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The Influence of Work Culture and Knowledge Sharing Systems on the Performance of Bango Sale MSME Employees in Bungo Regency

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Abstract: Through the proper use of Human Resources (HR), it is hoped that Micro, Small and Medium Enterprises (MSMEs) Banana Sale in Bungo Regency can further expand their marketing and be able to compete to become superior local products. The aim of this research is to determine the influence of Work Culture and Knowledge Sharing on the Performance of UMKM Pisang Sale Employees in Bungo Regency. This research method is Quantitative Explanatory using multiple linear regression analysis with a research sample of 104 people. The results of this research show that the regression equation formed is $Y = 11.714 + 0.109X_1 + 0.897 X_2$. The F-calculated value is 83.170 > F-table is 3.09, then H₀ is rejected and H_a is accepted, meaning that Work Culture (X₁) and Knowledge Sharing (X₂) influence Employee Performance (Y) of UMKM Pisang Sale. The R Square value is 0.622 or 62.2%, where the two independent variables contribute 62.2% to employee performance, while the remaining 37.8% is influenced by other factors outside this research.

Keyword: Work Culture, Knowledge Sharing, Employee Performance, UMKM Banana Sale

INTRODUCTION

Human resources are the only resources that have feelings, desires, skills, knowledge, encouragement, power and work (ratio, taste, intention). All the potential of human resources (HR) influences the organization's efforts to achieve its goals (Kusumawati, I, 2022). Human resources with good performance will be able to help the company achieve its goals and continue to develop even better. Therefore, it is important for companies to pay attention to their human resources in order to provide the best performance for the company (Nawawi, 2012).

One of the factors that influences employee performance is work culture, work culture can be seen from the form of work that is carried out responsibly, has high commitment and is serious about the quality and results of work, the more effective and efficient the implementation of the tasks carried out, the greater the potential. to be able to produce high work productivity (Dhaniswara, 2024).

The formation of a work culture begins with the leader's awareness of the behavior and attitudes which his subordinates then follow (Dianantari, 2019). Thus, work culture will directly or indirectly influence an employee's performance. If positive values can be managed well, the resulting work culture will also be good, so that it can change members' behavior in a better direction and will result in work effectiveness (Edy, 2011).

Apart from that, another factor that can also influence employee performance is knowledge sharing (Intezari A, Taskin N, Pauleen DJ. 2017). Knowledge sharing is one of the main processes in knowledge management which takes the form of extensive opportunities for learning for all members of the organization so that they can improve their competence independently (Khaerana, Berlin Mangiwa, 2021). Knowledge sharing occurs between individuals in a community, where individuals interact and share knowledge with other individuals through virtual space or face to face (Memah, Leonardo, 2017).

The people of Bungo Regency who earn income through the MSME sector are quite large. This is based on the number of MSMEs in Bungo Regency in 2022 which recorded around 10,088 business units. This amount is the amount that has been officially registered with the Bungo Regency Cooperatives, SMEs, Industry and Trade Service. The MSME business sectors in Bungo Regency which are quite large in number include; culinary business sectors, agribusiness, automotive, fashion and convection as well as handicrafts and furniture. It turns out that the Bungo Regency Banana Sale MSMEs in their production process still use manual techniques without the help of machines with technology that can help the production process. Apart from that, the limited number of employees sometimes makes Pisang Sale MSMEs rely on the same employees having to help carry out work at other production stages as well.

The reason why Banana Sale MSMEs in Bungo Regency are still persisting with this manual technique is allegedly because there is no readiness to be open to following and utilizing technological developments that can help the production process. The production process using manual techniques has become a work culture in the production technique of Banana Sale MSMEs in Bungo Regency which has been used continuously and has become a habit even though it makes the production process take longer and employee performance becomes ineffective.

Research (Herwanto & Egi Radiansyah, 2022) states that work culture can influence HR performance positively and significantly, where work culture can be seen from low work productivity, levels of well-being, communication, interaction, and low levels of appreciation for employees. Therefore, in dealing with this problem, Pisang Sale MSMEs in Bungo Regency need to pay attention to knowledge sharing management in the work environment of employees of Pisang Sale MSMEs in Bungo Regency, both from internal and external companies (Jufrizen, Khairani, 2020).

