

## **ANALYSIS OF LABOR PRODUCTIVITY RESULTS MOTOR SALES AT PT XYZ BEKASI INDONESIA**

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### **ABSTRACT**

*The company's management in the science of labor productivity is a very important thing is its influence on the sales process, if supported by the presence of the factor of human resources. We need to know the sales activity is influenced by the ability of labor to produce a sale. The purpose of this research was conducted by the authors is to know the level of labor productivity at the company in this case PT XYZ that is in the area of BEKASI in West Java. Technique of data analysis is a descriptive research that is categorized in to get an overview or description of systematically about the productivity of the workforce that will generate output on the product produced. From the results of the analysis of the number of sales orders according to consumers beginning in 2003 until 2014, there is known to be the largest total sales in 2004, i.e. as many as 1.23 million units, while total sales of at least there in 2014 as much as 1.10 million units.*

*The results of the analysis of labor productivity, the selling value of the goods at each stage of the sale based on the number of employees working. By looking at the number of employees of PT XYZ BEKASI is low, then the value of the product will also be low, so a lot of at least the total employees greatly affect the selling of products. Then, to get a high selling price need to pay attention to the quality of human resources and increase the productivity of labor.*

*Keyword: Sales Analysis, Productivity Analysis, labor, employee.*

### **1. INTRODUCTION**

To determine whether an employee was productive or not, can be performed with the measurement of productivity. Without measurement, then we may not be able to say that the person is a productive while we don't measure it, then the conclusion is taken with speculation, there is not scientific or the conclusion could not be accounted for.

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Become the standard measurement in decision making, if the results of the measurements turned out low work productivity, then in decisions a leader surely would spawn a variety of factors that can increase the productivity of work, thus in the future will be an increase in productivity.

- Based on the results of the sale

Sales / results = Total Number Of Workforce

- Based On Added Value

Added Value / = Total Number Of Workforce

Sales / Results = Total Labor Costs

- Based On The Results Of The Sale

Sales / Results = Labor Marketing

- Based On Added Value

Added Value / = Number Of Labor Part Production

Some of the reviewers about the productivity model of one j. Raviyanto's son (1988), a measure of labor productivity showed on the efficiency of the production process are reviewed from the perspective of one of the production, the manusiannya element. For example how to calculate labour productivity using sale proceeds or wear value added as output. J. Raviyanto Son (1988), mentioning the many ways to improve productivity include:

- a. by increasing output and maintaining entries.
- b. Increase the output by proposi greater than value added input.
- c. Increase output and lower input.
- d. Maintain output and lowering the input.
- e. Lower output and lowering the input with a larger proportionality.

By improving productivity means re-arrange and combine the productive factors such that generate higher performan. In addition to the above, in an effort to increase the productivity of employees of a company will mengadakan training. Training-the training can be done with menyesuaikan where the employee is placed. Training can be done periodically held training either internally or by an external party. If an employee has a high productivity, and give you an advantage against its speed of growth a company then it can be awarded. The award may be awarding bonuses or compensation.

From the description of the background, the authors are interested in researching more about the industries that have sales of motor with the review in terms of labor productivity, where it will affect the results of sales at PT XYZ Bekasi. On the basis of the blurb writers interested in putting it together with the title: "the analysis of LABOR PRODUCTIVITY AGAINST MOTOR SALES RESULTS on PT BEKASI XYZ"

## **2. LITERATUR REVIEW**

### **Human Resource Management.**

Productivity is the ratio or ratios between outcomes (output, output) and all the sacrifices (cost) to bring about those results (input, input) (Disambiguation, 1984, p. 1). Inputs may include the cost of production (production cost) and the cost of equipment (equipment cost). While output can consist of sales (sales), earnings (income), market share, and damage (defects) (Gomes, 1995, p. 157).

Labor productivity is one of the size of the company in achieving its goals. Human resource is the most strategic elements in the Organization, must be recognized and accepted by the management. Increased productivity of work can only be done by humans (Siagian, 2002, p. 2). Therefore the workforce is an important factor in measuring productivity. This is caused by two things, among others; First, because of the magnitude of the cost that was sacrificed for labor as part of the largest cost to the procurement of products or services; Second, because entries on other factors like capital (Disambiguation, 1993, p. 1).

According to Anoraga and Suyati, (1995, p. 119-125) the productivity contain notions with regard to economical, philosophical concepts and systems. As the concept of economically, productivity deals with human efforts or activities to produce goods or services that are useful for the fulfillment of human needs and the community at large.

