Dominant Factor Affecting Marketing Employee Discipline In Publishing Company

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Abstract

This research aims to determine what factors most affect marketing employees discipline at PT. Bhuana Ilmu Popular, Jakarta (BIP),Indonesia. The method used in this research is the factor analysis . Data collecting in this study conducted by distributing questionnaires to marketing employees BIP. The number of respondents who were taken in this research were 70 respondents using saturated sample technique. The variable that influence marketing employees discipline of BIP is the purpose and abilities; role model leadership; remmuneration; fairness; punishment; assertiveness and human relations. After processing the data then formed two factors . The amount of variance values generated in the process of factor analysis can be used to determine the factors that most influence the discipline of working at BIP. Percentage of variance values for employee ability factor is 54.065 % and the relationship between employees is 26.052 %. Based on the resulting variance , then the employee ability is the factors that most influence the discipline of BIP.

Keywords: Work; Discipline; Employee; Ability

INTRODUCTION

PT. Bhuana Ilmu Popular (BIP) was originally a family company that specializes in publishing textbooks. In 1992 the company merged into PT. Gramedia Asri Media and PT. Elex Media Komputindo. Initially the company was engaged in the publishing Chinese classical books like Sam Kok, Shui Hu Chan, Dream in Red Booths, Adventure Kera Sakti (Sun Go Kong) and others. Now, BIP growing by adding new categories of books such as children's books, health, business, management, psychology, language and fiction also developed the business into a local book distributor and publisher.

BIP first office on Jl . Matraman Raya 46 Jakarta and since 1993 moved to a shop on JL. Kebahagiaan No 11A , Jakarta (in front of the Pioneer Compass Gramedia Building). Initial operation , BIP classical Chinese book market and work closely with publishers PT.Elex Media. Some of the titles published by Elex Media marketed by BIP and then also markets books published by other publishers (in this case acts as a BIP's distributor).

In 1998, BIP began publishing his own books, books beginning with preschool and kindergarten books. In addition to the internal writer, BIP also work closely with external authors. Until now , more than 1.000 children's books published by BIP.

2002, by cooperating with publishers from abroad (America , Europe , Australia , and Asia), BIP began publishing translations. Chocolate for the teen's soul as his first

title turned out pretty well received in the market. Hundreds of new titles published each year then the composition is 80 % of his translation book.

The following year, BIP began exploring the import activity beginning with the publishers of India. Now BIP has been regularly importing child's activity book of some suppliers in India and the books got a very positive response from market. BIP also has developed two Qibla and bell logo imprint aimed at diferensas market. BIP logo is now more intended for general books and children, while the Qibla logo intended for Muslim books and Genta logo for Christian books.

In later years , BIP developing branches in several cities such as Surabaya (for eastern Indonesia), Yogyakarta (Central Java and Yogyakarta for), and Bandung (West Java for the region).

BACKGROUND

Productivity is defined as a ratio between the output volume and the volume of inputs (OECD, 2001). Sales is one indicator of productivity (Singapore Gov, 2011). Employees are the most influential in sales area is sales marketing from the marketing division. Here is the data that showed sales at BIP for 2011-2012.

Table 1
Data Sales on BIP Year 2011-2012

Month	Sales	
	2011 (mil IDR)	2012 (mil IDR)
January	8.5	8.1
February	8	8.9
March	9.2	8
April	7.5	7.6
Mei	9.6	8.1
June	10.8	7.9
July	9.2	8.9
Agustus	8.8	7.2
September	8.5	8
October	8.1	8.1
November	9.2	9.5
December	8.2	7.5
Total	**105.6**	**97.8**
Target per year	**100**	**100**

Source: Internal data processing of HR BIP Year 2011-2012

From table 1 can be seen a decrease in sales of 7.8 mill IDR and not achieving the target in 2012 and this is a problem for BIP.

Factors that affect productivity include: (Manufacturing in Britain, 2003)

(1) physical (organic, location, and technological factors)

(2) cultural belief (value and individual attitudinal, motivational and behavioural factors)
(3) international influences
(4) managerial (organizational and wider economic and political-legal environments)
(5) levels of flexibility in internal labour markets and the organization of work activities
(6) individual rewards and payment systems, and the effectiveness of personnel managers and others in recruiting, training, communicating with and performance-motivating employees on the basis of pay and other incentives

Discipline is the most dominant variable in affectivity of work productivity (Trianto, 2010). Discipline Labor is an employee attitudes and behaviors embodied in the willingness of an employee with full consciousness and sincerity sincerity or with no compulsion to comply with and implement all company regulations and policies in carrying out the duties and responsibilities in an effort to contribute the maximum in the achievement of corporate goals (Gouzali, 2006). High or low levels of employee discipline can be seen from the attendance and behavior of employees in doing their duties (Bangsawan, 2013).

