

# The Effect of Education, communication, And Leadership on Performance Employee PT Shopee Indonesia

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## ABSTRACT

Objective study This test influence Education, communication, And Leadership to Performance Employee PT Shopee In Jakarta South, Good in a manner Partial nor simultaneous. This research studies descriptive quantitative. The population of this research is PT Shopee employees in South Jakarta number 1,600 people. Sample this research obtained by 94 people with the formula Slovin and the sampling technique is the technique *simple random sampling*. Method statistics used is analysis sis multiple linear regression. Results calculation testing in a manner Partial obtained mark  $t_{count} 3.058 > t_{table} 1.98638$  and value significant of  $0.003 < 0.05$ , value  $t_{count} 2.689 > t_{table} 1.98638$  and value significant as big  $0.009 < 0.05$ , value  $t_{count} 5.820 > t_{table} 1.98638$  and value significant of  $0.001 < 0.05$ . Results calculation testing in a manner simultaneous obtained mark  $F_{count} 113.436 > F_{table} 2.71$  and value significant  $0.000 < 0.05$ . The magnitude coefficient determination of 78.4% and the remaining 21.6% are explained by other variables that have not been examined in this study such as motivation, environment work, and compensation. The conclusion of this research is in a manner simultaneous and partial Education, Communication, and influence influential significant on Performance Employee PT. Shopee In South Jakarta.

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## Introduction

Business e-commerce in Indonesia develop very rapidly Which can seen from many efforts new ones popping up. Face competition ecommerce business very strict company need employees with superior performance. Role management source Power humans are decisive will realization organization, however to lead man is enough thing hard. Employees besides expected able, capable, and skilled also should will and have seriousness For Work effective and efficient.

Shopee is company e-commerce Which managed by SEA Group. Shopee Official Indonesian present in Indonesia in December 2015 which is managed by PT Shopee International Indonesia. Shopee will can be easily accepted by various layer public because shoppee operate business C2C (customers to customers) mobile marketplace, including in Indonesia as well shoppee own diverse category product like electronics, fashion, baby & kids, care & health, equipment sports, even equipment house.

Education is one possible factor influence performance employee. Education on actually is business For develop personality And ability within employee lifetime live. From observations at PT Shopee In Jakarta South, researcher find problem education Which can lower performance employee caused employee not enough motivated to learn things that new to work and some big employees who have education high no can demonstrate knowledge And deep skills work.

Factor communication too influence performance employee. Communication Which Good can become means Which appropriate in increase performance employee. Through communication, employees can request instruction to superior about implementation work. Based on observation on PT Shopee In Jakarta South, problem communication naturally will slow down performance caused employees Because between employee PT. Shopee in South Jakarta does not establish good communication with seller so that Lots happen error in execution work like delivery inappropriate item time or goods that sent broken.

Leadership is key main and strategic in sustainability life something company for achievement objective can achieved in a manner effective and efficient. From observation on PT Shopee In Jakarta South,

researcher can know exists violation happened employees during a year. This is because lack of firmness leader to employee so that employee often do violation like not enough its effective supervising leader work employee so that exists enhancement lateness employee in operate his job like lateness delivery report sales.

Enhancement performance employees in e-commerce businesses can achieved if company notice education, communication, And leadership. Performance Employee asresults Which achieved somebody or group person in organization Which always make an effort reach objective company

## Literature Review

### Theory About Education

According to Sutrisno (2016:63), "Education is business For prepare participant educate through activities guidance, teaching, And exercise for role in period will dating". According to Sutrisno (2016:63) Indicator from education between other : Knowledge, Attitude, Action and Appearance

### Theory About Communication

According to Herlambang (2014:77): "Communication is process activities delivery meaningful news from One party to party others, in business get each other understanding ". According to Herlambang (2014:89): " Indicator from communication between others": Openness, Empathy, Support, Positivity and Equality

### Theory About Leadership

According to Edison, Anwar And Komariyah (2017:87): " Leadership is something actions that affect other people or his subordinates to want Work same for reach certain goals ". According to Edison, Anwar And Komariyah (2017:87): " Indicator from leadership betweenother : Communication, Caring to member And environment, Stimulating member, Guard compactness team and Appreciate difference And belief

### Theory About Performance Employee

According to Mangkunegara (2015:67): " Employee performance is results Work in a manner quality andquantity Which achieved by somebody employee in carry out his job in accordance with responsibility answer given to him ". According to Mangkunegara (2012:18): " Indicator from performance employee between else": Conditions Work, Time Which used or ever carry out work, Quality job, Rate ability in work, Ability evaluate (complaints / objections consumer.

