Work Productivity Of Construction Industry Employees In Two Cross Cultures

Riki Adriadi, Ganefri, Fahmi Rizal, Tifani Ratu Firdaus, Feny Purwani

Abstract: In recent era of digitalization, all fields of science are engaged in using sophisticated technology to deliver fast and straightforward work. In the completion of construction projects we often encounter complex problems. In general, the factors that affect employee productivity are (a) Low motivation levels of employees due to differences in two cultures (b) unresolved conflicts (c) The low level of entrepreneurial spirit of employees in exploiting the opportunities that exist (d) The failure of the company in regulating Human Resources (HR), (e) The absence of leadership characters between two employee cultures (d) The failure of the company to utilize advanced technology currently related to settlement effective and efficient work. Weaknesses in considering labor productivity are caused by productivity problems in very complex projects and the presence of internal and external factors that influence them. In this case, one construction project has two different ethnicities and cultures, namely Minang culture and Sundanese culture, based on field observations. There are several solutions to overcome them, namely (1) Employee Entrepreneurship Productivity, (2) Work Motivation, (3) Leadership, (4) Human Resources and (5) Work Information Technology. The method used is the MANOVA Statistics (Multivariate of Variant analysis) and realized in SEM (Structural equations Modeling). The results obtained are a model that is effective in increasing employee productivity in the construction industry.

Keywords: Productivity, Entrepreneurship, Work Motivation, Leadership, Human Resources and Work Information Technology.

1 INTRODUCTION

The development of technological knowledge in the construction industry today will always require the availability of a workforce that has superior pedagogical, professional, spiritual and social competence.[1][2] Various standards are used as benchmarks to determine the level of professionalism of workers in increasing productivity, one of which is through improved performance, education and training, regulated in (Regulation of the Minister of Public Works Number 05 / PRT / M / 2014 concerning Guidelines for Occupational Safety and Health Management (SMK3) ) Construction of the Public Works Sector).[3][4][5] Worker productivity is an important role in improving the performance of employees (workers) in construction projects, the level of efficiency and ability of employees in the implementation of work items is a benchmark in the success of implementation and planning of construction.[6] According to Herjanto (2007), Productivity is a measure that states how well resources are managed and utilized to achieve optimal results. This productivity ratio is the value measured during the construction process.[7][8] The most fundamental problem in a construction industry that can hamper productivity is mainly for employees who are faced with one project, there are two different ethnicities and there are two cultures, namely the ethnic Minang people who have Minang culture in work and ethnic Sundanese who have a culture Sundanese people at work, thus certainly there are many problems in the complexity that occurs, such as the issue of ethics, good character and professional attitude.[9][10][11] This is a concern for all construction services business experts at this time to re-conceptualize and clear thinking, which truly conspires and inspires for the advancement and development of the construction, especially in Indonesia. The most significant thing is to make updates on each work completion, carry out continuous evaluations and empower more effective human resources.[12]

2. METHODOLOGY

The analysis technique used for the quantitative approach is the Structural Equation Modeling (SEM) method, because SEM is able to describe a causal information relationship between statistical data and provide a quantitative assessment of the relationship between the variables studied. The research object used is employees (workers) who are in the scope of West Sumatra in the field of construction industry which consists of private employees and employees of state-owned enterprises. While data collection is done by using several methods, namely: (a) Questionnaire, (b) In Depth Interview (c) Observation and (d) Focus Group Discussion (FGD).

3. RESULT AND DISCUSSION

A. Test Results with SPSS version 22

This reliability test is used to see the extent to which a measurement result is relatively consistent. Expressed reliable if the Cronbach alpha value is greater than 0.5. Reliability testing is done using SPSS version 22 and the results show the following:

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.896</td>
<td>0.930</td>
<td>6</td>
</tr>
</tbody>
</table>

In table 1 with 40 respondents and there are 172 statements, the value of Cronbach's Alpha is 0.896 and Cronbach's Alpha Based on Standardized items is 0.930 stated perfect reliability and very high reliability.
Entrepreneurship, Motivation, Leadership, HR and ICT with Dependent Variable (Y) with a Productivity determination coefficient of R = 0.936 and R square of 0.875 which implies that the influence of independent variables on the dependent variable is 0.875 or 87.5% and adjusted R Square of 0.857.

B. Test Results with SEM (Structural Equation Modeling).

1. Test of Minang Culture Measurement Model
   In the test, this measurement model is obtained from the results of the Completely Standardized Solution measurements presented in the following figure:

2. Test of the Model of Measurement of Sundanese Culture
   In the test this measurement model is obtained from the measurement results of Completely Standardized Solution presented in the following figure:

---

4. CONCLUSION
   The conclusions that can be drawn from the research results are:
   1. Entrepreneurship is an important role in overcoming the problems that occur in the Construction Project, by understanding entrepreneurship performance in employees will have a positive impact and make employees more innovative.
   2. Work motivation given to employees will be more meaningful by employees when accompanied by wise decisions.
   3. Productive performance will guarantee success in managing work according to the indications and rules set.
   4. Concerning about the performance conditions of employees without being given direction, overall guidance in developing themselves in the face of today's advanced technology.
   5. Leadership in a construction project, must provide an evaluation of all employee performance.

5. REFERENCES