Table 2
Employees Absence Levels Throughout the Year 2011-2012

Year	Total Absence (days)				Total Absence
	Sick	Permission	Late	Alfa	
2011	37	50	56	44	187
2012	41	65	75	49	236

Source: Internal data processing of HR BIP Year 2011-2012

Based on the table above that the employees absence rate from 2011 to 2012 increased. Based on observation, many employees who come and go home from work not on time then there are employees who are absent without a definite clarity, the off days exceed predetermined and there are some employees who do not complete the task on time, chat on working hours, and exit office without permission.

This study determine the dominant variable affecting marketing employees discipline in BIP. By knowing the dominant variable will be the basis for a focus improving employees discipline that impact on corporate performance.

LITERATURE REVIEW
Theory of discipline according to Hasibuan (2009) adopted in accordance with the conditions for each variable BIP explanation is as follows :
a. Objectives and Abilities
The purpose and capabilities influence the level of employee discipline means that the work should be charged to the employee in accordance with the employee 's ability to work in earnest and disciplined in doing it. In this case the ability of a capacity possessed by an employee in performing tasks according to company provisions that affect labor discipline.

b . Role Model Leadership

Role Model leadership was instrumental in determining discipline employees for exemplary leader and role model to his subordinates. This requires leaders to have good discipline so that subordinates carry out the task or in accordance with the regulations set by the company.

c . Remmuneration

Remuneration or salaries , and welfare influence employee discipline , because the remuneration will give satisfaction and love for the company. Thus , fringe benefits play an important role to create the discipline of employees. That is , the greater the remuneration provided in accordance with the needs of employees who have been assigned the company the better the employee discipline.

d .Fairness

All employees are required to be treated the same as other employees. Fairness made in the provision of remuneration policies and penalties thus creating a good discipline. That is justice policy decisions made in writing for the services or the distribution rights of each employee.

e . Punishment

Punishment was instrumental in maintaining employee discipline. So with the more severe penalty that employees will be afraid violate company rules . This means that if the penalty provided in accordance with the infraction means better work discipline in the company .

f . Assertiveness

Assertiveness leadership in conducting disciplinary action will affect employees at the company. This means that the leadership will thus be able to maintain discipline appropriate with company rules .

g . Human Relations

Harmonious human relations among employees help create a good discipline on a company. That is, if it has a harmonious atmosphere of good human relations among all employee discipline employees will be created within the organization .

METHODOLOGY

Research type will be used in this research is explanatory research that examines the correlation or relationship between variables. Research variables can be seen in the table 3 below. Variables research will be translated into indicators to formulate a questionnaire statement.

Table 3
Research Variables & Indicators

Variable	Indicator
Objectives and Ability	Load given appropriate with the capabilities of employees.
	Objectives to be achieved by the company shall be in accordance with the employee capabilities.
	The defined objectives is ideal
	Achieved objectives makes employees challenged to do it.
Role model leader	Leader be a role model by his/her subordinates.
	Leader provides a good example in terms of discipline.
	Leader give a good example in terms of honesty.
Remuneration	Remuneration resulting in the company's employees satisfaction.
	Remuneration resulting in employees love of the company.
	Remuneration fulfillment fulfill of the employees

	primary needs.
Fairness	Leader must treat all employees equal one to another.
	Company giving fair remuneration.
	Fairness of leader in giving sanctions.
Punishment	Sanctions important in maintaining employee discipline.
	Increasingly in sanctions make employees fear violating company rules.
Assertiveness	Leaders must have the courage to impose sanctions in accordance with the provisions of the company.
	Leaders must be firm in giving sanction in accordance with the provisions of the company.
Human Relation	The harmony among employee.
	Harmonious relationship ambience between all employees.
	The realization of a comfortable working atmosphere

Population studied were all employees of marketing BIP Jakarta totaling 70 employees. The sampling technique used is saturated sampling technique. Saturation sampling technique is sampling technique used when all members of the population as sample.

ANALYSIS

To test the accuracy of the factor analysis, statistical test used was Barletts Test Sphericity and Kaiser-Mayer Olkin (KMO) to determine the adequacy of the sample. Must have a minimum of calculation results KMO value of 0.65 and if it is less than this value, then the study could not be continued by using factor analysis.

From the table below explains that of the 70 respondents had sufficient sampling size in this study is 0.718, with reference to the provisions of KMO measure, then the value of the overall adequacy of the sample variables are good (acceptable).