### Framework Conceptual

Following description framework conceptual Which load connection education, omunication, leadership with performance employee.

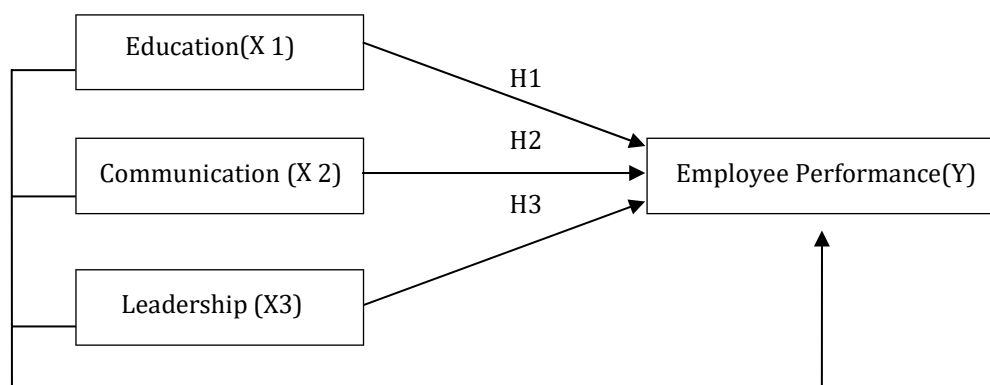


Figure 1. Framework Conceptual

### hypothesis Study

- H 1 : Education influential to Performance Employee PT Shopee in JakartaSouth.
- H 2 : Communication influential to Performance Employee PT Shopee in JakartaSouth.
- H 3 : Leadership influential to Performance Employee PT Shopee in JakartaSouth.
- H 4 : Education, Communication, and Leadership influential on PerformanceEmployee PT Shopee in Jakarta South

## Method

This research uses study descriptive. According to Hermawan and Yusran (2017:5): “ Research descriptive conducted to find out and explain characteristics from a number of variables in a situation ”. This research was conducted at PT Shopee in South Jakarta with an address at Pacific Century Place Tower Lt. 26 SCBD (Sudirman Central Business District) Lot 10, Jl. General Sudirman No. 52-53, Senayan, Kec. Kby. New, South Jakarta City. Research time start month October 2022 to August 2023. The population in this study is PT Shopee employees in South Jakarta number of 1,600 people. sample This study involved 94 employees of PT Shopee in South Jakarta using a simple random sampling technique. Data analysis used is analysis regression double is method statistics to test connection between One variable dependent and more from One variable independent. The testing hypothesis that uses analysis multiple linear regression formulated as follows :

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

### Information :

Y	= Performance Employee
a	= constant
X <sub>1</sub>	= Education
X <sub>2</sub>	= Communication
X <sub>3</sub>	= Leadership
b <sub>1</sub> , b <sub>2</sub> , b <sub>3</sub>	= Coefficient regression (X <sub>1</sub> , X <sub>2</sub> , X <sub>3</sub> ) e
	errors (level error) 5%

### Statistics Descriptive

Statistics descriptive give description of the existing data in this study which consists of from Education, communication, Leadership And Performance Employees. Study This based on 94 employee PT Shopee In Jakarta South And result is :

Table 1. Statistics Descriptive

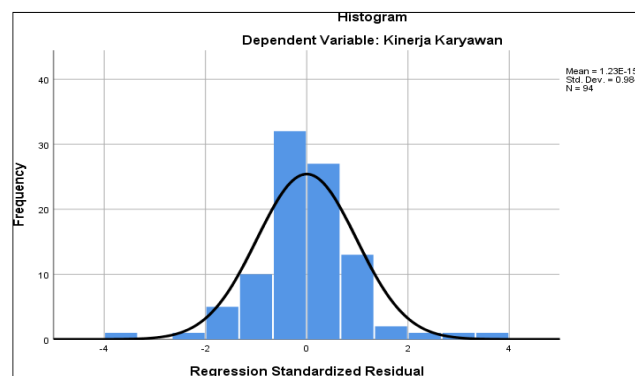
	N	Minimum	Maximum	Means	std. Deviation
Education	94	11	32	23.67	4,926
Communication	94	15	40	29.98	5.166
Leadership	94	16	40	30.14	5,771
Employee Performance	94	13	40	30.36	5,919
Valid N (listwise)	94				

Source : Results Research, 2023 (Data processed)

Table on show that Amount data Which researched (N) is 94 employeePT. Shopee in South Jakarta. Education variable (X<sub>1</sub>) has mark mean 23.67 and mark Standard deviation 4.926. This mean value has mark more big from minimum value 11 and over small from maximum value 32 with. Variable Communication (X<sub>2</sub>) has mean value 29.98 and value Standard deviation 5.166. This mean value has mark more big from minimum score of 15 and over small from maximum value 40. Variable Leadership (X<sub>3</sub>) own mean value 30.14 and value Standard deviation 5.771. This mean value has mark more big from minimum score of 16 and over small from maximum value of 40. Performance Variable Employee (Y) has mean value 30.36 and value Standard deviation 5.919. This mean value own mark bigger from mark minimum 13 And more small from mark maximum 40.

