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## The Effect of Work From Home, Digital Platform and Digital Literacy on Employee Productivity at PT. XYZ Cirebon Regency

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**Abstract:** This study aims to test and analyze the effect of work from home, digital platforms and digital literacy on work productivity at PT XYZ Cirebon Regency partially or simultaneously. This research is a quantitative study with a population of 35 employees and uses non-probability sampling techniques, so that the sample size uses the entire population. The data sources used are primary data and secondary data processed with the help of SPSS 26.0 for windows. The data analysis technique used is multiple linear regression. Based on the partial test results, work from home and digital platforms have a positive and significant effect, while digital literacy has a positive but insignificant effect on the work productivity of employees of PT XYZ Cirebon Regency. In simultaneous testing work from home, digital platform and digital literacy together have a positive and significant effect on the work productivity of employees of PT. XYZ Cirebon Regency. The coefficient of determination shows that work from home, digital platform and digital literacy are able to explain the contribution of work from home, digital platform and digital literacy to the work productivity of employees of PT. XYZ Cirebon Regency, which is 98.1%, while the remaining 1.9% is influenced by other variables outside this regression equation or variables not examined.

**Keyword:** Work From Home, Digital Platform, Digital Literacy, Employee Productivity

### INTRODUCTION

Indonesia is a big country, not only the population but also the abundant and largest resources in the country and even the world. In the era of the Covid-19 pandemic, the world flocked to implementing Work From Home (WFH) or working from home. But after the pandemic, it turns out that WFH is becoming a trend in Indonesia, because the application of remote work during the pandemic has also changed the perception of many people so far, especially in terms of its effectiveness. Several studies in recent months have shown that the productivity of remote working from home is better than working in the office (KataData,

2022). Coupled with the accelerating pace of technological advancement in the current era of globalization, a company is expected to be in tune with these developments. The era of globalization is marked by the emergence of a business environment that is increasingly fierce competition and increasingly complicated needs. Therefore, a smart business strategy is needed and has an advantage to be able to survive and compete effectively in the context of increasingly fierce competition (Tribunews, 2022).

Understanding the importance of human resources, an approach that can be taken is to improve their quality in order to keep up with the development of the company. Human resources must be improved to develop knowledge, understanding, and application of technology in order to compete effectively in the face of change and progress in this era of globalization. In an effort to run its operations, every company has goals that must be achieved, so the level of quality of human resources is increasingly becoming a crucial factor. This shows that quality human resource management is one of the advantages possessed by a company to achieve its goals, including in an effort to increase employee productivity.

Every company expects increased productivity from each employee, with human resources being a very important basis in maintaining the work productivity of employees. Edy Sutrisno (2017: 100) states that work productivity is a mental attitude. The mental attitude here is always looking for improvements to what already exists. A belief that someone can do a better job today than yesterday and also better tomorrow than today. Productivity is defined as a comparative measurement between the quality and quantity of a worker's performance in a certain period of time to achieve results or work performance effectively and efficiently by using available resources.

One of the factors that can affect employee productivity in the post-Covid-19 pandemic era is Work From Home (WFH). According to Ashal (2020) in his journal, he suggests that Work From Home is one of the terms for remote working, more precisely doing work that is usually done in the office from home. So workers do not need to come to the office face to face with other workers. Because WFH provides protection to employees by minimizing the risk of Covid-19 exposure in the work environment (office) even though we are now in the post-Covid-19 pandemic era. WFH also creates a sense of security and health that is important for general well-being.

In addition to Work From Home, Digital Platform is also one of the factors that can affect work productivity. By using a digital platform, companies can take advantage of the diversity of tools, services and technologies available to increase efficiency, innovation and competitiveness amid the dynamics of the post-Covid-19 pandemic era and the era of globalization where technological advances are accelerating. According to (Wibawa, 2021) Digital Platform is a set of software that forms a certain system. This software can be opened on a PC or android system. If it is on an android system, the digital platform can take the form of an application.

In addition to Work From Home and Digital Platform, Digital Literacy also affects work productivity. Digital Literacy allows individuals to master the various digital tools and applications needed to work from home, improve their ability to interact with the latest technology and also maintain productivity during the post Covid-19 pandemic. According to Paul Gilster in Jazimatul Husna (2017: 153) defines digital literacy as a person's ability or skill to understand and use information from various digital sources effectively and efficiently in various formats.

