

IMPLEMENTATION OF STRATEGIC MANAGEMENT AND JOB SATISFACTION ON THE PERFORMANCE OF BUMN EMPLOYEES AT KRL COMMUTER LINE JAKARTA - BOGOR

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Abstract

This study aims to know and analyze the performance of PT Kereta Api Indonesia (Persero) Bogor-Jakarta employees. Strategic planning control variables and job satisfaction are used to measure employee performance. The population of this study is all employees of PT Kereta Api Indonesia (Persero) Bogor-Jakarta, with ± 550 registrants. Survey data comes directly from the results of questionnaire distribution. A random sampling method was used to distribute the questionnaire to 55 employees. Data management in this study uses a quantitative approach. The data analysis technique used is multiple regression analysis calculated using the SPSS program help. The results of the study show that (1) the strategic business plan has a significant positive impact on the performance of PT Kereta Api Indonesia (Persero) Bogor Jakarta's employees; (2) Job satisfaction has a significant positive impact on employee performance of PT Kereta Api Indonesia (Persero) Bogor-Jakarta. (3) Strategic business planning and job satisfaction simultaneously positively impact the performance of PT Kereta Api Indonesia (Persero) Bogor-Jakarta employees.

Keywords: Strategic Business Planning, Job Satisfaction, Employee Performance

INTRODUCTION

The development of commercial life in all fields, both in goods and services, is currently increasing. Businesses with high mobility require the role of transportation services as support. Transportation services play an essential role in supporting the mobility of daily activities; transportation services accelerate the wheels of the economy, strengthen unity and unity, and impact all aspects of life. The importance of transportation services is reflected in the increasing need for transportation services for both people and goods due to population growth and the expansion of housing development in cities around Bogor-Jakarta. As the center of government and economy, Jakarta requires high population mobility in this city. With the increase in housing in Jakarta, many people who work in Jakarta are looking for alternative housing in cities around Jakarta, one of which is the city of Bogor.

KRL is a transportation mode with several relative advantages, such as B. fuel-efficient, energy-saving, low-emission, traffic-free, and bulk-based. In addition, KRL is also an adaptive mode of transportation whose primary function and task is to mobilize the flow of passengers and goods through trains and play a strategic role in the national economy. PT Kereta Api Indonesia (Persero), a state-owned enterprise that manages rail transportation, has formed a subsidiary called PT Kereta Api Commuter Kabodetabek (PT KCJ) to provide rail transportation services in the Greater Jakarta area. The purpose of establishing this branch is to focus more on meeting the transportation needs of people living in cities around Jakarta and moving within Jakarta through the Jabodetabek KRL Commuter Line service. To achieve

customer satisfaction, PT Kereta Api Indonesia (Persero) must be sensitive to customer needs because customers not only use train services but also demand satisfactory service. When customer satisfaction is very high, it is easy to create customer loyalty that impacts the company's profit level. From this information, strategic management planning is needed to achieve customer satisfaction.

THEORETICAL STUDIES

Understanding Strategic Management

Wright, Kroll, And Parnell (2012:25) Describe Strategic Management As Follows: "Defining Strategic Management As A Continuous Process Of Defining The Mission And Objectives Of An Organization In The Context Of Its External Environment And Its Internal Strengths And Weaknesses, Formulating Appropriate Strategies, Implementing Those Strategies And Executing Them. Strategic Control To Ensure That Organizational Strategies Successfully Achieve Their Objectives." Wright, Kroll, And Parnell "Define Strategic Management As The Ongoing Process Of Defining An Organization's Mission And Objectives In The Context Of Its External And Internal Environment, Its Strengths And Weaknesses. Formulate Appropriate Strategies, Implement Strategies, And Use Strategic Controls To Ensure That The Organization's Strategy Successfully Achieves Its Objectives."

Understanding Strategic Planning

Planning Is Determining Appropriate Future Actions Through A Series Of Decisions Considering Available Resources (Law Of The Republic Of Indonesia No. 25 Of 2004 Concerning The National Development Planning System, Article 1, Article 1). This Planning Process Determines The Operations And Strategic Direction Of Public Sector Organizations. Planning Requires Public Participation, Which Largely Determines The Quality And Acceptability Of The Orientation And Goals Of The Organization. Halim And S. Kusufi (2012: 95) Stated That The Process Defines The Organization's Program, Action, Or Project And Determines The Number Of Resource Positions Needed. The Result Of Strategic Planning Is In The Form Of A Plan. During The Creation Of Strategic Planning, Budgeting Issues Arise, I.E., The Use Of Unbalanced Budgets (Overload), Missing Targets, Etc.

Based On The Above Understanding, Strategic Planning Is A Fundamental Decision That Directs Educational Institutions To Strategic Achievements Related To The Organization's Vision, Mission, Goals, Objectives, And Achievements In The Future And How The Organization Can Realize Them. Mobilize Available Resources. IT EXISTS TO ACHIEVE Those Goals.