According to (Sawan F, Suryadi, Nurhattati, 2020) knowledge sharing is a process where individuals interact with trust between individuals to seek and develop knowledge and information so that new frameworks for creative solutions can be created. Research (Mustomi, 2017) states that knowledge sharing has a positive and significant effect. If knowledge sharing can be implemented well, it can improve employee and organizational performance, because knowledge sharing can produce employees who have good knowledge (Erwina & Mira, 2019). Then it can produce products and technology that are not easily imitated, are unique and have long-lasting competitive advantages (Rumijati A, 20). Based on

the above phenomena, research on the influence of work culture and knowledge sharing in influencing employee performance can be carried out.

METHOD

This research is an explanatory research study which aims to explain the position of the variables studied and the relationship between one variable and another. Data analysis uses a quantitative approach. The quantitative analysis method itself is used to discover the potential of an object. This Quantitative Analysis is used to research certain populations or samples. Data collection in this method uses research instruments, data analysis is quantitative, with the aim of testing predetermined hypotheses (Sugiyono, 2018). Population is a subject or object with certain characteristics that will be studied. The population in this research was 20 Pisang Sale MSME business units in Bungo Regency with a total sample of 104 Pisang Sale MSME business employees using a saturated sampling technique (total sampling). Interpretation is carried out by carrying out multiple linear regression tests and hypothesis testing in the form of partial tests (t-test); simultaneous test (F-test) and Regression Coefficient (R²) (Ghozali, 2016).

RESULTS AND DISCUSSION

Based on data provided by the Department of Cooperatives, SMEs, Industry and Trade of Bungo Regency, there are 20 Pisang Sale MSMEs which are currently registered under the guidance of the Bungo Regency Cooperation and Trade Office in Purwobakti Village as a center for Pisang Sale entrepreneurs, with the following explanation:

Table 1. List of Banana Sale Business Actors and Employees of MSMEs

| No. | Owner | Business name | Number of employees |
|-------|----------------|---------------------------|---------------------|
| 1 | A. Nawawi | Pisang Sale Sabar Subur | 6 |
| 2 | Poniati | Pisang Sale Sumber Rezeki | 6 |
| 3 | Dedi Irawan | Sale Pisang Berkah | 5 |
| 4 | Supriyati | Prita Indah | 5 |
| 5 | Suhartati | Mekar Lestari | 5 |
| 6 | Sardilah | Nochvia | 5 |
| 7 | H.Iwan Afandy | Sari Rasa | 13 |
| 8 | Siti Suhayati | Sale Pisang Bungo Family | 5 |
| 9 | Bariem | Sale Pisang Teratai Putih | 4 |
| 10 | Sudarto | Sale Pisang Sri Rezeky | 4 |
| 11 | Sugiarti | Sale Pisang Sari Murni | 5 |
| 12 | Linda | Sale Pisang Liodi | 5 |
| 13 | Suheni | Keripik Pisang Racia | 4 |
| 14 | Astuti | Sale Pisang Tiga Bintang | 5 |
| 15 | Sundari S.Pd.I | Rhifa Mandiri | 4 |
| 16 | Rais | Pisang Sale Hikmah | 4 |
| 17 | Sujarto | Sale Murah Rezeki | 5 |
| 18 | Bella Sesyilia | Sale Pisang Naisabel | 4 |
| 19 | Irja Suhardi | Pisang Sale Zhayha | 5 |
| 20 | Mira Wati | Sale Pisang Sale Pisang | 5 |
| Total | | | 104 |

A. Hypothesis Testing

1) Partial Test

The t test was carried out to determine the influence of the independent variable partially on the dependent variable.

Table 2. Partial Test Results (t-test)

| | | Coefficients ^a | | | t | Sig. |
|---|-------------------|-----------------------------|------------|---------------------------|--------|-------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | Model | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.714 | .660 | | 17.755 | <.001 |
| | Work culture | .109 | .019 | .140 | 5.639 | <.001 |
| | Knowledge Sharing | .897 | .070 | .794 | 12.896 | <.001 |

a. Dependent Variable: Y

Based on table 2 above, it can be seen as follows:

- a. The t-calculated value of the Work Culture variable is $5.639 > 1.983$ t-table, meaning that the Work Culture variable has a positive and significant effect on Employee Performance
- b. The t-calculated value of the Knowledge Sharing variable is $12.896 > 1.983$ t-table, meaning that the Knowledge Sharing variable has a positive and significant effect on Employee Performance

Thus, it can be said that the first hypothesis is accepted, which states that work culture has a positive and significant effect on the performance of the employees of UMKM Pisang Sale Bungo Regency and the second hypothesis is accepted, which states that knowledge sharing has a positive and significant effect on the performance of UMKM Pisang Sale employees of Bungo Regency.