Furthermore, based on work from home realization data obtained from PT XYZ Cirebon Regency, it shows that during work from home employees do not reach the target given by the company. If you do not reach the target, it will be bad for employees and for the company. If one employee in the team does not reach the target, it can cause a decrease in the productivity of the team as a whole and can also cause certain projects or tasks to be delayed, impacting

work schedules and company plans. In line with the work productivity data obtained from PT XYZ Cirebon Regency in 2019 - 2022, it shows that the realization of achievement has fluctuated for 4 periods. It can be seen that the average target achievement often does not achieve optimal results (100%). This shows that the productivity of employees has not been maximally achieved in the last 4 periods. Based on the above background, the authors are interested in conducting research at PT. XYZ Cirebon Regency with the title "The Effect of Work From Home, Digital Platform, and Digital Literacy on Work Productivity at PT. XYZ Cirebon Regency".

**METHOD**

In this study, the data collection method in this study used a questionnaire, an approach in which a list of questions was prepared for respondents to obtain information or explanations related to research problems. The choice of this technique is based on the desire that respondents can provide information without the need to provide too detailed an explanation. This approach is considered practical, assertive, economical, and efficient in revealing the core of the problem. In addition, field research techniques were also carried out through direct observation of the company under study to obtain primary data. This activity involves interviews and literature studies as an effort to obtain data through book references and articles relevant to the research topic.

The research method used is quantitative by utilizing primary data and secondary data as data sources. The population in this study were all employees of PT XYZ Cirebon Regency totaling 35 employees and in determining the sample using non-probability sampling method, namely saturated sampling so that the entire population was sampled in the study of 35 employees of PT XYZ Cirebon Regency.

**RESULTS AND DISCUSSION**

**Multiple Linear Regression Analysis Results**

Multiple linear regression analysis was used to evaluate the impact of work from home, digital platform, and digital literacy on employee productivity at PT XYZ Cirebon Regency, as illustrated in the table below:

**Table 1. Multiple Linear Regression Analysis Coefficient Results**

| Model            | Unstandardized Coefficients |            | Standardized Coefficients Beta | t      | Sig. |
|------------------|-----------------------------|------------|--------------------------------|--------|------|
|                  | B                           | Std. Error |                                |        |      |
| 1 (Constant)     | 13.219                      | .366       |                                | 36.152 | .000 |
| Work From Home   | .084                        | .010       | .248                           | 8.251  | .000 |
| Digital Platform | .150                        | .010       | .786                           | 14.615 | .000 |
| Digital Literacy | .009                        | .010       | .046                           | .907   | .371 |

a. Dependent Variable: Work Productivity

Source: Processed by Researchers, 2023

Based on the table above, the multiple linear regression equation can be made as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 13,219 + 0,084 + 0,150 + 0,009$$

From the equation that has been presented above, several conclusions can be drawn, namely:

1. A constant of 13.219 means that if there is no Work From Home, Digital Platform and digital literacy ( $X_1 = X_2 = X_3 = 0$ ), then the work productivity of employees of PT XYZ Cirebon Regency is constant at 13.219 units.
2. The Work From Home regression coefficient is 0.084. This coefficient is positive, it can be concluded that Work From Home has a positive effect on the work productivity of

- employees of PT XYZ Cirebon Regency. If Work From Home is added by one unit, the work productivity of employees of PT. XYZ Cirebon Regency will increase by 0.084 units.
3. This coefficient is positive, it can be concluded that the Digital Platform has a positive effect on the work productivity of employees of PT. XYZ Cirebon Regency. If the Digital Platform is increased by one unit, it will increase the work productivity of employees of PT. XYZ Cirebon Regency by 0.150 units.
  4. The Digital Literacy regression coefficient is 0.009. This coefficient is positive, it can be concluded that Digital Literacy has a positive effect on the work productivity of employees of PT. XYZ Cirebon Regency. If Digital Literacy is added by one unit, it will increase the work productivity of employees of PT. XYZ Cirebon Regency by 0.009 units.

