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## THE EFFECT OF JOB DESCRIPTION AND WORK COMMUNICATION ON MEDICAL MEDICAL EMPLOYEE PERFORMANCE AT PT. PAMELA MEDIKA NUSANTARA TEBING TINNGI

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### *Abstract*

*This study uses Primary Data, namely data sources that directly provide data to data collectors. In this study, the primary data was in the form of data from questionnaires and interviews conducted by researchers. In this study, the population was 120 customers of PT. Sri Pamela Medika Nusantara Tebing Tinggi, Tebing Tinggi City, in the last 3 months. From the basis for determining the writer's sample based on the Slovin formula with an error tolerance of 10%, the number for the sample is 55 respondents. The results of the first study are accepted, meaning that the Job Description Variable (X1) has a significant effect on Medical Employee Performance Variable (Y). the second hypothesis is accepted, meaning that the Work Communication Variable (X2) has a significant effect on the Medical Employee Performance Variable (Y). the third hypothesis is accepted, meaning that the Job Description Variable (X1), Work Communication Variable (X2) have a significant simultaneous effect on Medical Employee Performance Variable (Y).*

**Keywords:** *Medical Employee Performance, Job Description Work Communication, Medical Employee Performance*

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### INTRODUCTION

In an organization, whatever its form and purpose, the organization is made based on various visions for the benefit of humans. The importance of human resources in an organization requires that every organization get qualified and productive employees in running the organization. In an organization that is formed, of course it has set a certain goal which is a direction for the leadership and all employees of the company. This is because the organization is a place to achieve certain goals. The success or failure of achieving an organizational goal is heavily influenced by human resource factors.

Human resources have a very important role in various sectors, because human resources are a key factor in driving other resources within the company. The importance of the role of human resources has resulted in an organization having to allocate a sizable amount of funds to increase human resources. The success of an organization in achieving its goals also depends on human resource factors, where an interaction and coordination is needed that is designed to link tasks, both individually and in groups in order to achieve organizational goals.

"Human resources are a key factor to improve the performance of an organization" Hasibuan, (2010:63). To realize the desired goal, then one way that must be taken is to improve the performance of human resources. Job analysis is a systematic way that is able to identify and analyze what requirements are needed in a job and the personnel needed in a job so that the selected human resources are able to carry out the job properly. From the results of the job analysis, the organization will be able to determine what characteristics

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must be possessed by prospective employees before occupying a position, the output of which is in the form of job specifications and job descriptions. The job description includes duties, functions,

Human resource management in this information age, according to Dessler (2013: 36), namely: "Strategic Human Resource Management is the linking of Human Resource Management with strategic roles and objectives in order to improve business performance and develop organizational cultures and foster innovation and flexibility ". It is seen that organizational leaders must link the implementation of human resource management with organizational strategies to improve performance, as well as develop an organizational culture that will support the application of innovation and flexibility. Job analysis is a very strategic part in order to clarify the work between employees, that it is not certain that the same job title has exactly the same job consequences and a different general job classification which has an indication of expanding the scope of work. However, job analysis remains an organizational need to clarify each position. This job analysis will clarify the leadership and members of the workload. Only with clear boundaries, it is possible for someone to develop professionalism.

Employees are expected to be able to achieve good performance by understanding job analysis. If employees can achieve the expected professionalism then employees can achieve good performance and work efficiently, thus job analysis of employees is one of the important factors that must be considered, because job analysis can provide facts and show what carried out and what kind of employees are needed by the company. "These facts are summarized in job descriptions, job specifications and job performance standards." Sihotang (2009:59).

The main duties and functions of employees that have been properly designed are clearly contained in a job description (Job Description). Job descriptions in an organization, both private and government, are a collection of information about jobs or an outline of what obligations, responsibilities and authorities are held and must be carried out by employees. In addition, job descriptions also explain the procedures for carrying out these tasks in order to achieve organizational goals effectively and efficiently. "Job description is the result of job analysis as a series of activities or processes of collecting and processing information about work", Veithzal Rivai (2011: 116). Meanwhile, according to Stone (2008),

Job description states the duties and responsibilities of a job. It states "what is done, why is it done, and where is it done, and briefly how to do it". Robert L. Mathis John H. Jackson (2011:242). A similar definition was put forward by Gary Dessler (2013: 104) that "A job description is a written statement about what an employee should do, how that person does it, and what the working conditions are". From the definition of the experts above, it can be concluded that the job description is a written statement about the scope of work, which informs about the work, how to do it, what the conditions are. The definition which states that job descriptions are duties, obligations, and responsibilities, put forward by Raymond A. Noe (2008: 72) that "Job description is a list of the tasks, duties, and responsibilities (TRDs) that a particular job entails." Which means job description is a list

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of duties, obligations and responsibilities required by a particular job, and one definition says that "job description is the identification of duties, obligations and responsibilities of a job" put forward by Stephen Robbins (2012: 214) .