### Test Normality

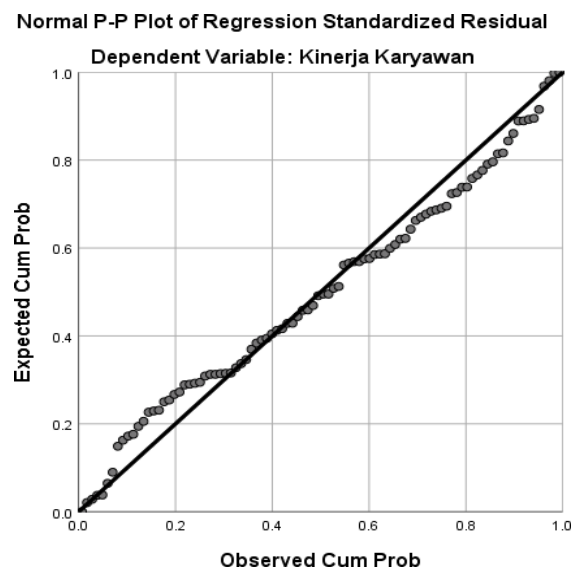
For determine There is nope distribution normal with use test normality. Results test normality can seen namely :



**Figure 2. Graph histogram**

Source : Results Research, 2023 (Data processed)

Histogram chart shows that data pattern forms a curve line tend symmetry (U) No deviated to left or even to right so can said data distributed Normal.



**Figure 3. Graph Normality probability Plot**

Source : Results Research, 2023 (data processed)

Chart this *normality probability plot* shows that data patterns that are already spread across around the diagonal line and follow direction of / around the diagonal line then can said data has distribute with normal. Next test normality done by looking analysis statistics with use approach *Kolmogorov Smirnov*. Following test normality in a manner statistics ie as following :

Table 2. Results Test Kolmogorov Smirnov

N		94
Normal Parameters <sup>a,b</sup>	Means	.0000000270673477
	std. Deviation	
Most extreme Absolute	Differences	.084
	Positive	.068
	Negative	-.084
test Statistics		.084
Asymp. Sig. (2-tailed)		.095 <sup>c</sup>

**One-Sample Kolmogorov-Smirnov test**

Source : Results Research, 2023 (Data processed)

Based on analysis statistics in on show mark significant as big 0.095 or own mark more big from 0.05. This means that  $H_0$  is accepted stated data residual has distributed in a manner normal

### Multicollinearity Test

Test multicollinearity This tested with mark *tolerance* or with mark *variances inflation factor*(VIF). Non- existent results multicollinearity is mark *tolerance* > 0.10 or The same with mark VIF < 10. Here results testing multicollinearity that is :

Table 3. Results Test Multicollinearity  
Coefficients <sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Education	.279	3,589
	Communication	.652	1,535
	Leadership	.275	3,639

a. dependent Variables: Performance Employee

Source : Results Research, 2023 (Data processed)

Multicollinearity test show that mark educational *tolerance* of 0.279 > 0.1, mark communication *tolerance* of 0.652 > 0.1 and value leadership *tolerance* as big 0.275 > 0.1 whereas with mark VIF education as big 3,589 < 10, mark VIF communication as big 1.535 < 10 And mark VIF leadership as big 3,639 < 10. Based on data on can concluded that No happen multicollinearity.