**Coefficient of Determination**

The coefficient of determination is used to measure the extent of the contribution of work from home, digital platforms and digital literacy to employee work productivity at PT XYZ Cirebon Regency. The results of the coefficient of determination analysis can be seen in the table below:

**Tabel 2. Coefficient Determination (R Square)**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .991 <sup>a</sup> | .981     | .979              | .211                       |

a. Predictors: (Constant), Digital Literacy, Work From Home, Digital Platform

Source: Processed by Researchers, 2023

Based on the SPSS version 26 "Model Summary" output table above, it is known that the coefficient of determination or R Square is 0.981. This R Square value of 0.981 comes from the quadratic value of the correlation coefficient or "R", which is  $0.991 \times 0.991 = 0.981$ . The magnitude of the coefficient of determination (R Square) is 0.981 or equal to 98.1%. This figure means that the Work From Home variable (X1), Digital Platform (X2) and Digital Literacy variable (X3) simultaneously (together) affect the Work Productivity variable (Y) of PT XYZ Cirebon Regency employees by 98.1%. While the rest ( $100\% - 98.1\% = 1.9\%$ ) is influenced by other variables outside this regression equation or variables not examined.

**T Test**

The T test is used to see whether or not the Work From Home, Digital Platform and Digital Literacy variables partially (individually) influence the productivity variable. With the help of the SPSS version 26 application, the t-count value in the table is as follows:

**Tabel 3. T Test Results**

| Model |                  | Unstandardized Coefficients |            | Standardized Coefficients Beta | t      | Sig. |
|-------|------------------|-----------------------------|------------|--------------------------------|--------|------|
|       |                  | B                           | Std. Error |                                |        |      |
| 1     | (Constant)       | 13.219                      | .366       |                                | 36.152 | .000 |
|       | Work From Home   | .084                        | .010       | .248                           | 8.251  | .000 |
|       | Digital Platform | .150                        | .010       | .786                           | 14.615 | .000 |
|       | Digital Literacy | .009                        | .010       | .046                           | .907   | .371 |

a. Dependent Variable: Work Productivity

Source: Processed by Researchers 2023

By using a significance level of 0.05 ( $\alpha = 5\%$ ) and at a significance of 0.05, a two-way test is carried out with degrees of freedom  $df = n - k - 1 = 35 - 3 - 1 = 31$  (n is the number of respondents and k is the number of independent variables), the t table value is 2,039. Based on the SPSS output from table 3 above, it is known as follows:

1. Based on the SPSS version 26 "Coefficients" output table above, it is known that the significance value (Sig) of the Work From Home variable (X1) is 0.000. Because the sig value of  $0.000 < 0.05$  probability, it can be concluded that H1 or the first hypothesis is accepted. In line with the t value of the Work From Home (X1) variable count is  $8.251 > t$  table 2.039. This means that there is a significant influence between the Work From Home (X1) variable on Work Productivity (Y) of PT XYZ Cirebon Regency employees.
2. Based on the SPSS version 26 "Coefficients" output table above, it is known that the significance value (Sig) of the Digital Platform (X2) variable is 0.000. Because the sig value of  $0.000 < 0.05$  probability, it can be concluded that H2 or the second hypothesis is accepted. In line with the t value of the Digital Platform (X2) variable count is  $14.615 > t$  table 2.039. This means that there is a significant influence between the Digital Platform (X2) variable on Work Productivity (Y) of PT XYZ Cirebon Regency employees.
3. Based on the SPSS version 26 "Coefficients" output table above, it is known that the significance value (Sig) of the Digital Literacy variable (X3) is 0.371. Because the sig value is  $0.371 >$  probability 0.05, it can be concluded that H3 or the third hypothesis is rejected. In line with the calculated t value of the Digital Literacy variable (X3) is  $0.907 <$  t table 2.039. This means that there is no significant influence between the Digital Literacy variable (X3) on Work Productivity (Y) of PT XYZ Cirebon Regency employees.

