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The Effect Of Work Environment and Organisational Culture On Work Productivity Through Job Satisfaction In Employees Of The Automotive Component Industrial Area in Karawang

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Abstract: Increasing employee work productivity is a major challenge in facing competition in the automotive industry. This study aims to investigate the effect of work environment and organizational culture on work productivity through job satisfaction among employees of the Karawang automotive industrial park. The sample population taken from automotive component employees taken was 190. The research method used was quantitative, with data collection conducted through questionnaires. Data analysis was carried out using Partial Least Squares (PLS) 3.0 as a statistical analysis tool to test the relationship between variables. The results showed that work environment and organisational culture have a significant influence on employee job satisfaction. In addition, work environment, organisational culture, job satisfaction have no effect on work productivity and the effect of organisational culture and work environment on work productivity through job satisfaction has no effect. The findings make an important contribution to practitioners and policy makers in the automotive components industry, highlighting the importance of creating a conducive work environment and organisational culture to create job satisfaction. This study also provides insights for further research into the factors that influence work productivity in the automotive component industry sector.

Keywords: Work Environment, Workload, Job Satisfaction, Work Productivity

INTRODUCTION

The automotive industry in the Karawang Region is one of the economic sectors that has an important role in regional and national economic growth. The success of the automotive industry is not only determined by external factors such as market and technology, but also by internal factors such as work environment, workload, job satisfaction, and employee productivity. Therefore, this study aims to examine the effect of work environment and workload on work productivity through job satisfaction in employees in the Karawang Automotive component Industrial Estate.

Background: In the context of the automotive industry, a conducive work environment and appropriate workload can have a positive impact on employee job satisfaction. This situation, in turn, is expected to increase employee productivity. The Karawang Automotive Component Industrial Estate as one of the centres of automotive component production in Indonesia is an interesting context to understand these dynamics.

Problem Identification:

This research is driven by the following questions: a). To what extent does the work environment affect employee job satisfaction in the Karawang Automotive Industrial Estate? b). How does workload affect employee job satisfaction in the context of the automotive industry? c). Does job satisfaction have a role as a mediator between work environment, organisational culture, and employee work productivity?

Research Objectives: This study aims to: a). Identify the effect of work environment on employee job satisfaction. b). Analyse the impact of workload on employee job satisfaction. c). Examine the role of job satisfaction as a mediator in the influence of work environment and workload on employee work productivity.

Research Benefits: The results of the study are expected to contribute to: a). Increased understanding of the factors that affect employee productivity in the automotive industry. b). Development of more effective human resource management policies and practices in the Karawang Automotive Industrial Zone. c). Further research in this field as well as support for decision making for relevant industry and government parties.

Previous research results (Haeruddin, Ismail, 2021), (Syamriati, Farah Dina Eka, 2022), (Thalibana, 2022, no date) and (Widhiastuti, 2022) which prove that the work environment affects work productivity. Meanwhile, in the research of Baiti et al (2020), (Febrian, Wenny Desty, 2020), (Berlian, 2022) (2022) and Sari and Liliana (2022) which states the difference that the work environment has no effect on employee productivity. (Walianggen, Simson, 2023).

Hypothesis

1. There is an influence between the work environment on employee job satisfaction in the Karawang automotive component industrial area.
2. There is an influence between organisational culture on employee job satisfaction in the Karawang automotive component industry area.
3. There is an influence between the work environment on employee productivity in the Karawang automotive component industry area.
4. There is an influence between the work environment on employee work productivity in the Karawang automotive industry area.
5. Employee organisational culture affects Work Productivity in the Karawang automotive component industry area.
6. The work environment affects work productivity through mediation of Job Satisfaction in the Karawang automotive component industry area.
7. Organisational culture affects work productivity through mediation of job satisfaction in the Karawang automotive component industry area.

Conceptual Framework

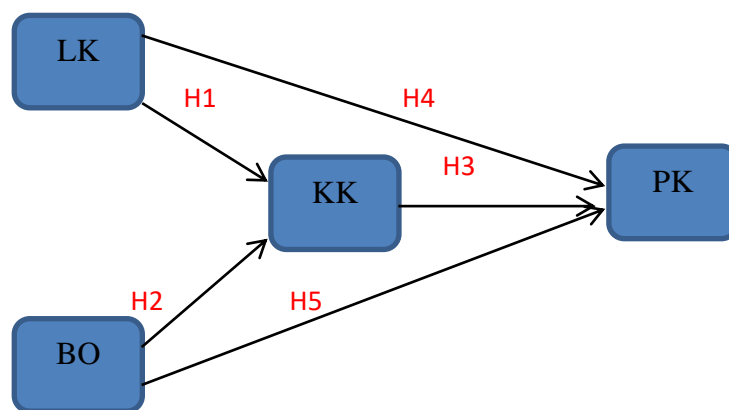


Figure 1. Conceptual framework

LK = Work Environment
BO = Organisational Culture
KK = Job Satisfaction
PK = Work Productivity