Performance problems are certainly inseparable from the process, results and usability, in this case work performance or achievement is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. If performance is defined as the achievement of results or the level of achievement of organizational levels, and performance is referred to as performance which means a work result that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities in order to achieve organizational goals legally , does not violate the law and is in accordance with morals and ethics. Good Medical Employee Performance will directly affect institutional performance,

In addition to increasing supervision and coaching, an assessment is also carried out on the level of performance success that has been carried out by its employees. This aims to measure the level of success that has been achieved by training institutions in increasing the competency of security department employees. In addition, performance appraisal is also useful as a benchmark that can be used to improve the performance of the employee concerned. As stated by Agus Dwiyanto (2008:45) that "appraisal of performance, efforts to improve performance can be carried out in a directed and systematic manner". With information about performance, benchmarking (comparison) can easily be carried out and encouraged to improve performance.

PT. Wahana Putra Yudha is a company operating as a Telkomsel distributor since 1995 and is Telkomsel's longest serving distributor in Indonesia. PT. Wahana Putra Yudha which has its head office on Jl HM Yamin Medan City and as an Authorize Telkomsel outlets spread across Medan City and the Regency. The full address of PT Wahana Putra Yudha is at Jl. Prof. H. Moh. Yamin No. 5 ABC, Medan, North Sumatra, Indonesia.

Based on the results of initial observations conducted by researchers at PT. Wahana Putra Yudha the root of the problem is that employees basically work according to the regulations set by the company in accordance with the Standard Operational Procedure (SOP) and job description (Job Description) of each employee at PT. Wahana Putra Yudha with busy work activities and also busy operational activities. At PT. At Wahana Putra Yudha there are still many customers, users, or prospective customers/users who are not satisfied with Telkomsel's services at the GraPARIKios service desk, be it for the purposes of information services, complaints and/or requests for other Telkomsel services. Here the PT. Wahana Putra Yudha must pay more attention to the level of job descriptions (job descriptions) there are customers, users, or unsatisfied potential customers/users to be satisfied with Telkomsel services at the GraPARIKios service desk. In addition, there is also a lack of achievement of sales targets. The failure to achieve sales targets is influenced by several factors, including the performance of each employee who is not optimal where the employee's performance is influenced by the job description factor which is not optimal.

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In addition to job descriptions, communication is also one of the determining factors for improving the performance of employees and employees in a company. Communication is one of the important elements that cannot be separated from our lives as social beings. Because through communication, we can exchange thoughts and feelings with others, so that a harmonious relationship is established. Everyone communicates with other people in order to achieve the same goal, namely conveying messages to other people, so as to create a common meaning. Likewise for organizations, communication is one of the most important elements for the continuity of an organization. In addition, communication is also a tool or means for the organization to be able to understand each other among all its members. With good communication,

According to Keith Davis (2010) in his book entitled *Human Relations At Work* explains: Communication in the process of passing information and understanding from one person to another (Communication is the process of conveying and understanding from one person to another). Meanwhile, according to Phil. Astrid Susanto (2010) in the book *Communication in Theory and Practice* p. 213 suggests that communication is the process of operating symbols that have meaning.

An organization can be said to be successful if the communication relations between all its internal parties are harmonious. In an organization, there are several forms of communication relationships, namely vertical communication, which is communication that exists between superiors and subordinates or vice versa, as well as horizontal communication, namely communication that is established between co-workers. Within the organization, everyone has different duties, functions and positions. Thus, good communication between all parties is needed, in order to avoid misunderstandings about the message conveyed. Harmonious communication within an organization will make it easier for its members to coordinate every organizational activity. Therefore, an organization or agency really needs communication for the continuity of the organization.

Because human resources are one of the important factors in an organization, the organization needs employees who are qualified and have satisfactory performance. Therefore, an organization must be able to manage its human resources so that they can work well and satisfactorily, so that the goals of the organization can be realized (Umam, 2010). Every employee who carries out activities in an organization is an individual who has various needs, and always tries to satisfy these needs. Satisfaction of needs will help employees carry out their activities properly. If employees are satisfied with the communication that exists in an organization, it is hoped that this will have a positive effect on their performance. So therefore,

Of course, there are many factors that make an institution or institution work hard to provide solutions to existing deficiencies. One of them is by providing an inspiring job description and work communication, to motivate Medical Employee Performance which so far has not been in accordance with what is expected.

