teaching process. In addition, the information technology media work facilities are less supportive of employees because some employees are still less proficient, even less mastering IT in learning applications and filling out online report cards (e-report cards) because of limited infrastructure, the minimum number of computers / laptops and no wifi network.

Salary is one of the important things for employees, because with the salary earned, it can meet their needs and become an encouragement to increase activities in the future. Although Brastagi Supermarket Medan has a source of salary from tenants who rent lods in the form of lods rent per month, but there are still employees who are late in getting salary payments, this causes employee salary strikes and even employee salary reductions due to many dispensations from the company. Some phenomena about the salaries experienced by employees Brastagi supermarket Medan is the minimum salary received, the salary of some employees even rapel three months then the cost of money transpot greater than the salary received, the emergence of employee dissatisfaction about employee welfare benefits, strikes, complaints and do not go to work or stop working.

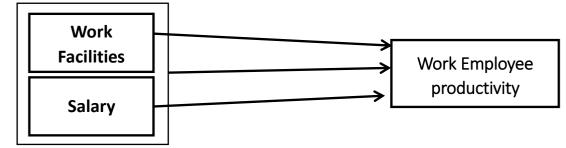
Literature Review

According to Moenir (2018), it is argued that it is a physical infrastructure in the form of equipment and equipment used to support its function activities to facilitate the achievement of the goals of the activities carried out. According Pangarso (2016), is a service given to employees to support the performance needs of employees, to be able to menambah job satisfaction and productivity of existing employees According to Vonny (2016), the following indicators of work facilities:

- a. As Required The work facilities provided can be used according to the needs of employees when doing work or tasks.
- b. Complete equipment and supplies Equipment and supplies will support employee performance to be more effective and efficient.
- c. Easy To Use Existing work facilities are very helpful to complete the work and should be easy to use so that work is not hampered.
- d. Speed Up The Work Process Adequate and well-functioning facilities speed up work until employees give the best results.

2. Methods

This research is quantitative, which is sourced from: (a) primary Data, including interviews and questionnaires distributed, and (b) secondary Data, including books, journals and so on. The population in the study of all consumers Brastagi supermarket Medan as many as 35 people. Considering the large population of more than 100 samples, the researchers used a saturated sample or total sampling in which the entire population became a sample of researchers as many as 35 employees. Data analysis techniques in the form of data quality tests, namely validity and reliability tests, classical assumption tests in the form of normality tests, multicollinearity and homoscedasticity tests, then multiple linear regression, hypothesis tests, and determinant coefficients. The author makes the conceptual framework as follows:



The research hypothesis prepared is

- 1. Work facilities significant influence on employee productivity Brastagi supermarket Medan
- 2. Salary significance influence on employee productivity Brastagi supermarket Medan

3. Work facilities and salary simultaneous way significant influence on employee productivity Brastagi supermarket Medan

3. Results

Research Results

Identity Description Before the data is processed first in the category of respondent identity in order to know the background of the respondent, as for the identity of the respondent in the form of gender, length of subscription and position of the respondent.

a. Respondent Identity Based On Gender

	Gender	Frequence	Percentage
Valid	Male	27	77.14
	Female	9	22.86
	Total	35	100.00

Table 1. Respondent Identity Based On Gender

Source: SPSS processed Data (2024)

The majority of males were 27 people (77.14 %) and females were people (22.86%).

b. Identity Of Respondents Based On Education

Table 2. Identity of respondents based on education

	Education	Frequence	Percentage
Valid	High School	2	5.71
	Diploma (DIII)	0	0.00
	Bachelor (S1)	33	94.29
	Magister (S2)	0	0.00
	Total	36	100.0

Source: SPSS processed Data (2024)

The majority of undergraduate education as many as 33 people (94.29%), and high school/vocational education as many as 2 people (5.71%).

c. Identity Of Respondents By Working time

Table 3. Identity Of Respondents By Working time

	Working time	Frequence	Percentage
Valid	1 – 10 years	4	11.43

11 – 20 years	7	20.00
21 – 30 years	13	37.14
> 31 years	11	31.43
Total	35	100.0

Source: SPSS processed Data (2024)

The majority of respondents worked for 21-30 years as many as 13 people (37.14%), worked for > 31 years as many as 11 people (31.43%), worked for 11-20 years as many as 7 people (20.00%) and worked for 1-10 years as many as 4 people (11.43%).

