



Application of Artificial Intelligence: Productivity and Job Satisfaction Analysis (Literature Review Study)

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Abstract: The Literature Review article on the Application of Artificial Intelligence: Productivity and Job Satisfaction Analysis is a scientific article that aims to build a research hypothesis on the influence of variables to be used in further research, within the scope of Information Systems Management. The method for writing this Literature Review article is the library research method, which sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Artificial Intelligence has an effect on productivity; 2) Artificial Intelligence has an effect on Job Satisfaction; and 3) Productivity affects Job Satisfaction. Apart from the exogenous variables that influence the endogenous variables, there are other factors including: Work Effectiveness, Work Results and Turnover Intention.

Keywords: Artificial Intelligence, Productivity, Job Satisfaction

INTRODUCTION

In this era of the modern industrial revolution and technology that continues to grow rapidly, humans create something that can make all their activities easier. As is the case with Artificial Intelligence, which affects the work habits of organizational members. Artificial Intelligence is also considered capable of exceeding human intelligence itself, because with the developed technology it is able to connect with the system. In addition, the existence of Artificial Intelligence also has an impact on company efficiency and also the costs that must be incurred by the company. Companies must fully understand and apply Artificial Intelligence in carrying out their business activities so that they can continue to exist as companies that are sensitive to technological developments.

Based on the background above, the researcher determines the formulation of the problem as follows:

1. Does Artificial Intelligence affects Productivity?
2. Does Artificial Intelligence affects Job Satisfaction?
3. Does Productivity affects Job Satisfaction?

LITERATURE REVIEW

Artificial Intelligence

Artificial Intelligence is a branch of computer science that focuses on the study and creation of computer systems by demonstrating some form of intelligence: systems that learn new concepts and tasks, systems that can draw useful inferences about the world around us, systems that can understand natural language or see and understand a visual input, and a system that can perform various types of features that require human intelligence. Artificial Intelligence is a collection of advanced technologies that enable machines to act, perceive, feel and learn. Artificial Intelligence is the development of computer systems to carry out tasks that normally require human intelligence, such as visual perception, speech recognition, decision making, and inter-language translation (Azzahra, 2020).

Artificial Intelligence has been extensively researched by previous researchers, among others: (Suharyono & Ali, 2015), (Widayati et al., 2019), (R. Putra et al., 2021), (Arif Musthofa & Ali, 2021), (Salam et al., 2021), (U. Maharani & Ali, 2019), (Lawu & Ali, 2022).

Productivity

Productivity is a concept that describes the relationship between results (the amount of goods and services produced) and the resources (amount of labor, capital, land, and so on) used to produce those results. The concept of productivity is closely related to how far a process produces output by consuming certain inputs. Productivity is the ratio between input and output with a focus on the output produced by a process, usually a combination can be used to produce a certain level of output. Productivity indicators include: 1) Capability; 2) Improving the results achieved; 3) Work enthusiasm; 4) Self-development; 5) Quality; and 6) Efficiency.

Productivity has been widely studied by previous researchers, among others: (Khalik et al., 2021), (Firmansyah & Ali, 2019), (Ali, Djamaluddin, et al., 2016), (Arsad & Ali, 2021), (Nugroho & Ali, 2022), (Faisal et al., 2021).

Job Satisfaction

Job satisfaction is the result of fulfilling several wants and needs through work activities. Job satisfaction is an assessment, feelings or attitudes of employees towards their work related to the work environment, type of work, compensation, relationships between co-workers, social relations at work and so on. Job satisfaction is the way a worker feels about his job, which is a generalization of attitudes towards his work based on various aspects of his work. Indicators of job satisfaction include: 1) The job itself; 2) Peer support; 3) Compensation is awarded; 4) Promotional opportunities; 5) Guidance from superiors.

Job satisfaction has been widely studied by previous researchers, among others: (Ali et al., 2020), (Richardo et al., 2020), (Hafat & Ali, 2022), (Firmansyah & Ali, 2019).

Table 1. Relevant Previous Research Results

| No | Author (year) | Previous Research Results | Similarities with this article | Difference with this article |
|----|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| 1 | (Azzahra, Belinda, 2020) | ACUNTAN 4.0: The Wheel of Corporate Sustainability Value Through Artificial Intelligence & Tech Analytics in a Disruptive Era | Discuss Artificial Intelligence | ACUNTAN 4.0: Wheel of Corporate Sustainability Values in a Disruptive Era |
| 2 | (Astuti et al., 2019) | The Effect of Creativity and Innovative Behavior on Employee Performance with Job Satisfaction as a Mediation Variable (Study at Hotel Pandanaran Semarang) | Discusses Creativity, Employee Performance dan Kepuasan Kerja | Discussing Innovative Behavior as a Mediation Variable (Study at Hotel Pandanaran Semarang) |

| | | | | |
|---|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------|
| 3 | (Panjaitan, 2017) | The Influence of the Work Environment on Employee Work Productivity | Discussing Employee Productivity | Discussing the Work Environment |
| 4 | (Hendrawan et al., 2018) | The Effect of Work Stress on Creativity in the Workforce of MSMEs in the Bantarsari Region, Cilacap Regency | Discussing Creativity in the Workforce | Discusses Work Stress on MSMEs in the Bantarsari Region, Cilacap Regency |
| 5 | (Mustika & Mustika, 2017) | The Effect of Proactive Personality on Employee Creativity with Transformational Leadership and Work Autonomy as Moderating Variables | Discussing Employee Creativity | Discusses Proactive Personality, Transformational Leadership and Work Autonomy as Moderating Variables |

RESEARCH METHODS

The method of writing literature review articles is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. In this research, literature review must be used consistently based on methodological assumptions. This means that a literature review must be used so that it does not raise questions that will be asked of researchers. Researchers use qualitative methods because they are exploratory (Ali, H., & Limakrisna, 2013).