As a philosophical concept, productivity contains view of life and the mental attitude that is always striving to improve the quality of life where the State today must be better than yesterday, and the quality of life should be better tomorrow than today. This gave the impetus to try and develop themselves. While the concept of the system, giving guidelines to the thought that the achievement of a purpose there should be cooperation or alignment of the relevant elements as a system.

It can be said that productivity was the result of a comparison between the work of the employees with the sacrifice that has been issued. This is in accordance with the opinion of Sondang p. Siagian that productivity is: "Ability to benefit the most from the available infrastructure and facilities by generating optimal output even if it is probably the maximum."

Many research results that showed that productivity was greatly influenced by factors: knowledge, skills, abilities, attitudes, and behaviours of the workers who are in the Organization so much productivity improvement program put such things as essentially assumptions (Gomes, 1995, p. 160). Other notions of productivity is a universal concept of creating more goods and services to human life, to use the limited resources (Tarwaka, Bakri, and Sudiajeng, 2004, p. 137).

According to Manuaba (1992) increased productivity can be achieved by holding down the last detail all sorts of costs included in utilizing human resources (do the right thing) and increase the output of most (do the thing right). In other words, that productivity is a reflection of the level of efficiency and effectiveness of work in total (Tarwaka, Bakri, and Sudiajeng, 2004, p. 138). According to Sinungan, (2003, p. 12), in general productivity is defined as the relationship between physical or tangible results (goods or services) with the inclusion of the real thing. Productivity is also defined as the level of efficiency in producing goods or services. Productivity is also defined as:

a. size comparison of prices for the input and results

b. differences between the collection of the amount of the expenditure and input expressed in units (units).

The most famous productivity measure relating to manpower can be calculated by dividing the expenditure by the amount used or the hours of working people.

#### The Measurement Of Labour Productivity

The measurement of labour productivity according to the system the physical individual income/per person or per hour of work the person is widely accepted, but from the point of view of daily supervision, measurement/-the measurements are generally unsatisfactory, due to the presence of the variation in the amount needed to produce one unit of different products. Therefore, the measurement method used labor time (hours, days or years). Expenditure is converted into units of workers which is usually defined as the amount of work that can be done in one hour by a trusted worker who works according to the implementation of the standard. Because the input or results can be expressed in time, labor productivity can be expressed as a simple index = results in standard hours: Entries in the hours time.

To measure a company's productivity can be used two types of measure the human, i.e. hours of work hours of work must be paid and the hours of work Yes

### **3. RESEARCH METHODS**

#### **A. Time and place of Research**

Research conducted by the author at the time of the month August-september 2015. Data obtained by the author of the data center penjulana PT XYZ based in bekasi, West Java. After the data in the can by the author in advance in the sport.

#### **B. Object Of Research**

That became the object of research here is PT. XYZ in bekasi, West Java, Indonesia. The author uses the term PT XYZ company asked for the party because of the secrecy of sales data that has been provided.

#### **C. Analysis Of Research Data**

Data analysis in this study uses descriptive data analysis techniques of kauntitatif, where the data can be any number of numbers will be in deskriptifkan by the author in the form of exposure.

### **4. RESEARCH RESULTS**

Everyone understands the benefits of increasing production, we invested a lot of money, buying a lot of labor, buy and earn money even more. Unfortunately, this is not necessarily true that occurs does not match our expectations. Sometimes total profits only increased very little.

A more interesting alternative is to increase productivity. This means increasing output by using investment, labor, and a fixed machine. Variable costs such as material bakan increase in proportional to the output, but its operational costs will remain the same.

Therefore the contribution to profit from every sale is an additional lever against the allocation of the number of units previously to operating costs. The increase of 20% in produktivitas on the type of company manufaktur dengan the composition of the raw material cost of 30%, 40% in operating costs (all labor costs and fixed costs) and 30% would generate profits of 46.5% increase in operating profit. Increased productivity by 20% would result in an increase in profit of 46.5%!

Does that seem a bit far-fetched? Let's trace mechanism so that we are sure that this all can be understood. First we have increased overall sales by 20%. Some of the proceeds from the sale are used to pay for the increase in raw materials. The increase in raw materials is by 20% from 30% or 6%. So now we have increased revenue by  $20\% - 6\% = 14\%$ . Let's see how the relative increase in profits. The increase should be  $14\%/30\% = 46,66\%$ . We rounded into 46.5%.