Data Analysis Techniques

1. Instrument Quality Test

a. Validity Test

Provisions rtabel value obtained from df= number of respondents = 35 and the level of GIS a = 0.05; df= 35-2 then r (0.05:33), then rtabel 0.333. The value of the validity of each item of work facilities (X1) and salary (X2) and employee productivity (Y) in Brastagi supermarket Medan in the following columns:

Variable	Scale the middle	Variance scale	Total corrected	Cronbach's Alpha
	value of the item	of grain	grain correlation	when item is
	removed	removed		deleted
X1.1	20.3143	10.457	.427	.814
X1.2	20.3429	9.055	.780	.727
X1.3	20.3714	9.652	.632	.763
X1.4	20.2571	10.903	.450	.803
X1.5	20.3429	10.703	.568	.780
X1.6	20.3714	10.358	.585	.775

Table 4. Test the validity of work facilities (X_1) Total Statistik Butir

The results of the validity test variable work facilities, the entire instrument is declared valid because the r_{count} value > of r_{tabel} (0.333) means that all instruments about the work facilities are valid, appropriate to be used for reliability testing.

1	Table 5. Salary validity lest (A2) Iotal Statistik Butil			
Variable	Scale the	Variance scale	Total corrected	
	middle value of	of grain	grain	Cronbach's
	the item	removed	correlation	Alpha when
	removed			item is deleted
X2.1	20.1429	9.361	.385	.788
X2.2	20.3714	8.417	.590	.736
X2.3	20.5429	8.432	.609	.732
X2.4	20.3143	9.281	.438	.773
X2.5	20.3429	9.291	.559	.748
X2.6	20.8571	8.244	.637	.724

Source: SPSS processed Data (2024)

Source: SPSS processed Data (2024)

Validity test variable salary, the entire instrument is declared valid because the value of $r_{count} > r_{tabel}$ (0.333) means that all instruments about salary valid, very feasible to use for reliability testing.

1	Table 0. Employee productivity validity test field-fotal Statistics			
Variable	Scale the	Variance scale	Total corrected	
	middle value	of grain	grain correlation	Cronbach's Alpha
	of the item	removed		when item is
	removed			deleted
Y3.1	20.4000	9.424	.520	.768
Y3.2	20.2571	9.903	.561	.754
Y3.3	20.4286	9.311	.669	.727
Y3.4	20.2286	10.946	.399	.790
Y3.5	20.4286	10.664	.481	.772
Y3.6	20.4000	9.835	.646	.736
	C	0000 11		

 Table 6. Employee productivity validity test Item-Total Statistics

Source: SPSS processed Data (2024)

Validity test of employee productivity variables, the entire instrument is declared valid because the value of rhitung > rtabel (0.333) means that all valid instruments used for reliability testing. b. Reliability Test the results of the reliability test of work facilities (X1), salary (X2) and work productivity of Brastagi Supermarket Medan employees in the cronbachs Alpha column in the following table:

 Table 7. Variable reliability value of work facilitiesReliabilitas Statistik

	Alpha Kronbach's Nilai Dasar		
Alpha Kronbach's ^a	Standard Items ^a	Number Of Grains	
.788	.890		6
	OD00 = 1000		

Source: SPSS processed Data (2024)

Reliability value or salary ralpha value in Kronbach's Alpha column is 0.890, and rtable value is 0.60; r_{alpha} value > r_{table} value (0.890> 0.60). So the questionnaire about work facilities stated *reliable*.

Tabel 8. Variable reliability value of Sallary Reliabilitas Statistik

Alpha	Alpha Kronbach's Nilai	
Kronbach's ^a	Dasar Standard Items ^a	Number Of Grains
.734	.736	6

Source: SPSS processed Data (2024)

Reliability value or salary ralpha value in Alpha column Kronbach's 0.734, and rtable value 0.60; r _{alpha} value > r_{table} value (0.734 > 0.60). So that the questionnaire about salary declared reliable.