FINDINGS AND DISCUSSION

Based on the formulation of the problem, literature review and previous research tables, the discussion of this research is as follows:

1. The Effect of Artificial Intelligence on Productivity

With the development of Artificial Intelligence which continues to increase, it makes it easier for someone to develop creative thoughts and ideas in carrying out activities or work. Creative ideas supported by the development of Artificial Intelligence will generate work creativity and can affect productivity in solving problems in an organization (F. Saputra & Ali, 2022). In addition, productivity also plays a role in increasing the value of an organization or company, because then the company is considered to have the ability and advantages in making the latest ideas. Productivity in a person also means the ability to solve problems at work by providing new ideas or ideas (F. Saputra & Ali, 2022).

Artificial Intelligence also makes work creativity emerge in the era of the industrial revolution 4.0. For example, the manufacture of smart trash bins in China, where the trash can uses a system that requires people to scan their faces with the aim of detecting whether the person has disposed of waste according to its type or not. This is a creative new breakthrough to overcome the problems that occur.

Artificial Intelligence has an effect on Productivity, this is in line with research conducted by: (Hairiyah & Ali, 2017), (Ali, 2019), (Sulistiorini & Ali, 2017), (Setyadi & Ali, 2017), (Larasetiati & Ali, 2019), (Fahmi & Ali, 2022).

2. The Effect of Artificial Intelligence on Job Satisfaction

Artificial Intelligence also affects the job satisfaction of an employee. With artificial intelligence, work can be easily completed, for example GPS Location which can facilitate logistics couriers in delivering goods to customer locations. Apart from that, artificial intelligence is also found in the Google search engine, where we can use voice commands to find something we need. Thus we do not need to type the word to be searched for, this can shorten time and make work more efficient. So that it will have an impact on one's work productivity.

In addition, the application of Artificial Intelligence in the work environment will also affect employee work stress, they will finish work faster when applying Artificial Intelligence in doing their work. Artificial Intelligence has an effect on job satisfaction, this is in line with research conducted by: (Hernikasari et al., 2022), (Ali, Hadibrata, et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021), (Chong & Ali, 2021), (BAstAri, A., & Ali, 2020).

3. The Effect of Productivity on Job Satisfaction

Job satisfaction can arise from several factors, namely leadership and job descriptions. With the many applications of artificial intelligence in the work environment, its existence helps employees because it makes the work easier. In addition, the application of intelligence that supports work will also create employee job satisfaction. Apart from that, Artificial Intelligence is also able to update contact data in CRM, thus helping work in terms of marketing or selling an organization's product. And in terms of human resources, Artificial Intelligence is also applied in the form of Chatbots, where workers can easily and quickly obtain the information they need without having to wait for chat replies from HR staff (F. Saputra, 2022).

Then in terms of employee absences, the use of Artificial Intelligence is also applied. Workers only need to scan their finger/finger scanner, scan their face, or scan an identity barcode on an attendance device. So that when someone does a scan, worker data will automatically be connected to the attendance tool, this makes it easier for HR staff to recap employee attendance lists and create HR job satisfaction (F. Saputra, 2022).

Productivity affects job satisfaction, this is in line with research conducted by: (Fauzi & Ali, 2021), (Suleman et al., 2020), (Maisharoh & Ali, 2020).

Conceptual Framework

Based on the formulation of the problem above and the discussion that has been described by the researcher, the conceptual framework for thinking about the literature review article is as follows:



Figure 1: Conceptual Framework

This article discusses Artificial Intelligence. There are other factors regarding Artificial Intelligence, Work Creativity, Productivity, and Job Satisfaction, namely:

- 1) Employee Performance: (Putri Primawanti & Ali, 2022), (Mukhtar et al., 2016), (Lathiifa & Ali, 2013), (R. Putra & Ali, 2022), (Sari & Ali, 2022), (Kasman & Ali, 2022).
- 2) Work Motivation: (Mulyani et al., 2020), (Sivaram et al., 2020), (Agussalim et al., 2016), (Sivaram et al., 2019), (Somad et al., 2021), (Ridwan et al., 2020), (Wijaksono & Ali, 2019), (Ali et al., 2022), (Kholisoh & Ali, 2020), (Hasyim & Ali, 2022),
- 3) Government: (A. Maharani & Saputra, 2021), (Sudiantini & Saputra, 2022), (M. R. Putra et al., 2020), (Mahaputra & Saputra, 2021), (F. Saputra & Mahaputra, 2022), (Ilhamalimy & Ali, 2021), (Octavia & Ali, 2017).

- 4) Social: (Desmiwerita & Saputra, 2019), (E. B. Saputra, 2022), (F. Saputra & Saputra, 2021), (Zulhendra & Nofrialdi, 2022), (Nofrialdi, 2022), (Ilhamalimy & Mahaputra, 2021), (Havidz & Mahaputra, 2020).
- 5) Leadership: (Rahmayani & Nofrialdi, 2022), (Werita & Nofrialdi, 2021), (Munawar & Mahaputra, 2022), (Indrawan & Pratomo, 2021), (Mahaputra & Saputra, 2022), (Masruri et al., 2021), (Harahap & Ali, 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the theoretical study and discussion above, the researcher draws the following conclusions:

1. Artificial Intelligence affects on Productivity.
2. Artificial Intelligence affects on Job Satisfaction.
3. Productivity affects on Job Satisfaction.

Recommendation

Based on the conclusions that have been described by the researcher, suggestions are needed to add reasons related to Artificial Intelligence. There are other factors that can be used for further research, namely employee performance, work motivation, knowledge and government variables.

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