2) Simultaneous Test (F-Test)

The F test is carried out to determine the effect of independent variables simultaneously on the dependent variable.

Table 3. Simultaneous Test Results (F-Test)

| | | ANOVA ^a | | | | |
|---|------------|--------------------|-----|-------------|--------|--------------------|
| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 416.248 | 2 | 208.124 | 83.170 | <.001 ^b |
| | Residual | 252.742 | 101 | 2.502 | | |
| | Total | 668.990 | 103 | | | |

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

Meanwhile, comparing the value of *F-hitung* with *Ftabel*, it can be seen from the SPSS output table above that the value of *Fhitung* is 83.170. Because the value of *Fhitung* 83.170 is greater than *Ftabel* 3.09, then as the basis for the F test decision it can be said that *Ha* is accepted or the work culture and knowledge sharing variables simultaneously have a significant effect on employee performance and *H0* is rejected. Thus, it can be said that the third hypothesis is accepted, which states that Work Culture and Knowledge Sharing simultaneously have a significant effect on the performance of the Pisang Sale UMKM employees in Bungo Regency.

B. Multiple Linear Regression Analysis

Multiple linear regression test analysis was carried out to determine the influence of work culture and knowledge sharing on employee performance

Table 4. Multiple Linear Regression Results

| | | Coefficients ^a | | |
|--|--|---------------------------|--|--|
|--|--|---------------------------|--|--|

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|--------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.714 | .660 | | 17.755 | <.001 |
| | X1 | .109 | .019 | .140 | 5.639 | <.001 |
| | X2 | .897 | .070 | .794 | 12.896 | <.001 |
| a. Dependent Variable: Y | | | | | | |

Based on the table above, it can be seen that the regression equation formed is:

$$Y = 11.714 + 0.109X1 + 0.897X2$$

From this equation it can be explained that:

- is the constant value in the regression model, namely 11,714 (positive constant value). This means that if all independent variables are considered zero (0), employee performance will be 11,714
- b_1X_1 is the regression coefficient value for the work culture variable of 0.109. This means that the work culture variable has a positive direction of influence, namely if the work culture variable increases by 1 unit, then employee performance increases by 1 unit.
- b_2X_2 is the regression coefficient value for the Knowledge sharing variable of 0.897. This means that the knowledge sharing variable has a positive influence, namely if the knowledge sharing variable increases by 1 unit, then employee performance will increase by 1 unit.

C. Coefficient of Determination (R² Test)

The results of the coefficient of determination (R² test) from the multiple linear regression model are in the following table.

Table 5. Coefficient of Determination (R²)
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .789 ^a | .622 | .615 | 1.582 |

a. Predictors: (Constant), Knowledge Sharing, Work Culture

Based on this table, the coefficient of determination (R²) = 0.622 is obtained. The results of this test show that work culture and knowledge sharing contribute 62.2% to the performance of Pisang Sale MSME employees in Bungo Regency and the remaining 37.8% is influenced by other variables not examined in this research.

CONCLUSION

Based on the results of the analysis, the following calculations are obtained:

The Work Culture variable (X1) has a t-count > t-table value (5.639 > 1.983) at the significance level $\alpha = 5\%$. These results indicate that work culture has a positive and significant effect on employee performance at Pisang Sale MSMEs in Bungo Regency. Then the Knowledge Sharing variable (X2) has a t-count > t-table value (12.896 > 1.983) at the significance level $\alpha = 5\%$. These results indicate that Knowledge Sharing has a positive and significant effect on employee performance at the Pisang Sale MSMEs in Bungo Regency. Work culture and knowledge sharing simultaneously influence employee performance at Pisang Sale MSMEs in Bungo Regency based on tests which produce a value of 83.170 which is greater than F-Table 3.09. Work culture and knowledge sharing contributed 62.2% to the performance of UMKM Pisang Sale employees in Bungo Regency, while 37.8% was also influenced by other factors not examined in this research.

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