Table 4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.718
Bartlett's Test of Sphericity	Approx. Chi-Square	627.857
	df	21
	Sig.	.000

Barlett's Test of Spericity a statistical test to test whether the variables involved correlated. MSA numbers greater than 0.65 indicates that the set variables such factors can be further processed using factor analysis. Can also be seen number Barlett's Test of Sphericity (shown in figure chi square) of 627.857 by 0.000, which means a significant 100% reliable that there is a correlation between the variables.

Anti-image Matrices

		X1	X2	X3	X4	X5	X6	X7
Anti-image Covariance	X1	.039	-.035	-.012	-.027	.003	.001	.000
	X2	-.035	.369	-.211	.000	.029	.007	-.008
	X3	-.012	-.211	.692	.015	-.007	.006	-.015
	X4	-.027	.000	.015	.028	-.030	.001	-.002
	X5	.003	.029	-.007	-.030	.095	-.010	.011
	X6	.001	.007	.006	.001	-.010	.053	-.052
	X7	.000	-.008	-.015	-.002	.011	-.052	.053
Anti-image Correlation	X1	.769[a]	-.292	-.072	-.805	.043	.018	.011
	X2	-.292	.852[a]	-.418	-.003	.157	.050	-.057
	X3	-.072	-.418	.745[a]	.106	-.027	.030	-.076
	X4	-.805	-.003	.106	.711[a]	-.579	.022	-.055
	X5	.043	.157	-.027	-.579	.845[a]	-.142	.150
	X6	.018	.050	.030	.022	-.142	.656[a]	-.970
	X7	.011	-.057	-.076	-.055	.150	-.970	.667[a]

a. Measures of Sampling Adequacy (MSA)

The table above shows the MSA value from each factor. These factors can be considered as factors that influence marketing employees' discipline BIP, when the MSA value for each factor is greater than 0.65. From each MSA values are shown in table 5 indicates no factor has a value of MSA $\leq$ O, 65. This means that 7 of these factors can be considered as factors that influence marketing employees discipline BIP. Thus, no need for re-analysis and the analysis can proceed to the next step.

Table 6

Communalities

	Initial	Extraction
X1	1.000	.951
X2	1.000	.663
X3	1.000	.264
X4	1.000	.940
X5	1.000	.868
X6	1.000	.955
X7	1.000	.966

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Communalities is basically a number of variants of the original variables can be explained by existing factors. Based on table 6 which shows the number of factors to reach 0.951. Provided that the greater the communalities a variable, means more closely related to the formed factor.

This research uses Principal Component Analysis which uses the total variance or three types of variants, and generate specific the smallest error variance. In determining the new factors can be done by checking at the eigenvalue.

Table 7

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.785	54.065	54.065	3.785	54.065	54.065
2	1.824	26.052	80.117	1.824	26.052	80.117
3	.946	13.511	93.628			
4	.330	4.719	98.347			
5	.071	1.019	99.366			
6	.027	.385	99.752			
7	.017	.248	100.000			

Extraction Method: Principal Component Analysis.

According to the table 7 there are 7 factors entered into the factor analysis. With each factor has a variance = 1. Total variance is 7 x 1 = 7.

Total from seven variables could explain 80.117% from original variables. From table 7 also seen that there are only two factors that form, because the third component, the resulting eigenvalues are ≤ 1, so that the factoring process stops at the second factor.

After factoring process is done, then followed by the grouping factor. Grouping factor is determining the initial of each variable entered into new factors 1 and 2. 7 initial variables will enter into two factors formed. Factor grouping is done by looking at the resulting Component Matrix.

Table 8

Component Matrix^a

	Component	
	1	2
Objectives and Ability	.934	-.280
Role model leader	.806	-.114
Remuneration	.477	.191
Fairness	.931	-.269
Punishment	.888	-.282
Assertiveness	.445	.870
Human Relation	.424	.887

The process of determining the initial variables that will go into the factors 1 and 2 is done by comparison of the correlations in each row. The initial variables will enter into factors based on the correlation value is greatest. However, from the table 9 there are still some variables correlation value < 0.65, so it is unclear included into the factors 1 and 2. Then need to do a rotation factor.

Rotation of factors is done to create a large correlation value becomes larger, and a small correlation value becomes smaller, so the difference will be obvious correlation values after the rotation factor. Rotation used in this study is varimax rotation.

Table 9

Rotated Component Matrix^a

	Component	
	1	2
Objectives and Ability	.972	.084
Role model leader	.792	.191
Remuneration	.373	.353
Fairness	.965	.093
Punishment	.930	.064
Assertiveness	.094	.973
Human Relation	.068	.981

Table 10

Component Factor 1

No	Variable	Loading Factor
1	Objectives and Ability	0,972
2	Punishment	0,965
3	Assertiveness	0,930
4	Role model leader	0,792
5	Remuneration	0,373

These five variables is on the table 10 enter into factor 1. This is because these five variables showed a strong correlation in factor 1. Biggest first variable has a variance that is 54.065%, so this variable becomes the most dominant factor affecting marketing employees discipline BIP.