### Heteroscedasticity Test

detect heteroscedasticity is to test There is nope difference in residual variance between period observation. This heteroscedasticity test can seen via :

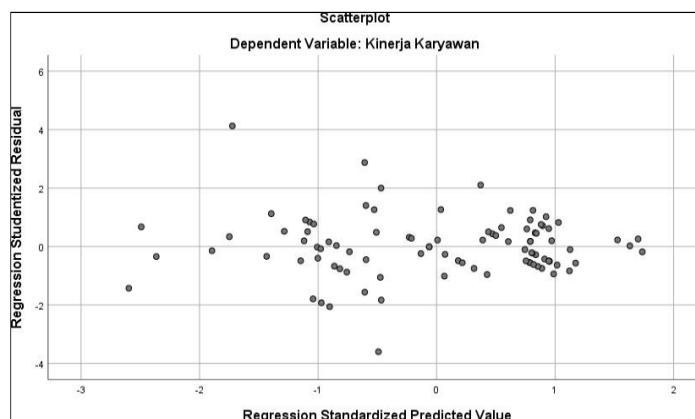


Figure 4. Chart *Scatter plots*

Source : Results Research, 2023 (Data processed)

From chart *Scatter plots* show No There is pattern Which clear as well as dot, dot, dot Which spread to on And in lower 0 so that can concluded No happen heteroscedasticity. Result of chart *Scatter plots* can see also on glejser test with seen from probability its significance, If mark its significance in on level trust 5% so can concluded No contain exists heteroscedasticity.

Table 4. Results Test GlejserCoefficients <sup>a</sup>

Model		Unstandardized Coefficients		standardized Coefficients Betas	t	Sig.
		B	std. Error			
1	(Constant)	3,532	1,170		3.020	.003
	Education	-.065	.071	-.171	-.910	.365
	Communication	.085	.044	.236	1.925	.057
	Leadership	-.086	.061	-.268	-1,416	.160

b. dependent Variables: Absres

Source : Research Results, 2023 (Data processed)

Test Park shows that variable education own Sig value. of 0.365 > 0.05, variable communication own Sig value. of 0.057 > 0.05 and variable leadership own Sig value. of 0.160 > 0.05, so this regression model does not contain heteroscedasticity.

### linear Regression Test

Testing hypothesis Which used in study is with use analysis regression linear double. Results regression double linear can seen as following :

Table 5 Results Analysis Regression linear Double

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		standardized Coefficients Betas	t	Sig.
Model		B	std. Error			
1	(Constant)	.363	1,807		.201	.841
	Education	.336	.110	.279	3,058	.003
	Communication	.184	.068	.161	2,689	.009
	Leadership	.549	.094	.535	5,820	.000

a. dependent Variables: Performance Employee

Source : Results Research, 2023 (Data processed)

From statistics in on so equality regression double can seen on column *Unstandardized Coefficients* part B with formula that is :

$$\text{Employee Performance} = 0.363 + 0.336 \text{ Education} + 0.184 \text{ Communication} + 0.549 \text{ Leadership}$$

Constant 0.363 state that if No There is change variable Education, communication, and leadership, so performance employee Which seen from mark Y experience enhancement of 0.363 units. Coefficient Education regression means 0.336 every education increase equal to 1 unit, then change performance visible employees from mark Y will increase is as big 0.336 unit with presumption variable other stay. Coefficient regression Communication 0.184 It means every increase Communication as big 1 unit, so change performance employee Which seen from mark Y will increase is of 0.184 units assuming variable other stay. Coefficient regression Leadership 0.549 means every increase Leadership as big 1 unit, so change performance employee Which seen from mark Y will increase is as big 0.549 unit with presumption variable other still

### Coefficient Determination hypothesis

Coefficient determination aim For predict connection variable independent in explained variable dependent Which seen on mark *adjusted R Square*.

Table 6 Results Test Coefficient Determination

R model	R Square	adjusted R Square	std. Error of the Estimates
1	.889 a	.791	.784

b. Predictors: (Constant), leadership, communication, Education  
Source : Results Research, 2023 (Data processed)

From coefficient determination show mark as big 0.784, matter This means 78.4% performance employee can be explained by variable Education, communication, And Leadership and the rest (100% - 78.4% = 21.6%) explained by variables the others haven't been examined in this study such as motivation, environment work and compensation

### Testing hypothesis kindly Simultaneous (F Test)

Results testing hypothesis in a manner simultaneous (Test F) are :

Table 7. Results Test F

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Means Square	F	Sig.
1	Regression	2576346	3	858,782	113,436	.000 b
	residual	681,356	90	7,571		
	Total	3257702	93			

a. dependent Variables: Performance Employee

b. Predictors: (Constant), leadership, communication, Education

Source : Results Research, 2023 (Data processed)

F table values is known from mark significant 5% and degrees freedom  $df_1 = 3$  and  $df_2 = 96$  so table got  $F(3;90) = 2.71$ . From criteria this test concluded that mark  $F_{\text{count}} 113.436 > F_{\text{table}} 2.71$  and value significant  $0.000 < 0.05$  then decision accept  $H_4$  Which means in a manner simultaneous Education, communication, And Leadership influential significant to Employee Performance PT Shopee In Jakarta South.