Let us examine another alternative that is commonly used to increase profits – pressing charges. What is the effect of the reduction in the overall operating costs of 10% on the same level of output 100%? The achievement of a 10% is a significant cost savings, right? The cost of operations is of 40%, 10% of the 40% is 4%. So if we save costs by 4%, then the profits will rise by  $4\%/30\% = 13\%$ . Let us create the illustrations. Now we have the option, increased profits by 13% due to significant cost cutting, or an increase in profit of 46.5% due to a significant increase in productivity. Which one is better?

Of course if we choose a fare reduction, we should be pretty sure that the fare reductions do not affect critical functions in the system.

In addition, alternatives which provide more potential for sustainable improvements can do? Of course we can cut our expenses on an ongoing basis, but how much we can cut expenses at the next opportunity, 10% again? It seems not. Perhaps only 5%. After one or two times improvement, the potential for further improvement is nil. And what if sales increased after cutting costs several times?

Otherwise, what is the potential to improve productivity more than once? Very good, even in fact is not limited to, the real way to make improvements sustainable. This can provide increased productivity gains and is also not limited.

One last little: many companies are growing by acquisition; they increase the ekuitasnya in the market and acquiring other businesses to increase the overall value through synergies. What we are proposing above is the actual, organic growth can generate strong cash flow so that it can develop greater business again.

Increase productivity in a period of Low growth rates

In many places around the world today, high growth rates are simply a memorable stay. Of course in some places, deflation has been arranged. How can we accommodate this situation?.

Taiichi Onno, who discovered Just In Time, Toyota has said:

"in the period of high growth, productivity can be improved by anyone. But how much could do so in difficult situations that cause low growth rates? It is the factor that determines the success or failure of a company. "

Why, then companies are not rushing to increase produktivitas and its advantages?

Simply put, the company is always limited its growth by one or two delimiters. Well it can not be produced in large quantities – in this case the company limited by production capacity. Or they can't sell with a lot – in this case a limited company by the market.

"some people in this world can increase productivity while decreasing production quantity. Even with just a single person, the character of business operations will be able to become stronger "

### **5. Description of the process of sale on XYZ PT Bekasi**

From the results of research, PT Bekasi XYZ in the process of Sales is as follows: 1) each order of motor half so arrived, first lowering the motor still in trucking and put it outside, exactly in front of the company to immediately clean up. 2) after performing the cleaning, motor entered the next stage, namely the stage of sanding. The type of paper used is the sandpaper paper fine sandpaper. Sanding serves to soften the fibres in the wood feels rough. 3) the next stage after sanding was stage pendempulan on wooden parts of the hollow. PuTTY material itself is a blend of night burn, lime and ongker. After that diampelas again until it feels smooth. 4) the next stage is the stage of administering Basic or plitur may also be called stage of erosion because of the mix made from lime, water and ongker yellow. This stage aims to coat the wood before it pemlituran second, so that the next layer of plitur can be attached to strong and durable. 5) to the next stage of the process of granting a second lapisan plitur. The material is a mixture of serlak, ongker and spirtus. Plitur upholstery this second aim to establish the color of the wood surface on the motor. 6) To the next process is the final layer of plitur granting stage. Mix the ingredients basically be spirtus and serlak. Plitur upholstery end aims to fine-tune and embellish color wood surface on the motor.

The level of productivity of the workforce against the sale proceeds

In the development of the level of productivity of the workforce On PT XYZ often experienced ups and downs in Sales. From the results of the observations that I did on XYZ PT Bekasi, I see the total sales generated from 2003 up to the year 2014 often experienced a decrease in sales, although in certain years have experienced a rise, but the increase in sales experienced by PT Bekasi XYZ is not equilibrium with declining.

From the observations which I have done, there has been a decline in labor productivity that have an impact on the outcome of the sale. Sales results from 2003 up to the year 2014 can be seen from the table, according to consumer booking sales results as follows:

Table 1: Total sales according to consumers on Booking PT XYZ Bekasi 2003-2014

Year	Revenue (In million units)
2003	1,22

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2004	1,23
2005	1,16
2006	1,22
2007	1,19
2008	1,15
2009	1,13
2010	1,12
2011	1,19
2012	1,17
2013	1,15
2014	1,10

*Sources : Proceed by author (PT XYZ)*

From the above table it can be known to total sales there are at most in 2004 as many as 1.23 million units, while total sales of at least there in 2014 IE 1.10 million units.