Table 11
Component Factor 2

No	Variable	Loading Factor
1	Human Relation	0,981
2	Assertiveness	0,973

Both variables from tables 11 enter into factor 2. This is because both of these variables showed a strong correlation in factor 2. Factor 2 become the second dominant factor affecting the 26.052% employee discipline in BIP.

The values contained in each variable are the values that show the contribution of each variable to each of the factors that are considered to represent the variables is concerned. Naming based on variables that have the greatest value of factor loading placed on the top position. In this way, the naming of the factors will be easier and the writer can determine the sequence of variables that contributed most to the least of the factors. The following table naming the factors that have been established:

Table 12
Factor Naming

Factor	Factor Name	Loading factor Contribution
1.	*Employee's Abiliy*	54.065%
2.	*Employee Relationship*	26.052%
Sum		**80.117%**

In naming the factors that have been formed, the authors use two planting factor representing the variable declarations are formed. Percentage of variance side in the above table reflect of contributions of each factor. The second contributing factor is

the amount formed is 80.117% means that both of these factors as a whole can answer 80.117% of the research problem. The remaining amount of 19.883% not described in this research because they did not contribute significantly.

Named employee ability factor because in it there are factors related to the ability of employees provided by the company so that employees are expected to be well disciplined and responsible and sincere in resolve. This factor consists of a given load in accordance with the employee's ability, goals to be achieved by the employee in accordance with the employee's ability, set an achievable goal and objectives are achieved ideal make employees are challenged to do so.

To improve the ability of employees to be able to adjust a given job , BIP has always held a training course held at least once a year , but no exact schedule and periodically conducts such training . Yet according to Marzuki (1992) is a training tool to improve the appearance and capabilities of individuals or groups in the hope of fixing the performace of the organization .

Training as a systematic process in which employees learn the knowledge (knowledge) , skills (skills) , abilities (ability) or attitudes towards personal and organizational goals (Carrell and Kuzmits,1982) . It can be assumed that training and development is very important for workers to work more and better control of the job held or will be held to the front .

According to Carrell and Kuzmits (1982) , the main purpose of the training is :

1) To improve the skills of employees in accordance with the changes in technology ,

2) To reduce the learning time for new employees to become competent ,

3) Assist operational problems ,

4) Setting up employees in promotions ,

5) To orient employees to be more familiar with the organization.

Named factor of the relationship between employee because in it there is a variable associated with good relationships ushered fellow employees to create self-discipline within the company. This factor consists of harmony among employees, atmosphere harmonious relations between employees and the realization of a comfortable working atmosphere.

In the process of achieving the goal of creating a harmonious relationship between employees, BIP must always strengthen the relationship and create a sense of family among employees in the company, due to frequent disputes among other

disagreements, differences of opinion and also competition in the position. Such as by communicate, communication is the pathway to a liaison between employees.

CONCLUSION

In this research appeared two factors, the amount of variance values generated in the process of factor analysis can be used to determine the factors that affect labor discipline at BIP. The value percentage of variance of each factor is employee's ability is 54.065% and the employee relationship is 26.052%. Based on the resulting variance, then the employee's abillity is the dominant factors that affect marketing employees discipline at BIP.

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APPENDIX
The rules governing the order of the company at. BIP as follows :
• The number of working days in a week ie 5 (five) days .
• Hours for work 8:00 to 16:00 and 12:00 to 13:00 rest .
• Employees are not required to notify the supervisor entered directly or in writing .
• Employees who are absent from work due to absent wages are not paid , this provision does not apply if : due to illness , the employee was the first day of menstruation , marriage, married children , baptize children , his wife gave birth , the husband / wife / child / parent / in-law / family member died in a house , as stipulated by law 13 of 2003 .

• To delay exceeds 15 minutes to come to work and go home 15 minutes early is not entitled to transport allowance on the day , if not get a late 30 minute meal allowance at the time .

• Employees who are late 2 (two) hours and went home early 2 (two) hours of the time set without permission penalized considered absent / absent from work without permission .

• Employees who want to leave work at work due to other purposes if the compulsory license violates a warning penalized I.

• Employees who leave early terlabat and 5 (five) times in a month will be penalized Warning Letter I.

• Employees who are absent or absent from work without permission for three (3) times a month warning penalized II

• Employees who are absent for 5 (five) times and has been called by the company or boss should be done in writing of termination of employment (FLE) .