### Testing hypothesis kindly Partial (t-Test)

Testing This aim For see influence every variable independent to variable dependent.

**Table 8. Results Test t**

		Unstandardized Coefficients		standardized Coefficients	t	Sig.
Model		B	std. Error	Betas		
1	(Constant)	.363	1,807		.201	.841
	Education	.336	.110	.279	3,058	.003
	Communication	.184	.068	.161	2,689	.009
	Leadership	.549	.094	.535	5,820	.000

c. Dependent Variables: Performance Employee

Source : Results Research, 2023 (Data processed)

$T_{\text{table}}$  value can seen on the error ( $\alpha = 0.05$ ) using a 2- tailed test obtained mark  $t_{\text{table}}(91; 0.05)$  of 1.98638.

Based on the results SPSS in the top, shows that Education owns mark  $t_{\text{count}}$  as big 3,058  $> t_{\text{table}}$  as big 1.98638 And mark significant as big  $0.003 < 0.05$ , so decision accept a meaningful  $H_1$  in a manner partial Education effect significant to Performance PT employees Shopee In Jakarta South. Communication own mark  $t_{\text{count}}$  of 2.689  $> t_{\text{table}}$  of 1.98638 and a significant value as big  $0.009 < 0.05$ , so the decision accepts  $H_2$  Which means in a manner Partial Communication influential significant to Performance Employee PT Shopee In Jakarta South. Leadership own mark  $t_{\text{count}}$  as big 5,820  $> t_{\text{table}}$  as big 1.98638 and value significant of  $0.001 < 0.05$ , then decision received a significant  $H_3$  in a manner partial Leadership influential significant on Employee Performance at PT Shopee Di Jakarta South

## Discussion

### Influence Education To Performance Employee

hypothesis First show that Education has a mark  $t_{\text{count}}$  of 3.058  $> t_{\text{table}}$  of 1.98638 and a value significant of  $0.003 < 0.05$ , these results show that hypothesis first received which means in a manner partial Education effect significant on Employee Performance of PT Shopee in South Jakarta. The results of this study are consistent with the study of Muhibin And Widodo (2018) Which state that Education is influential and significant in the Performance of Employees.

### Influence Communication To Performance Employee

The second hypothesis shows that Communication own mark  $t_{\text{count}}$  of 2.689  $> t_{\text{table}}$  of 1.98638 and value significant of  $0.009 < 0.05$ . These results show that the second hypothesis is accepted which means in a manner Partial Communication influential significant on Employee Performance of PT Shopee in South Jakarta. The results of this study are consistent with study Chairunnisa, etc al (2021) Which state that Communication influential significant on Performance Employees.

### Influence Leadership To Performance Employee

hypothesis third show that Leadership own mark  $t_{\text{count}}$  of 5.820  $> t_{\text{table}}$  of 1.98638 and value significant of  $0.001 < 0.05$ . These results show that hypothesis third accepted which means in a manner Partial Leadership influential significant on Employee Performance of PT Shopee in South Jakarta. The results of this study are consistent with study Darmayoga, Suwandana And Adi (2020) Which state that Leadership influential significant to Performance Employee..

## Conclusion

1. Calculation results First obtained t value count 3.058  $> t_{\text{table}}$  1.98638 and value significant as big 0.003  $< 0.05$  means Education influential significant to Performance PT employees Shopee In Jakarta South.

2. The second calculation result is obtained t value count 2,689 > t table 1.98638 and value significant as big  $0.009 < 0.05$  means Communication influential significant to Performance PT employees Shopee In Jakarta South.
3. Calculation results third obtained t value count 5,820 > t table 1.98638 and value significant of  $0.001 < 0.05$  means Leadership influential significant on Performance PT employees Shopee In Jakarta South.
4. Results calculation fourth obtained mark F count 113,436 > F table 2.71 And mark significant  $0.000 < 0.05$  means Education, Communication, and Leadership influential significant to Employee Performance PT Shopee In Jakarta South.
5. The magnitude coefficient determination is 78.4% And the rest 21.6% explained by variables others who haven't investigated in research This like motivation, environment Work and compensation..

## Suggestions

Based on the problem which has researched, filed suggestions as following :

1. For PT Ark great Medan. Increase knowledge employee through education, give information Which clear through communication And increase supervision through leadership.
2. For Faculty Economy University Prime Indonesian, Got publish results study This and later can made as material reference for researcher furthermore
3. For researchers next. Recommended For add variable other in outside from variable Which researched by researcher
4. For researcher. Can add insight and knowledge related to performance employee order later can practiced in in work

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