## **6. Some Weaknesses Concerning The Labor Productivity**

A company generally has implemented a system of order performance for its employees in berproduktivitas, namely a draft or a plan to set a minimum target in any sales for each year. PT XYZ Bekasi also have implemented system performance order to employees, but the company is not so noticed in terms of minimum targets set in each sale, so that employees are not so encouraged and less excited in work. Highlight of this company is the end result that is the quality of the colors on the motor and the quality of the parts on the motor is also highly noted finishing process starting from the beginning up to the final stage. This is one of the factors of weakness from PT XYZ Bekasi influential once against the increased productivity of labor.

As for some of the other factors that become a weakness in labour productivity, among other things: 1) lack of direct attention from the main leaders to its employees. Suppose in terms of payroll and wages weekly extra for overtime work, it still qualifies as felt mediocre to meet daily needs for its employees. 2) lack of

motivation and an additional briefing directly from the main leadership to its employees. Motivation, direction and guidance ever given by PT XYZ Bekasi to employees already rarely done back lately. 3) Discipline is a mental attitude that is reflected in the behaviour of individual deeds or group or community in the form of compliance with the regulations. The lack of cultivation of the awareness of the discipline that is owned by some employees of PT Bekasi XYZ can also affect productivity. Suppose in terms of attendance in attendance, some employees sometimes do not enter without permission, even though the work was banyak-banyaknya orders from consumers so most employees who sign in at that point become kuwalahan due to take up the job. Attitudes like that that can lead to decreased against the sale proceeds. 4) outpouring of working time is hours of work are used in all activities of the sales process. Hours of work augmented will increase the productivity of labor. PT XYZ Bekasi in measuring employee performance productivity by way of compare between employees working in overtime with employees which is not overtime. It is done to find out the level of the number of products produced by the employees. With the sense that employees who work overtime can result in products that are more than employees not overtime. Unfortunately, increased work hours or overtime given PT XYZ Bekasi to employees rated is very less than optimal and not proportional to the number of

Consumer sales are booked when booking sales from consumers being crowded. So the target sales of consumer orders cannot be solved with just in time.

To overcome these weaknesses, then the author advocated in then do it the following:

Work productivity can be seen from its output. This is the key to distinguishing people successfully or unsuccessfully. Productivity is a person's ability to complete the work. In a certain time with good quality. Work productivity can be seen from its effectiveness and efficiency. As well as the mental attitude that always want to improve continuously.

### ***1. Working time which is earlier***

Start the habit of getting up earlier. When waking up early, the day becomes longer. Could do more things. The morning calm is the most suitable time for us to solve this issue, because in the morning brain relax. The mind is far more sharply. Nearly 80% of successful people get up earlier than most people. Research from Roehampton University in the United Kingdom by Dr Joerg Huber concludes that early risers to make the body healthy, good mood. Wake up in the morning tend to make people more happy and productive.

### ***2. The existence of a focused objective***

The thing that differentiates successful entrepreneurs with a more successful entrepreneurs is their goal. They set goals. The objectives should be specific, clear and precise. Because the goal of good will steer us directly focused on what we want to achieve. The purpose is very important to increase productivity in order to get maximum results.

### ***3. The existence of the work priorities will be funded***



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Many things are done every day. Make us feel am committed. So that later there's not any one thing done. Start list job listings. Sort by priority. Specify the end date or hours completed. So can focus. Complete step by step so that work productivity can be enhanced.

#### ***4. use of process time deadline in working***

Deadline in Need so that performance can be well-organized. Deadline Can Improve work productivity. Deadline will create more jobs as well as provide complete encouraged efficiency in time.

#### ***5. At the start of the now***

Getting started is the hardest part. There is a saying say 1000 miles starts at one step. When the successful launch, we will dissolve the finish work. Start is better than thinking about everything and did not complete a single one. With the Start then we are running to become productive.

#### ***6. The existence of the use of time every time scales work***

The goal is to be able to measure how fast or slow you are working. If you need to compare it with co-workers. To get an idea of how well in maximizing time. This will help us be more productive. We could measure the productivity of the work itself.

#### ***7. DO the ANALYSIS on EACH TASK***

Productive people know how to spend the energy they have. Productive people do an analysis of whether the work is already done with right and up. This can improve work productivity.

#### ***8. Process time enough rest when working***

Take five minutes or ten minutes. To rest. It is important to rest the brain. The average concentrations range between adults only 20 minutes, although there are studies recommend a 15-minute break every two hours. This depends on the challenges of the job. The level of difficulty. Take a short break. Rest is important to improve work productivity. Can walk, get out of the workspace. After sitting or standing, stretch your joints. The bottom line is rewarding yourself, rest for a moment. Use it to refresh mind and body. Or just as a breath of fresh air at lunch time.

