The Influence Of Communication And Work Motivation On Non-Civil Servant Education Staff In The Rectorate Environment Of Andalas University

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Abstract – **This study aims to determine the influence of communication and work motivation on the performance of non-civil servant education staff in the rectorate environment of Andalas University, both partially and simultaneously. The research method used is descriptive quantitative, with a population comprising all non-civil servant education staff in the rectorate environment of Andalas University, totaling 379 individuals. The sampling technique used is Probability Sampling with Herry King's Homogram technique, resulting in a sample of 68 people. The data analysis method employed includes multiple linear regression analysis, t-test, F-test, and the determination coefficient test using SPSS software as the analytical tool. The analysis yielded the regression equation $Y = 7.672 + 0.172X_1 + 0.404X_2 + e$. The t-test results show that the communication variable has a positive and significant partial effect on performance with a calculated t-value greater than the critical t-value (2.758 > 1.668) and a significance level of 0.008, which is less than 0.05. The work motivation variable also has a positive and significant effect on performance, with a calculated t-value greater than the critical t-value (4.538 > 1.668) and a significance level of 0.000, which is less than 0.05. The F-test results indicate that the communication variable (X_1) and work motivation variable (X_2), when tested simultaneously, have a positive and significant effect on the performance of employees in the Nanggalo Sub-district Office, Padang City, with a calculated F-value greater than the critical F-value (21.377 > 3.14) and a significance level of 0.000, which is less than 0.05. The determination coefficient (Adjusted R Square) is 0.378, meaning that the independent variables explain 37.8% of the variance in the dependent variable, while the remaining 62.2% is influenced by other variables not discussed in this study.**

Keywords – *Communication, Work Motivation, Performance.*

I. INTRODUCTION

Entering the era of globalization, the need for resilient human resources cannot be denied. In facing this new era, organizations or companies will encounter increasingly complex competition in terms of variety, intensity, and scope, perhaps unlike anything they have experienced before. As a result, organizations require resilient individuals who can quickly adapt to every change

that occurs and are capable of working through their skills and tasks effectively. Human resources play a crucial role in helping companies grow. Human resources are considered a key asset for achieving organizational goals (Laksono & Wilasittha, 2021: 249-258).

In fulfilling its role as an academic institution and in developing its human resources, Andalas University must pay close attention to communication and motivation, which can enhance the performance of its non-civil servant education staff, particularly within the Rectorate building. The goal is for these non-civil servant staff to effectively carry out their primary duties and functions in accordance with the expected work procedures, thereby achieving the vision, mission, and work programs of Andalas University.

In the article "The Role of Feedback in Communication: A Review," Johnson (2022) defines communication as the process of conveying information, ideas, and emotions between individuals or groups, involving an exchange of messages that can be understood. Communication encompasses various channels, both verbal and nonverbal, and involves crucial feedback aspects to ensure that messages are received and comprehended effectively.

The initial observations conducted by the researcher indicate that communication within the workplace is still not functioning optimally. This is due to existing barriers in the flow of information from supervisors to employees. The barriers arise because information from supervisors is conveyed through multiple channels, leading to several alterations in the information itself. Each channel tends to modify the information, resulting in a decrease in clarity and accuracy during communication. The researcher found that some non-civil servant education staff still communicate or provide information outside the context of their work, such as discussing celebrity gossip, political matters, and other topics deemed unnecessary, which can disrupt their tasks. Additionally, some non-civil servant education staff communicate while engaged in other activities, such as trying to convey information to other colleagues without making eye contact with the interlocutor, which renders the communication ineffective.

According to Novitasari (2018), motivation is crucial as it aims to enhance employees' work enthusiasm and job satisfaction, increase productivity, maintain company stability, improve employee discipline, create a positive work atmosphere and relationships, and foster employee loyalty, creativity, and participation. However, work motivation among non-civil servant education staff remains inadequate, as evidenced by several non-civil servant employees who do not report to work without valid reasons, indicating a lack of work motivation or reluctance to come to work. Some non-civil servant education staff express feelings of insufficient appreciation from their supervisors, leading to decreased job satisfaction and lower work enthusiasm. Additionally, several non-civil servant education staff appear lethargic and lack motivation while performing their tasks. The lack of work motivation among employees can result in a decline in performance for some individuals.

As observed by the researcher, non-civil servant education staff in the rectorate environment of Andalas University still pay insufficient attention to improving their performance. Some non-civil servant education staff tend to approach their work with a lack of seriousness, focusing merely on completing tasks quickly. There are individuals among the non-civil servant education staff who feel unmotivated to enhance their performance. This situation is influenced by several factors, including the communication practices of the education staff, whether upward, downward, or peer communication. Besides effective communication, education staff must also possess high work motivation. This issue has drawn the attention of the leadership within the rectorate of Andalas University.