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## LITERATURE REVIEWS

### Purchase Interest

Durianto (2013: 58), reveals that "Buying interest is the desire to own a product, buying interest will arise if a consumer has been affected by the quality and quality of a product, information about the product, ex: price, how to buy and the weaknesses and advantages of the product compared to other brands. Buying intention is the selection of two or more alternative choices, which means that a person can make a decision, there must be a variety of alternative choices. The decision to buy can affect how the decision-making process is carried out.

### Country Of Origin

Country Of Origin is a person's mental association and belief in a product that is triggered by the country of origin of the product (Kotler, 2011). The country where a product originates is referred to as the Country of Origin which is generally considered part of the characteristics of a product (Cordell, 1992 in Permana, 2014). Country Of Origin is the country where the product is produced. To indicate the Country Of Origin (COO) the word "made in" is often written on the product packaging. Many people are then very familiar with the word "made in" so that when they see the word "made in" on a packaged product, they immediately interpret the product as coming from a certain country. For example, if the product packaging says "made in the USA", they will mean that the product comes from the United States

### Celebrity endorsers

According to Sertoglu, et al (2014), states that a celebrity endorser is any individual who enjoys public recognition and benefits from a product in an advertisement. It is the popularity and attractiveness of celebrities that make them suitable in an advertisement, this is related to the life of celebrities to society and the achievements that celebrities have achieved. In addition to this, celebrity background is also important in choosing advertising figures to add to the attractiveness because the figures used will match the product to be advertised.

## METHODS

This study uses Primary Data, namely data sources that directly provide data to data collectors. In this study, the primary data was in the form of data from questionnaires and interviews conducted by researchers. In this study, the population was 120 customers of PT. Sri Pamela Medika Nusantara Tebing Tinggi, Tebing Tinggi City, in the last 3 months. From the basis for determining the writer's sample based on the Slovin formula with an error tolerance of 10%, the number for the sample is 55 respondents.

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## RESULTS AND DISCUSSION

### Multiple Linear Regression Testing

#### Multiple Linear Regression Results

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	1,049	1,702		,616	,543		
	Job_Description_X1	,347	,104	,347	3,329	,002	,831	1.203
	Communication_Work_X2	,575	,091	,656	6,289	,000	,831	1.203

a. Dependent Variable: Performance\_Employee\_Y

Based on these results, the multiple linear regression equation has the formulation:  $Y = a + b_1X_1 + b_2X_2 + \varepsilon$ , so the equation is obtained:

$$Y = 1.049 + 0.347X_1 + 0.575X_2$$

The description of the multiple linear regression equation above is as follows:

- A constant value (a) of 1,049 indicates the magnitude of the Medical Employee Performance Variable (Y) if the Job Description Variable (X1), the Work Communication variable (X2) is equal to zero.
- The regression coefficient value of the Job Description Variable (X1) (b1) is (0.347) indicating the large role of the Job Description Variable (X1) to the Medical Employee Performance Variable (Y) assuming the Work Communication Variable (X2) is constant. This means that if the Job Description Variable factor (X1) increases by 1 value unit, it is predicted that the Medical Employee Performance Variable (Y) will increase by (0.347) value unit assuming the Work Communication Variable (X2) is constant.
- The regression coefficient value of the Work Communication Variable (X2) (b2) is (0.575) indicating the large role of the Work Communication Variable (X2) to the Medical Employee Performance Variable (Y) assuming the Job Description Variable (X1) is constant. This means that if the Work Communication Variable factor (X2) increases by 1 value unit, it is predicted that the Medical Employee Performance Variable (Y) will increase by (0.575) unit value assuming the Work Communication Variable (X2) is constant.