RESEARCH METHODS

Type of Research and Research Population

This type of data analysis research belongs to the type of causal-comparative quantitative research. The basic method of collecting information from respondents is through surveys. This research involved employees or workers of PT Kereta Api Indonesia (Persero) Bogor-Jakarta

totaling ± 550 people.

Sampling technique

The sampling technique used in this study is random sampling, which is a random sampling technique that facilitates research. According to Arikunto (2006), a sample is a portion of the population that reflects all the characteristics of the entire population. The sample size is 10% of the total population, ie. 55 people.

Logging technology

The type of data used in this study is subjective data (self-report). In this study, the population is employees of PT Kereta Api Indonesia (Persero) Bogor-Jakarta. The data used is basic information in the form of questionnaires.

Test the hypothesis

Hypothesis testing is used to determine the effect of strategic management planning and job satisfaction on employee performance. Several linear regression analysis techniques were used in this study. This analysis uses the equation formula, namely:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Where:

Y= The subject in the dependent variable predicted in this case is performance

α = Variable Y when X = 0 (constant)

b = Directional number or regression coefficient, which indicates the number of increases or decreases in the independent variable. If b (+) then rises, and if b (-) then there is a decrease.

X1 = Strategic Management Planning X2 = Job Satisfaction

e = Residual value

RESULTS AND DISCUSSION

Analysis of Research Results

The Population of This Study Is Pt Kereta API Indonesia (Persero) Bogor-Jakarta Which Employs ±550 Employees. In Sampling, Researchers Use Basic Information By Visiting The Research Site Directly And Distributing Several Questionnaires Directly To Staff. Questionnaires Were Distributed To Several Employees With A Sample Of 55 People, All 55 Questionnaires Distributed Were Returned. Based On The Results Of Model Testing Using The F-Test In Table 1, An F Number Of 65.826 Was Obtained With A Significance Level Of 0.000. The F-Score Provides Significant Results So That It Can Be Concluded That The Influence Of Independent Variables Of Strategic Management Planning And Job Satisfaction

On Performance Is Acceptable.

Multiple Linear Regression Analysis Strategic Management Planning and Job Satisfaction Affect Performance

Based on the calculations in Table 2, it was obtained that the value of the regression coefficient of the strategic management planning variable was 0.844, while the value of the regression coefficient of the job satisfaction variable was 0.125 and the constant value was 9.616. This shows that the employee performance variable was 9.616 when the strategic management planning variable, management planning variable, and job satisfaction were absent (X_1 and $X_2 = 0$). While the strategic leadership planning variable of 0.844 and the satisfaction variable of 0.125 affect employee performance. If the value of the regression coefficient and the value of the constant are known, then the multiple linear regression model is:

$$Y = 9.616 + 0.844 \times X_1 + 0.125 \times X_2$$

The results of hypothesis testing are as follows:

The hypothesis (H3) states that strategic management planning and job satisfaction have a positive and significant effect on employee performance, this can be seen from the calculation of the $F_{\text{calculate}}$ value of 65.826 while the F_{table} value is at a significant level of 95% ($\alpha = 0.05$) 3.15 so that it can be said that the $F_{\text{calculate}}$ value $>$ F_{table} ($\alpha = 0.05$) and the results of the significant analysis. This means that the hypothesis proposed (H.3) is acceptable because the variables of strategic management planning and job satisfaction simultaneously or together have a positive and significant effect on employee performance in regression. In other words, strategic management planning and job satisfaction positively affect employee performance.

CONCLUSION

This study aims to determine how strong the influence of strategic management planning and job satisfaction is on the performance of PT Kereta Api Indonesia (Persero) in Jakarta. Based on the results of the study, it can be concluded as follows:

(1) Based on the results of the partial t-test, it can be concluded that the value of t calculates the variable of strategic management planning is 11.488, and the t table is 1.6747 with a significance of 0.000. Because $t_{\text{counts}} > t_{\text{table}}$ ($11.488 > 1.6747$) and significance $0.05 > 0.000$, then H1 is accepted. So, strategic management planning variables positively and significantly affect employee performance. (2) Based on the results of the partial t-test, it can be concluded that the calculated t-value for the job satisfaction variable is 8.040, and the table is 1.6747, with a significance of 0.05. Since the count $>$ table ($8.040 > 1.6747$) and the significance of $0.05 > 0.000$, H2 is accepted. Job satisfaction, therefore, has a positive effect on employee performance. Job satisfaction variables have a positive and significant effect on employee performance. (3) Based on the results of the F test, it can be concluded that the variables of strategic management planning and job satisfaction simultaneously affect the performance of $F_{\text{calculate}} > F_{\text{table}}$ employees ($65.826 > 3.15$), so H3 is accepted. Strategic management planning and job satisfaction both positively and significantly influence

employee performance.

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