Tabel 9. Value of Employee Productivity variable reliability Reliabilitas Statistik

Alpha	Alpha Kronbach's Nilai		
Kronbach's ^a	Dasar Standard Items ^a	Number Of Grains	
.767	.769		6

Source: SPSS processed Data (2024)

Reliability value or employee productivity ralpha value in the column Alpha Kronbach's 0.767, and rtable value 0.60; ralpha value > rtable value (0.767 > 0.60). So that the questionnaire about employee productivity is declared reliable.

Classical Assumption Test

a. Normality Test

Normality test conducted to test whether the regression model there is a variable or residual disrupts the grain channel normally. Statistical analysis is achieved through Kolmogrov Smirnov test (K-S) in order to obtain the value of Asymmp.Sig (2-tailed). When the significant value > than 0,05 then the conclusion of the residual data of the normal channel category.

		Working Productivity
Ν		35
Parameter Normal ^{a,b}	Nilai tengah	24.4286
	Std. Deviasi	3.7202024
Most Extreme	Absolut	.132
Differences	Positif	.107
	Negatif	132
Uji Statisti		.483
Asymp. Sig. (2-tailed)		.221

Table 10. Uji Kolmogorov-Smirnov test Uji Satu Sampel Kolmogorov-Smirnov

a. Uji distribusi Normal.

b. Dihitung dari data.

c. Lilliefors Signifikan Koreksion.

d. This is a lower bound of the true significance.

Source: SPSS processed Data (2024)

The data are normally distributed with a Test value of one Kolmogorov-Smirnov sample of 0.483, the value of Asymmp. Sig. (2-tailed) 0.221 where this number is above the sig value of 0.05 or 5% (0.221 > 0.05).

b. Multicollinearity Test

Test Symptoms of multicollinearity are obtained from the large or small value of tolerance and Variance Inflation Factor (VIF). Both of these provisions designate each cause variable which is explained by the existing effect variable. The value of Tolerance > 0.10 and Variance Inflation Factor (VIF) < 10.0 in Table 11 below:

	Statistik Kolinearias		
Model	Tolerance	VIF	
1 (Konstan)			
Work Facility	.257	3.954	
Salary	.257	3.954	

Table 11. Uji Multicollinearity Coefficients ^a	Table 11	. Uji Multico	ollinearity	Coefficients ^a
---	----------	---------------	-------------	----------------------------------

Source: SPSS processed Data (2024)

The provisions are tolerance value > 0.10 and VIF < 10.0 from each cause variable, where the tolerance value of salary and work facilities is (0.257 > 0.10); the

VIF value of salary and work facilities is (3.954 < 10.0). Means that the statement item does not occur multicollinearity but collinearity.

c. Heteroscadacity Test

Heteroskadasitas test by looking at the graph in the form of scatterplot test. If the regression model is not considered heteroskadasitas category when the grains are scattered randomly without meaning and there is no clear form of specific patterns and are scattered above or below the vortex zero Y axis (employee productivity), in Figure 1 below:

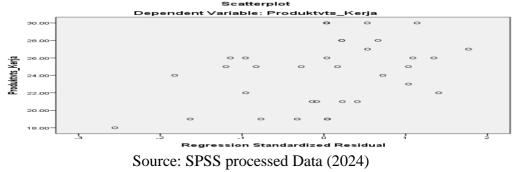


Figure 3. Heteroscedasicity Testing

Irregular grain distribution, scattered and without a special pattern shape, was detected spreading around the vortex of the 0 (zero) axis of the variable cause. It is assumed that there is no heteroscedasticity or homoscedasticity, linear regression model should be used to predict the effect of salary and work facilities on employee productivity in Brastagi Medan Supermarket.