LITERATURE REVIEW

Work Productivity

Productivity is a measure of the comparison between the quality and quantity of output produced by a worker in a certain unit of time (cholis, 2021). work productivity includes the ability of employees to produce products or services efficiently and effectively, considering the inputs used. factors that influence work productivity include motivation, work environment, and effective management (kaawoan, kolibu and kawatu, 2022). productivity is the answer to the success or failure of the company's goals that have been set. employers often do not pay attention unless performance is very poor or things go awry. therefore, training programs for employees must be implemented in any organisation to increase the productivity of each employee which will increase the productivity of the company. after the programme is implemented, it is expected to bring considerable benefits to the company such as improving employee morale, increasing time efficiency in carrying out their work.

Work Environment

The work environment is a unity of tools and materials faced where a person works his work methods and work arrangements both as an individual and as a group (prasetyo, 2021), the work environment is everything that is around the place of work / employees who can affect the satisfaction of employees in carrying out their work. (enny, 2019), the work environment is the interaction of work directly with one person who has a higher position, the same position, or a lower position. (effendy, 2019). the work environment has a significant impact on employee performance, both physical and non-physical. several studies have shown that work environment characteristics, including temperature, noise, lighting, and area quality, have a direct influence on employee performance, which is related to achieving business goals (aulia and baskoro, 2022) (setia, 2022). in addition, research has also evaluated the influence of the online work environment on teacher health, especially during the pandemic, and how it affects performance (triski, soemaryani and muizu, 2022). (kusumastuti et al., 2019).

Organisational Culture

Organisational culture is a set of shared values, norms, beliefs, attitudes and behaviours that are adopted and preserved by members of an organisation. It reflects the unique identity of the organisation and influences the way members interact, work together and make decisions. This organisational culture is a convoluted pattern of how people do things, what they believe, what is valued and criticised, so that it becomes a common reference between people in interacting in the organisation. And also this can be the glue for everything in the organisation. Organisational culture describes how parts of the company view other parts and how each department behaves as a result of that view. So that the culture of one organisation or one organisation with another is different, each has specific distinguishing features. However, organisational culture is not always fixed and needs to be adapted to the development of the environment so that the organisation can survive, develop a culture of achievement, change mindsets and maintain trust in the organisation. Organisational culture is an important component of an organisation that has evoked numerous studies to determine and establish its relationship with organisational performance and sustainability. Organisational culture has always been considered to have a profound and important impact on various organisational processes, employees and their performance and is an important element to unite various corporate cultures within the group structure (Akpa, Victoria O, Asikhia, 2021).

Job Satisfaction

Job satisfaction is a feeling of happiness or unhappiness towards work based on expectations and rewards provided by the organisation (Sudaryo, Yoyo, 2018). Another definition of job satisfaction is the level of employee gains and conventions towards various aspects of management practices carried out by the organisation, leaders and various work activities and other area conditions (Pella, 2020). Each employee expects to have a good job at work. Job satisfaction is largely subjective, this is because the achievement of job satisfaction varies from person to person. The more aspects of the job that are in line with people's needs, the greater the level of satisfaction experienced (Sudaryo, Yoyo, 2018).

Research Method

The population of this research is employees of the creation department in automotive components in the industrial area in Karawang. The procedure for collecting information in this research is a questionnaire. A questionnaire is a method of collecting information that provides a record of problems or documents in writing for respondents to answer (Sugiyono, 2019). In research raised a questionnaire using a Likert scale, which is a scale for measuring attitudes, opinions, and thoughts of a person or group of people about social issues (Sujarweni, 2019). Inferential statistical analysis is a statistical method used to analyse illustrative information and the results are applied to the population (Sugiyono, 2019). In this research, inferential statistical analysis used is PLS (Partial Least Square) 3.0 is a variance-based SEM, with applications.

RESULTS AND DISCUSSION

Convergent Validity

The outer loading value limit is greater than 0.70, so it is declared to fulfil the convergent validity test.