**F Test**

The F test is used to see whether or not the influence of the Work From home, Digital Platform and Digital Literacy variables simultaneously (together) on the Productivity variable. With the help of the SPSS version 26 application, the calculated F value in the table is as follows:

**Tabel 4. F Test Results**

| Model   |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|---|------------|----------------|----|-------------|---------|-------------------|
| 1   | Regression | 71.958         | 3  | 23.986      | 537.672 | .000 <sup>b</sup> |
|   | Residual   | 1.383          | 31 | .045        |         |                   |
|   | Total      | 73.341         | 34 |             |         |                   |
| a. Dependent Variable: Work Productivity                                      |            |                |    |             |         |                   |
| b. Predictors: (Constant), Digital Literacy, Work From Home, Digital Platform |            |                |    |             |         |                   |

Source: Processed by Researchers 2023

Based on the SPSS version 26 "ANOVA" output table above, it is known that the significance value (Sig) is 0.000. Because the sig value of  $0.000 <$  probability 0.05 and in line with the calculated F value is  $537.672 >$  F table 2.90, then in accordance with the basis for decision making in the F test it can be concluded that the hypothesis is accepted or in other words Work From Home (X1), Digital Platform (X2) and Digital Literacy (X3) simultaneously (together) have a positive and significant effect on Work Productivity (Y) employees of PT. XYZ Cirebon Regency.

**Discussion**

**The Effect of Work From Home on Employee Productivity**

The results of the regression analysis show that there is a positive and significant influence between the variable work from home on the work productivity of employees of PT. XYZ Cirebon Regency. This shows that any increase in work from home will have an impact on increasing the work productivity of employees of PT XYZ Cirebon Regency.

The results of this study are in line with previous research conducted by Bintang Narpati, Indra Lubis, Kardinah Indriana Meutia and Endah Prawesti Ningrum (2021)

explaining that the Work From Home variable (X1) significantly has a positive effect on employee productivity (Y) in the Bekasi city government.

### **The Effect of Digital Platform on Employee Productivity**

The results of the regression analysis show that there is a positive and significant influence between the digital platform variable on the work productivity of PT XYZ Cirebon Regency employees. This shows that every increase in work from home will have an impact on increasing the work productivity of employees of PT XYZ Cirebon Regency.

The results of this study are in line with previous research conducted by Dwi Hafifah Perdiyanti and Dewi Puspaningtyas Faeni (2021) explaining that the Digital Platform variable has a significant effect with a positive direction and on Work Productivity.

### **The Effect of Digital Literacy on Employee Productivity**

The results of the regression analysis show that there is a negative and significant influence between the digital literacy variable on the work productivity of PT. XYZ Cirebon Regency employees. This shows that any increase in digital literacy has little impact on increasing the work productivity of employees of PT XYZ Cirebon Regency.

The results of this study differ from previous research conducted by T.M. Adriansyah and T. Elfira Rahmayanti (2023) explaining that there is a positive relationship between digital literacy and lecturer work productivity.

### **The Effect of Work From Home, Digital Platform and Digital Literacy on Employee Productivity**

The results of this study have the implication that if work from home, digital platform and digital literacy are good, it will have an impact on increasing employee productivity at PT. XYZ Cirebon Regency significantly. Of the three factors studied, it can be seen that the digital platform is the factor that has the greatest influence on the work productivity of employees of PT XYZ Cirebon Regency because it has the largest regression coefficient value of 0.150 compared to work from home and digital literacy.

The results of this study are in line with previous research by Bintang Narpati, Indra Lubis, Kardinah Indriana Meutia and Endah Prawesti Ningrum (2021) explaining that the Work From Home variable (X1) significantly has a positive effect on employee productivity (Y) in the Bekasi city government. In addition, Dwi Hafifah Perdiyanti and Dewi Puspaningtyas Faeni (2021) explain that the Digital Platform variable has a significant effect with a positive direction and on Work Productivity. Also, T.M. Adriansyah and T. Elfira Rahmayanti (2023) explain that there is a positive relationship between digital literacy and lecturer work productivity.

## **CONCLUSION**

Based on the results of the analysis and discussion previously described, conclusions can be drawn, among others:

1. The work from home variable has a positive and significant influence on the work productivity of employees of PT XYZ Cirebon Regency.
2. Digital platform variables have a positive and significant influence on the work productivity of employees of PT. XYZ Cirebon Regency
3. The digital literacy variable has a negative and significant influence on the work productivity of employees of PT. XYZ Cirebon Regency.
4. Work from home, digital platform and digital literacy variables simultaneously affect the work productivity of employees of PT. XYZ Cirebon Regency.

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