2. Multiple Linear Regression Analysis

Multiple linear regression a regression model involves more than one variable cause and one variable effect, to determine the direction of the regression line equation of the variable cause and variable effect, in the following table:

		Nonstandard Coefficients		standard Coefficients	Collinearity	y Statistic
Mo	odel	В	Std. Error	Beta	Tolerance	VIF
1	(Konstan)	2.349	1.387			
	Work Facility	.235	.189	.273	.325	3.079
	Salary	.356	.2024	.686	.325	3.079

 Table 12. Multiple Linear Regression AnalysisCoefficients^a

Source: SPSS processed Data (2024)

The multiple linear regression equation is: Y = 2,349 + 0,235X1 + 0,356X2 + 0, an explanation of the equation, the following:

a. Constant value

Constant value of 2.349, this indicates that if the value of work facilities and salaries do not exist then the value of employee productivity at Brastagi supermarket Medan is 2.349.

b. Variable regression coefficient of work facilities (X1)

The value of the regression coefficient of work facilities 0.235 means that if there is an addition to the variable X1 while the variable X2 is a

constant, then the value of the variable Y will increase by 0.235 and vice versa. This means that if the salary increases or the addition of 1 time with the price does not change (constant) then the productivity of employees at Brastagi supermarket Medan increases.

c. Salary variable regression coefficient (X2) Salary regression coefficient value of 0.356 means that if there is an addition to the variable X2 while the variable X1 constant, then the variable Y increases 0.356 and vice versa. This means that if the price rises or the addition of 1 time with the salary does not change (constant) then the productivity of employees at Brastagi supermarket Medan also increased.

2. Hipotesis Test

1) t test (Own)

T-test (own) to see in person the effect of the significance of work facilities and employee productivity at Brastagi supermarket Medan seen in the following table:

					-			
		Nonsta Coeffi		standard Coefficients			Collinearity	y Statistic
			Std.					
Μ	lodel	В	Error	Beta	t	Sig.	Tolerance	VIF
1	(Konstan)	2.349	1.387		.047	.963		
	Work	.235	.189	.273	2.30	.028	.325	3.079
	Facility				3			
	Salary	.356	.2024	.686	5.77	.000	.325	3.079
					7			

Fable 13.	t test	(Partial)
Ko	efisien	t ^a

a. Variabel Terikat: Working Productivity

Source: SPSS processed Data (2024)

Partial coefficients of each variable, the following explanation:

- a) the effect of salary (X1) on employee productivity (Y) Salary calculation value 2,303; table value 2,032 (Excel formula = TINV (0,05,33); $t_{count} > t_{table}$ calculation ; table calculation value < sigtable (2,303 > 2,032) and (0,000 < 0.05). So that the partial salary influence the significance of employee productivity at Brastagi supermarket Medan
- b) the effect of work facilities (X2) on employee productivity (Y) The value of the work facility count 5,777; the value of the table 2,032 (Excel formula =TINV (0,05,33); terms of the table _{count}>; the value of the table count < sigtable (5,777 > 2,032) and (0,000 < 0.05). So that the work facilities themselves influence the significance of employee productivity at Brastagi supermarket Medan

2) F test (simultaneously)

F test to see simultaneously the effect of the significance of salary and work facilities on employee productivity in Brastagi supermarket Medan in Table 13 below:

 Table 13. F test (simultaneously)

ANOVA					
	Number Of		Square Middle		
Model	Squares	df	value	F	Sig.

1	Regresi	443.628	2	200.814	16.756	.000 ^b
	Residual	62.552	32	2.329		
	Total	470.571	34			

a. dependent variabel: Working Productifity

b. Prediktors: (constant), Working Facility kerja, Salary Source: SPSS processed Data (2024)

Value f_{count} salary and work facilities 93,207; value Ftabel 2,882 (excel formula = FINV (0,05,3,33), approvisions $F_{count} > F_{tabel}$; value sig_{count} < sig_{table} (16,756 > 2,882) and (0,000 < 0,05). Thus, salaries and work facilities simultaneously influence the significance of employee productivity at Brastagi Supermarket Medan

3). Coefficient Of Determination (R2)