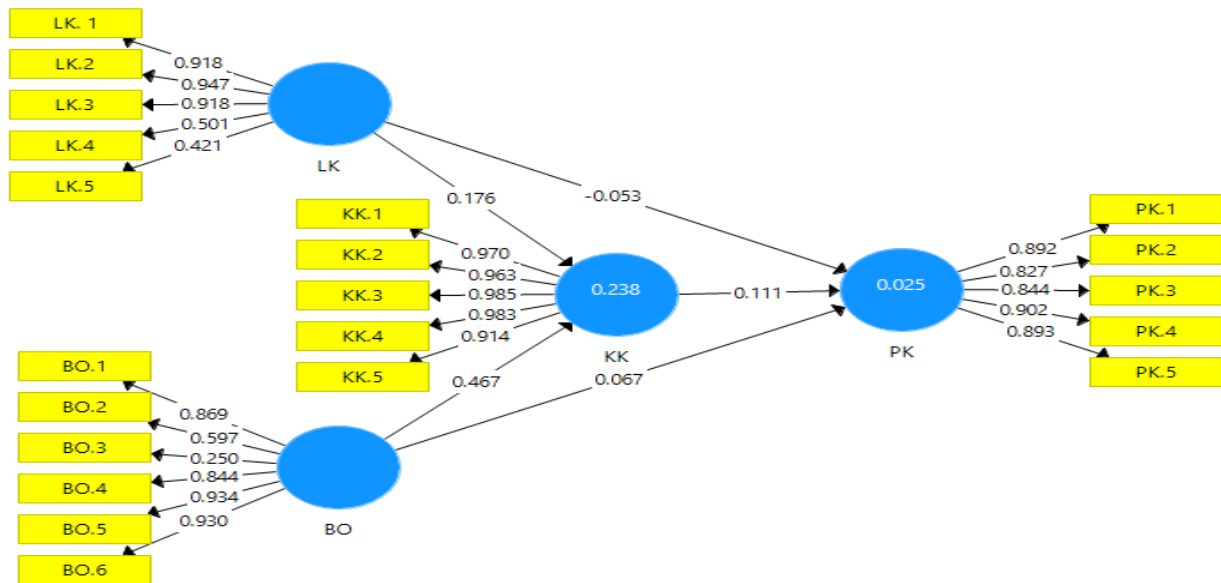


Figure 2. Outer Loading Results
Source: Data processed (2024)

Based on the results of outer loading, it shows that the factor loading value of each indicator is greater than 0.70. indicators are greater than 0.70, then the indicators of work environment variables, organisational culture, job satisfaction, and work productivity are declared to have good convergent validity.

Discriminant Validity Test

The discriminant validity provision is if the cross loading value of the indicator on the variable is the largest compared to other variables, then it fulfils the discriminant validity test. The validity test results in the figure below:

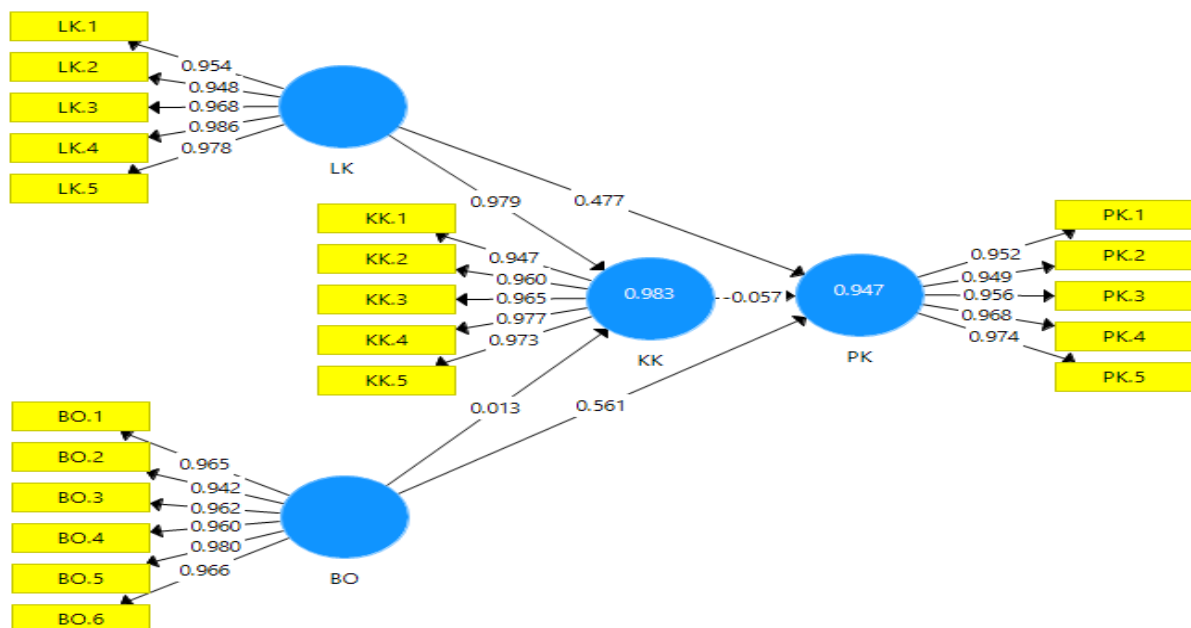


Figure 3. Validity Test
Source: Data processed (2024)

According to the results of outer loading, it shows that the loading factor value of each indicator is greater than 0, 70, so that the variable indicators of work environment, organisational culture, job satisfaction, and work productivity are declared to have good convergent validity.