Therefore, this research is crucial as its findings can serve as a reference for the leadership of Andalas University, particularly within the rectorate, in enhancing the performance of non-civil servant education staff. The hypotheses of this study are as follows:

H_1: There is a suspected influence of communication on the performance of non-civil servant education staff in the rectorate environment of Andalas University.

H_2: There is a suspected influence of work motivation on the performance of non-civil servant education staff in the rectorate environment of Andalas University.

H_3: There is a suspected influence of communication and work motivation on the performance of non-civil servant education staff in the rectorate environment of Andalas University.

II. METHODOLOGY

This study employs a descriptive statistical analysis model. The population of this research comprises all non-civil servant education staff within the rectorate environment of Andalas University, totaling 379 individuals. The sampling technique is conducted using probability sampling with Herry King's Nomogram technique, resulting in a sample of 68 individuals. Instrument testing (Validity and Reliability Testing) and hypothesis testing (Multiple Linear Regression Analysis, t-test, F-test, and Determination Coefficient test) are performed using SPSS Statistics 25 software.

III. RESULTS AND DISCUSSION

Results of Multiple Linear Regression Analysis. Based on the data processing conducted using SPSS, the analysis of the influence of communication and work motivation on the performance of employees yielded the results of the multiple regression analysis, as shown in the following table:

Tabel 1.Results of Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,672	2,797		2,743	,008
	Communication.	,172	,062	,285	2,758	,008
	Work Motivation	,404	,089	,469	4,538	,000

a. **Dependent Variable:** Performance
Source: Processed primary data, 2024

Based on data analysis using SPSS Statistics 25, the following regression equation was obtained:

   Y = 7.672 + 0.172X1 + 0.404X2 + e

1. The constant value is 7.672, which means that if there is no change in the variables of communication and work motivation (X1 and X2 = 0), the performance of Non-PNS Educational Staff in the Rektorat of Universitas Andalas will be 7.672 units.

2. The regression coefficient value for communication is 0.172, which means that for every increase of 1 unit in the communication variable, the performance of Non-PNS Educational Staff in the Rektorat of Universitas Andalas will increase by 17.2%, assuming that the work motivation variable remains constant or unchanged.

3. The regression coefficient value for work motivation is 0.404, which means that for every increase of 1 unit in the work motivation variable, the performance of Non-PNS Educational Staff in the Rektorat of Universitas Andalas will increase by 40.4%, assuming that the communication variable remains constant or unchanged.

Results of the t-Test (Partial)

The results of the t-test (partial) can be seen in Table 1 of the t-test results. The communication variable (X1) has a positive and significant effect on performance (Y) with a significance value of 0.008 < 0.05. This can also be observed from the t-value being greater than the t-table value, with degrees of freedom (df) = n - k = 68 - 3 = 65 (1.668). Therefore, the t-value (2.758) > t-table (1.668), indicating a positive and significant partial effect of the communication variable (X1) on the performance variable (Y). The work motivation variable (X2) also has a positive and significant effect on performance (Y) with a significance value of 0.000 < 0.05. This is similarly shown by the t-value being greater than the t-table value, with df = n - k = 68 - 3 = 65 (1.668). Thus, the t-value (4.538) > t-table (1.690) indicates a positive and significant partial effect of the work motivation variable (X2) on the performance variable (Y).

Results of the F-Test (Simultaneous)

The results of the F-test can be seen in the table below:

Table 2. Results of the F-Test
ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	208,514	2	104,257	21,37	,000[b]
	Residual	317,016	65	4,877		
	Total	525,529	67			

a. Dependent Variable: Performance

b. Predictors: (Constant), Work Motivation, Communication
Source: Processed primary data, 2024

Based on the results of the test in the table above, it can be seen that the calculated F value (Fhitung) is 21.377 and the table F value (Ftabel) with df1 = k-1 (3-1) = 2 and df2 = n-k (68-3) = 65 is 3.14. Thus, it can be concluded that Fhitung (21.377) > Ftabel (3.14) and the significance level of 0.000 < 0.05, indicating that, collectively, communication (X1) and work motivation (X2) have a positive and significant effect on the performance (Y) of Non-PNS Educational Staff in the Rektorat of Universitas Andalas. Results of the Coefficient of Determination Test (R²):

Table 3. Results of the Coefficient of Determination

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,630[a]	,397	,378	2,208

a. Predictors: (Constant), Work Motivation, Communication
b. Dependent Variable: Performance
Source: Processed primary data, 2024

Based on Table 3, it is known that the coefficient of determination is represented by the Adjusted R Square value of 0.378. This means that the independent variables in this study, namely communication and work motivation, contribute to the dependent variable, performance, by 37.8%, while the remaining 62.2% is explained by other variables not discussed in this study.