Is a test of the size or reference proportion or percentage of the model's ability to explain variables due to percentage numbers in the range of zero to one (0 < R2 < 1). If R^2 is higher (approaching the value of one), it means that the influence of the large cause variable on the strong effect variable so that the strong linear model clarifies the ability of the cause variable to describe the effect variable, and vice versa, as seen in Table 14 below: T-h-114 V-fisher D-t-

Tabel 14. F	Koefisien	Determinasi	$(\mathbf{R}^2)\mathbf{N}$	lodel Summary ^b	
				Standard	

Model	R	R ²	R ² Adjustments	Standard Estimation Error
1	.844ª	.712	.704	1.46782

a. Prediktors: (constant), Working facilities, salary

Source: SPSS processed Data (2024)

Rsquare value is 0.712 or R2 x 100% of 71.20%, meaning that the variable because it gives a big contribution to describe the percentage of employee productivity 71.20% the remaining 28.80% is another factor not studied.

4. Discussion

Based on statistical analysis of processed data from each variable, the researchers tried to discuss each research results according to the hypothesis of this study, namely:

1. Effect of work facilities on employee productivity at Brastagi supermarket Medan

Based on the results of the study, the value of the variable titung work facilities 2.303; value ttable 2.032 (Excel formula = TINV (0.05.33); value $t_{count} > t_{table}$ and value $sig_{count} < sig_{table}$ (2.303 > 2.032) and (0.000 < 0.05). So, fasiltias own work significant influence on employee productivity at Brastagi supermarket Medan The results support Putu Laksmita and Wayan Ekawati, work facilities significant effect on customer satisfaction and loyalty, salary significant effect on customer satisfaction and customer satisfaction significant effect on customer loyalty Online Food Delivery Service in Bali. Furthermore, Nanprahar a & Siswani (2018) that simultaneously promotion and work facilities have a significant effect on visitor loyalty in the TMII freshwater world, work

b. Variable Dependent: Work Produktivity

facilities have a significant effect on visitor loyalty, promotion has a significant effect on visitor loyalty.

2. Effect of salary on employee productivity at Brastagi supermarket Medan

Salary calculation value 5,777, table value 2,032 (Excel formula = TINV (0.05.33); value $t_{count} > t_{table}$ and value $sig_{count} < sig_{table}$ (5,777 > 2,032) and (0,000 < 0.05). so, the salary itself has a significant influence on employee productivity at Brastagi Supermarket Medan The results of the study support Nanprahar a & Siswani (2018), simultaneously promotion and work facilities influence significance on visitor loyalty in the TMII freshwater world, work facilities influence significance on visitor loyalty. Furthermore, Research Putu Laksmita and Wayan Ekawati, salary significance influence on visitor satisfaction and loyalty, salary significance influence on visitor satisfaction significance influence on visitor loyalty Online Food Delivery Service in Bali.

3. The effect of work facilities and salary influence on employee productivity in Brastagi Supermarket Medan

The value of thitung salary is 2,303 and the value of thitung work facilities is 5,777 and the value of ttable is 2,032; provisions of $t_{count} X2 > t_{table} X1$ (2,303, > 5,777). Conclusion, the salary itself is the most significant variable influence on employee productivity at Brastagi supermarket Medan The results of the study support Nanprahar a & Siswani (2018) simultaneously the effect of promotion and work facilities on visitor loyalty in the TMII freshwater world, work facilities the influence of significance on visitor loyalty, promotion the influence of significance on visitor loyalty. Furthermore, Research Putu Laksmita and Wayan Ekawati, salary influence significance to customer satisfaction and loyalty, salary influence significance to customer satisfaction and customer satisfaction influence significance to customer loyalty Online Food Delivery Service in Bali.

5. Conclusion And Suggestions

5.1 Conclusion

- 1. Salary significant influence on employee productivity, and is the dominant variable affecting the work facilities products Brastagi supermarket Medan it is seen from the value of GIS < 0.05.
- 2. Work facilities significant influence on consumer oyalitas (Y) on products Brastagi supermarket Medan it is seen from the value of GIs < of 0.05.
- 3. Salary and work facilities simultaneously significant influence on employee productivity in Medan Supermarket Brastagi products it is seen from the value of GIS < 0.05.
- 4. R_{square} value is 0.712 or R2 x 100% of 71.20%, meaning that the variable because it contributes greatly to explain the productivity of employees by71.20%; the remaining 28.20% is another factor not studied.