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**t test (Partial)**

		Partial Test (t)						
		Coefficients <sup>a</sup>				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	tolerance	VIF
Model		B	std. Error	Betas				
1	(Constant)	1,049	1,702		,616	,543		
	Job_Description_X1	,347	,104	,347	3,329	,002	,831	1.203
	Communication_Work_X2	,575	,091	,656	6,289	,000	,831	1.203

a. Dependent Variable: Performance\_Employee\_Y

**Hypothesis Test of the Effect of Job Description Variable (X1) on Medical Employee Performance Variable (Y)**

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

1. Accept H0 If  $t_{count} < t_{table}$  or  $-t_{count} > -t_{table}$  or  $Sig. > 0.05$
2. Reject H0 If  $t_{count} \geq t_{table}$  or  $-t_{count} \leq -t_{table}$  or  $Sig. < 0.05$

From the above, a  $t_{count}$  value of 3.329 is obtained with  $\alpha = 5\%$ ,  $t_{table}$  (5%; 32-2=30) obtained a  $t_{table}$  value of 1.697. From this description it can be seen that  $t_{count}$  (3.329)  $>$   $t_{table}$  (1.697), as well as the significance value of 0.002  $<$  0.05, it can be concluded that the first hypothesis is accepted, meaning that the Job Description Variable (X1) has a significant effect on the Medical Employee Performance Variable (Y).

**Hypothesis Test Effect of Work Communication Variable (X2) on Medical Employee Performance Variable (Y)**

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

1. Accept, If  $t_{count} > t_{table}$  or  $-t_{count} > -t_{table}$  or  $Sig. < 0.05$
2. Reject, If  $t_{count} < t_{table}$  or  $-t_{count} < -t_{table}$  or  $Sig. > 0.05$

From the table above, a  $t_{count}$  value of 6.289 is obtained with  $\alpha = 5\%$ ,  $t_{table}$  (5%; 32-2 = 30) obtained a  $t_{table}$  value of 1.697. From this description it can be seen that  $t_{count}$  (6.289)  $>$   $t_{table}$  (1.697), and its significance value is 0.00  $<$  0.05, it can be concluded that the second hypothesis is accepted, meaning that the Work Communication Variable (X2) has a significant effect on the Medical Employee Performance Variable (Y).

**F test (simultaneous)**

Simultaneous Test Results (F)

		ANOVAa				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	69,256	2	34,628	40,790	,000b
	residual	24,619	29	,849		
	Total	93,875	31			

a. Dependent Variable: Performance\_Employee\_Y

b. Predictors: (Constant), Communication\_Work\_X2, Job\_Description\_X1

The form of hypothesis testing based on statistics and curves can be described as follows:

Decision Making Criteria:

1. If the calculated F value > F table or Sig. < 0.05 then Ha is accepted and H0 is rejected.
2. If the calculated F value < F table or Sig. > 0.05 then Ha is rejected and H0 is accepted.

From the table above, the Fcount value is 40.790. With  $\alpha = 5\%$ , dk numerator: 3, dk denominator: 32-2-1 (5%; 2; 29) the Ftable value is 3.33. From this description it can be seen that Fcount ( 40.790) > Ftable (3.33), and a significance value of 0.00 <0.05, it can be concluded that the third hypothesis is accepted, meaning that the Job Description Variable (X1), Work Communication Variable (X2) have a significant effect together (simultaneously) on Medical Employee Performance Variable (Y).

**CLOSING**

**Conclusion**

Based on the results of the research and discussion in the previous chapter, it can be concluded as follows:

1. It is stated that: From table 4.13 it is obtained tcount value of 3.329 With  $\alpha = 5\%$ , ttable (5%; 32-2=30) obtained ttable value of 1.697 From this description it can be seen that tcount (3.329) > ttable (1.697), likewise with a significance value of 0.002 < 0.05, it can be concluded that the first hypothesis is accepted, meaning that the Job Description Variable (X1) has a significant effect on the Medical Employee Performance Variable (Y).
2. From table 4.13 obtained tcount value of 6.289 With  $\alpha = 5\%$ , ttable (5%; 32-2 = 30) obtained ttable value of 1.697 From this description it can be seen that tcount (6.289) > ttable (1.697), and its significance value is 0.00 < 0.05, it can be concluded that the second hypothesis is accepted, meaning that the Work Communication Variable (X2) has a significant effect on the Medical Employee Performance Variable (Y).
3. From table 4.14, the Fcount value is 40.790. With  $\alpha = 5\%$ , dk numerator: 3, dk denominator: 32-2-1 (5%; 2; 29) the Ftable value is 3.33. From this description it can be



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seen that  $F_{count} (40.790) > F_{table} (3.33)$ , and a significance value of  $0.00 < 0.05$ , it can be concluded that the third hypothesis is accepted, meaning that the Job Description Variable (X1), Work Communication Variable (X2) have a significant effect together (simultaneously) on Medical Employee Performance Variable (Y).

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