Reliability Test

The results of the Cronbach's alpha value and the composite variable of the work environment variable, organisational culture, job satisfaction, and work productivity are greater than 0.70, so the indicators of each variable are declared reliable or reliable as an information collection tool and are seen in the table below. each variable is declared reliable or reliable as an information collection tool and can be seen in the table below.

Table 1. Reliability Test Results

	Cronbach's Alpha	Reliabilitas Komposite
Employee Production	0.922	0.940
Work Environment	0.921	0.950
Organisational Culture	0.926	0.947
Job Satisfaction	0.981	0.985

Uji R-Square

The Adjusted R Square result of job satisfaction is 0.244, which means that the work environment and organisational culture affect job satisfaction. It can also be interpreted that the work environment and organisational culture can explain job satisfaction by 24%, while 76% of job satisfaction is explained by variables outside the work environment and organisational culture.

Table 2. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
BO -> KK	0.483	0.488	0.049	9.938	0.000
BO -> PK	0.032	0.034	0.097	0.329	0.742
KK -> PK	0.129	0.132	0.086	1.490	0.137
LK -> KK	0.185	0.191	0.075	2.488	0.013
LK -> PK	-0.056	-0.059	0.115	0.489	0.625

Table 3. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
BO -> KK -> PK	0.062	0.065	0.043	1.435	0.152
LK -> KK -> PK	0.024	0.025	0.021	1.110	0.268

Discussion

Hypothesis 1: Testing the direct effect between the work environment on employee job satisfaction in the Karawang automotive industrial area. The results of the calculation of t statistics 2.488 > 1.96 and p Values of 0.013 < 0.05, then H1 states that the work environment has a significant effect on job satisfaction, this hypothesis is accepted.

Hypothesis 2: testing directly between organisational culture on employee job satisfaction in the Karawang automotive industrial area. The results of the calculation of t statistics 9.938 > 1.96 and p values of 0.000 < 0.05, then H2 states that organisational culture has a significant effect on job satisfaction, this hypothesis is accepted.

Hypothesis 3: testing directly between the work environment on employee productivity in the Karawang automotive industry area. The calculation of t statistics $0.489 < 1.96$ and p values of $0.625 > 0.05$, then H3 states that the work environment has no effect on work productivity, this hypothesis is rejected.

Hypothesis 4: testing directly between organisational culture on employee productivity in the Karawang automotive industry area. The result of t statistic calculation is $0.329 < 1.96$ and p values of $0.742 > 0.05$, then H4 states that organisational culture has no effect on work productivity, this hypothesis is rejected.

Hypothesis 5: tests directly between job satisfaction and employee productivity in the Karawang automotive industrial area. The results of the calculation of t statistics $1.490 < 1.96$ and p values of $0.137 > 0.05$, then H5 states that job satisfaction has no effect on work productivity, this hypothesis is rejected.

Hypothesis 6: testing indirectly between the work environment on employee productivity through job satisfaction as a mediating variable in the Karawang automotive industrial area. The results of the calculation of t statistics $1.110 < 1.96$ and p values of $0.268 > 0.05$, then H6 states that the work environment has no effect on work productivity through job satisfaction as a mediating variable, this hypothesis is rejected.

Hypothesis 7: testing indirectly between organisational culture on employee work productivity through job satisfaction as a mediating variable in the Karawang automotive industrial area. The results of the calculation of t statistics $1.435 < 1.96$ and p values of $0.152 > 0.05$, then H67 states that organisational culture has no effect on work productivity through job satisfaction as a mediating variable, this hypothesis is rejected.

CONCLUSIONS

Based on the results of the research, it is proven that the influence of the work environment has a significant effect on job satisfaction, organizational culture has a significant effect on job satisfaction and work environment, organizational culture, job satisfaction does not affect work productivity and the influence of work area, organizational culture through mediation of job satisfaction does not affect work productivity in the automotive component industrial area, in the analysis results using the PLS 3.0 application Adjusted R Square job satisfaction of 0,244, which means work area and organizational culture affect job satisfaction. It can also mean that work area and organisational culture can generate job satisfaction by 24%, while 76% of job satisfaction is explained by variables outside the work area and organisational culture. Suggestions for continuing this research related to the causes of the work environment, organisational culture and job satisfaction have no effect on work productivity in other companies.

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