5.2 Advice

Based on the results of research, the advice that can be given to the leader of Brastagi supermarket Medan is:

1. For company managers Brastagi supermarket Medan is recommended to better manage marketing management, especially promotions. Promo activities at Brastagi supermarket Medan to be more level again because it turns out there are still consumers who do not know about Brastagi Supermarket Medan products through promos can attract new consumers, retain consumers, and increase employee productivity and no sales down.

- 2. For the Brastagi Supermarket Medan, it is recommended that the quality of services provided to consumers be improved, such as the provision of facilities, managers continue to supervise employees such as: monitoring via CCTV on delivery of goods to be on time and not too late, minimizing damage or loss of consumer goods Brastagi Supermarket Medan
- 3. For the Brastagi supermarket Medan promotion and quality of service as a whole, if these two things are managed to increase, then the way employee productivity will increase in accordance with the expectations of pelangga, employee productivity will increase.
- 4. For advanced researchers, in order to add other research variables; more to be obtained the results of significant influence on employee productivity in addition to the research variables that have been conducted

6. Referensi

- Adirama Aldi, 2012. Pengaruh Citra Merk dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen. Hal 21. Universitas Negeri Yogyakarta. Yogyakarta. <u>http://eprints.uny.ac.id/8572/1/cover%20-08408144029</u>. pdf akses 5 April 2013.
- Aziz, N. 2019. Pengaruh Komunikasi Efektif Terhadap Kepuasan Pelayanan Rumah Sakit Islam Siti Rahmah Padang. https://doi.org/10.17605/OSF.IO/T2H7Y
- Bintoro, (dkk.). 2016 Pengaruh Komunikasi Pemasaran, Kepercayaan Merek dan Ekuitas Merek Terhadap Keputusan Pembelian, Jurnal Sains Pemasaran Indonesia, Volume XV, No. 1Butt, A., Imran, F., Helo, P., & Kantola, J. (2024). Strategic Design Of Culture For Digital Transformation. *Long Range Planning*, 57(2), 102415. Https://Doi.Org/10.1016/J.Lrp.2024.102415
- Dwi Wahyuni. 2017 Fasilitas kerja dan Pengaruhnya terhadap Loyalitas Pelanggan yang Di mediasi Oleh Kepuasan Di Bank Muamalat Jombang.
- Melysa Elisabeth Pongoh, 2013. Fasilitas kerja, Kualitas Produk Dan Harga Pengaruhnya Terhadap Loyalitas Pelanggan Kartu As Telkomsel Di Kota Manado, Issn 2303-1174, Vol.1 No.4 Desember 2013, Hal. 86-94 Jurnal EMBA.
- Malau, H. 2017. Manajemen Pemasaran: Teori dan Aplikasi Pemasarab Era Tradisional Sampai Era Modernisasi Global. Bandung: Alfabeta.
- Tjiptono, F. 2014. Strategi Pemasaran (4th ed.). Yogyakarta: ANDI
- Tjiptono, F. 2018. Strategi Pemasaran (3rd ed.). Yogyakarta: ANDI.
- Tomida, M., & Satrio, B. 2016. Pengaruh Harga dan Citra Merek terhadap Loyalitas Pelanggan Produk Footwear Yongki Komaladi. Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya, 5, 15

Wijayanto, N. and A. 2013. Analisis Faktor-Faktor Yang Mempengaruhi Produktivitas kerja karyawan Tupperware (Studi Pada Konsumen Tupperware di Universitas Diponegoro)Jackson, D., & Allen, C. (2024). Enablers, Barriers And Strategies For Adopting New Technology In Accounting. International Journal Of Accounting Information Systems, 52(December 2023), 100666. Https://Doi.Org/10.1016/J.Accinf.2023.100666