In Aquarius Resources we started to break 10 minutes after 1.5 hours of work. You can decide yourself how long it takes to break in order to improve work productivity.

#### ***9. Additional knowledge for innovation of a product***

Updating knowledge is very important. We can learn from anywhere. Add to our knowledge. Such as: reading books, Sharing together with colleagues, ask if you have a constraint on the job. By adding knowledge and willing to learn then our productivity will increase.

#### ***10. The presence of the awarding of reward***

Occasionally required to provide reward top work or achievement that is already done. Awards for yourself it is important to motivate and boost morale. If we just could not appreciate yourself, how other people can appreciate us?

Consciously or not, we sometimes forget that occasionally we are eligible to receive a "reward" for what has been done so far. Instead of a boyfriend, employer, or someone else, but from yourself. TODO piled up, the pressure of office environments.

Fixed to us that we have the right to obtain recognition of what has been done. Not in the measure of the success that has been achieved but a look at the extent to which the process has been living. Reward for yourself to be given as a tribute and gratitude to what has been done. This can help us improve the work productivity.

***11. The existence of mindsite is good in working***

If possible, you go work out. Once in a while you get to work in different places. You can change the visual perspective. As to the park or Cafe. It could also be in the lobby of the Office. As long as you don't feel limited to the wall or in the same room. This can increase productivity and creativity. This location may still be busy with life and chat. But they will soon become the "white noise" because they are the environment that is personally not involved emotionally with you.

***12. The existence of implementation of social work hours***

Specify Hours Of Social Media. Because we are used to open the Skype, Messenger, Twitter, Facebook or any of that, by the time work preferably should be turned off. If you want to add a little time productive. Due to the unwitting open social media at the time of work. Lots of time-consuming. Inhibit yourself to improve work productivity.

***13. Work table that is always neat***

Make sure Your work space free of unnecessary clutter. Included in the table computer. Messy mind making room so not organized and focused. Save documents that already finished are carried out so that there are no piles of documents. This will help You be more productive.

Get the job done quickly. Being productive is it actually easy. Hopefully these tips out of 13, one of the two or even all of them can be applied in daily work. Apply it needs to be coupled with seriousness. Change is difficult at the beginning. Let's get it started. Trainer so habits in order to become successful people that are productive.

As good as any productive tips above, the most important thing is to control the situation. Focus on the job. Learn more productive. You can create a strategy and planning. The most important key is melaksanakannya and then begin to increase work productivity. Don't stress, stop making excuses. Finish your work! Increase Work Productivity.

## **7. Salary in Pay To each employee**

The system of granting wage or payroll in PT XYZ Bekasi to employees given or paid every once a week or every Saturday. However, the wages given graded employees still belong to mediocre to meet the needs of

everyday life. The company will prepare a remuneration system in terms of payroll employees. Remuneration is the reward or retribution given to labor as a result of the achievements that have been given by him in order to achieve company goals. This sense suggests that its existence within a corporate organization can not be ignored. For, will be directly related to the achievement of the objectives of the company. Low remuneration could not be accounted for, whether viewed from the side or from the humanitarian side of the survival of the company.

Can theoretically distinguish two systems of remuneration, i.e. referring to the theory of Karl Mark and refer to Neo-classical theory. Both the theory each has weaknesses. Therefore, the waging system applicable it is always between two systems. Means that none of the patterns that can be generally accepted. That needs to be understood that any pattern that will be used seyogianya adjusted to the remuneration policy each company and refers to a sense of fairness for both parties (company and employees). The magnitude of the level of remuneration for each company is different. The difference is caused by some factors that affected it, i.e. supply and demand of manpower, capability company, capabilities and skills of the workforce, the role of companies, trade unions, small risk of big jobs, government intervention, and the cost of living. Seen from the system purchase remuneration can be distinguished over the work achievement, long work, seniority or long service, needs, and wholesale wage premium.

## **8. CONCLUSION**

From the research that has been conducted concerning the productivity of labor, labor productivity is one of the capabilities of a workforce to manage the efficiency of inputs are transformed to generate output based on the standard's effectiveness have been determined. The role of labor in the productivity is extremely important for a company and to acquire a quality workforce then the need for a runway to be the motivator in motivating the workforce, among others, having regard to the wage factor, experience, work environment, employment, opportunity overachievers, discipline, work ethic, and skills, so that the company managed to become a company of high quality, good quality of output as well as quality in human resources. It can be concluded that labor productivity in PT XYZ to achieve sales results at the time or in years in research do it.

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