The Influence of Communication Variable on Performance

From the results obtained, it can be concluded that the performance of Non-PNS Education Staff in the Rektorat of Universitas Andalas can be influenced by the communication established among the Non-PNS Education Staff in the Rektorat of

Universitas Andalas. This research finding is supported by the study of Mulyeni, S (2018) titled "The Influence of Communication and Work Motivation on Employee Performance at PT PLN (Persero) Unit Pelayanan Dan Jaringan Padalarang, West Bandung Regency." The results indicate that there is a positive and significant influence of the communication variable on employee performance.

The Influence of Work Motivation Variable on Performance

From the results obtained, it can be concluded that the performance of Non-PNS Education Staff in the Rektorat of Universitas Andalas can be influenced by the work motivation possessed by the Non-PNS Education Staff in the Rektorat of Universitas Andalas. This research finding is supported by the study of Hustia (2020) titled "The Influence of Work Motivation, Work Environment, and Work Discipline on Employee Performance at Companies Operating from Office During the COVID-19 Pandemic at PT. CS2 Pola Sehat Palembang." The results indicate that there is a positive and significant influence of the work motivation variable on employee performance.

The Influence of Communication and Work Motivation on Performance

Based on the results obtained, it can be concluded that the communication variable (X1) and work motivation variable (X2) jointly have a significant influence on the performance of Non-PNS Education Staff in the Rektorat of Universitas Andalas. This research finding is supported by the study of Mulyeni, S (2018) titled "The Influence of Communication and Work Motivation on Employee Performance at PT PLN (Persero) Unit Pelayanan Dan Jaringan Padalarang, West Bandung Regency." The results indicate that in the simultaneous test, the dependent variable is influenced by all independent variables. This is evidenced by the calculated F value for the communication and work motivation variables being 20.684, and the table F value is 3.30, with the condition that the calculated F value > table F value and the significance value < table significance or (20.684 > 3.30) and (0.000 < 0.05). Therefore, it can be concluded that together, communication and work motivation have a positive and significant effect on employee performance.

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IV. CONCLUSION

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Based on the results of the research conducted, the following conclusions can be drawn:

The communication variable (X1) has a partial and significant effect on performance (Y) with a significance value of 0.008 < 0.05. This is also evident from the t-value, where $t_{\text{hit}} > t_{\text{table}}$ with $df = n - k = 68 - 3 = 65$ (1.668). Thus, the t-value. $t_{\text{hit}} (2.758) > t_{\text{table}} (1.668)$, indicating a positive and significant partial effect between the communication variable (X1) and the performance variable (Y). The work motivation variable (X2) also has a partial and significant effect on performance (Y) with a significance value of 0.000 < 0.05. This can also be seen from the t-value, where $t_{\text{hit}} > t_{\text{table}}$ with $df = n - k = 68 - 3 = 65$ (1.668). Therefore, $t_{\text{hit}} (4.538) > t_{\text{table}} (1.690)$, which indicates a positive and significant partial effect between the work motivation variable (X2) and the performance variable (Y).

1. The communication variable (X1) and the work motivation variable (X2) together have a significant effect on the performance of Non-PNS Educational Staff within the Rektorat of Universitas Andalas, with an F-value of 21.377. The F-table value with $df_1 = k - 1 (3 - 1) = 2$ and $df_2 = n - k (68 - 3) = 65$ is 3.14. Thus, it can be concluded that $F_{\text{hit}} (21.377) > F_{\text{table}} (3.14)$ and the significance level is 0.000 < 0.05.

2. The coefficient of determination is found in the Adjusted R Square value, which is 0.378. This means that the independent variables in this study, namely communication and work motivation, contribute to the dependent variable of performance by 37.8%. The remaining 62.2% is explained by other variables not discussed in this study.

Based on the conclusions from the research findings, the author offers the following suggestions:

1. It is recommended that the leadership within the Rektorat of Universitas Andalas focus on the communication practices of Non-PNS Educational Staff to enhance clarity, accuracy, context, flow, and culture in their communication. The communication established by the Non-PNS Educational Staff at the Rektorat of Universitas Andalas can significantly impact their performance.

2. It is advised that the leadership at the Rektorat of Universitas Andalas pay attention to the work motivation of the Non-PNS Educational Staff, in order to improve their job satisfaction and processes in carrying out their work.

3. For future research, it is suggested to utilize a wider variety of variables and a larger sample size, so that the results obtained can surpass those of this study.

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