

# The influence of Communication Skills and HR Competence on Employee Work Effectiveness at the Gowa Regency Education Office

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**Abstract:** The background to this research is that the percentage of communication at the Gowa district education office; not good. From the problems above, it can be identified that the problems that arise are a lack of human resource capability, a lack of communication which hinders work effectiveness. This research uses questionnaire observation, then the research tests hypotheses about the relationship and cause and effect between the variables to be studied by referring to predetermined hypotheses, with a quantitative approach that emphasizes testing theory through measuring variables using numbers and carrying out analysis using statistical calculations. Meanwhile, the data analysis technique uses non-parametric statistics and in order to obtain effective and accurate results when carrying out correlation analysis between the independent variable and the dependent variable, in this research the author uses computer tools with the SPSS (Statistical Package for Social Sciences version 19.0) program. In research conducted on 65 respondents taken from all employees at the Gowa Regency Education Office, they distributed 30 statements aimed at finding out opinions about the Influence of Communication and Human Resource Capabilities on Work Effectiveness at the Gowa Regency Education Office. After conducting research and carrying out statistical tests

supported by quantitative data, the influence between the variables in this research was obtained and a hypothesis test was carried out between communication and human resource capabilities on work effectiveness at the Gowa Regency Education Office. The relationship between each of the two variables on Work Effectiveness is Linear Positive. Meanwhile, the influence of communication and human resource capabilities on work effectiveness at the Gowa Regency Education Office is 66.8%, while the remaining 33.2% is influenced by other factors not discussed in this research.

**Keywords:** communication, human resource competency, work effectiveness

## INTRODUCTION

Good and smooth communication will produce a good flow of information for the needs of superiors and employees. So that the goals of the organization/office can be achieved. Communication is a channel for giving or receiving, an influence mechanism for change, a tool for encouraging and increasing motivation, an intermediary between the means that enable the organization to achieve its goals. Apart from that, good government (good governance) is important in managing public administration. To carry out good government administration, there needs to be a clear division of work, control mechanisms, collaboration and task coordination. The spirit of reform has colored the views of the current government apparatus. To realize state administration in the smooth and accurate implementation of duties and functions as government administration and development, especially in South Sulawesi.

To achieve the main function of the government as a provider of good services (excellent service for sociality) is to provide maximum services to the public and requires good coordination, integration,

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professionalism and reliable human resource capabilities. Currently, the condition of society has developed dynamically, people are increasingly aware of their rights and obligations as citizens, nation and state.

From the description above, it clearly shows that in institutional arrangements, namely government organizations, organizational structures have a very important role in improving the quality of public services as explained by Kurniawan (2009: 79). It is said that because through communication various matters relating to organizational life are conveyed by one person. the other party.

Apart from that, improving the quality of employee resources is very urgent and needs to be carried out in a planned, directed and sustainable manner in order to increase capability and professionalism. The target of developing the quality of employee resources is to improve the operational performance of employees in carrying out government tasks. Apart from that, high quality of employee resources will lead to the emergence of a strong commitment in completing routine tasks according to their respective responsibilities and functions. more efficient, effective and productive. This is the background for the author to carry out research and analyze in more depth through thesis research activities entitled "**The Influence of Communication Skills and Human Resource Competencies on Employee Work Effectiveness at the Gowa Regency Education Office**"

## METHOD

This study uses a quantitative approach. The design of this research is a survey with a regression analysis method to systematically explain the facts or characteristics of a particular population carefully and find the influence between variables in accordance with Karlinger's opinion which states that "Survey research is research conducted on large or small populations but the data studied is data sample (Sugiyono, 2005: 3). The population unit in this study is the staff/employees of the Gowa Regency Education Office, totaling 65 people.

Data collection is obtained from primary and secondary data, primary data is data that will be taken relating to Communication and Human Resource Capabilities on the effectiveness of employee work in Government Units using questionnaires, secondary data is data obtained regarding the number and characteristics of Gowa Regency Government Unit employees and others that are felt to be related and relevant to this research using documentation methods.

The data analysis method used to test the research hypothesis, namely the influence of communication and human resource capabilities (HR) on work effectiveness among Gowa district education office employees, used multiple regression analysis.

## RESULTS AND DISCUSSION

Hypothesis testing shows that all proposed hypotheses can be accepted as true. Thus, it is believed that Human Resource Capabilities have a significant and influential effect on Work Effectiveness. Data analysis shows that Communication (X1) influences or has a relationship with Work Effectiveness (Y) which is 0.416, which is related to the calculation in Appendix 15 and is summarized in Table 4.16. The regression coefficient is obtained at 0.304. The regression coefficient test obtained a significant value or sig p value. =  $< 0.007 < \text{sig p} = 0.05$ . This means that Communication has an influence and significance on Work Effectiveness in the Gowa Regency Government Unit, meaning that the better the Communication (X1) determined by the Gowa Regency Government, the Work Effectiveness in the Gowa Regency Government Unit will increase.

Based on the calculation results in attachment 15 and summarized in table 4.16 above, the regression coefficient is 0.424. The regression coefficient significance test obtained a significant value or a value of sig p =  $< 0.001 < \text{sig p} = 0.05$ . This means that Human Resource Capability (Variable Meanwhile, the variable that

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has the most influence on Work Effectiveness is the Human Resource Capability variable with a coefficient value (B) of 0.424 as stated in table 4.16.

Meanwhile, the magnitude of the influence of the independent variable on the dependent variable can be determined based on the coefficient of determination (R<sup>2</sup>). Thus, the influence of the Communication and Human Resource Capability variables on Work Effectiveness is 66.8%, while the remaining 33.2% is influenced by other factors outside the research variables. Based on the results of observations and interviews with employees at the Gowa district education office, information was obtained that the communication established in the office was quite good.

### CONCLUSION

Based on the results of the analysis as explained above, conclusions can be drawn regarding the problems raised in this research, namely:

1. Communication influences work effectiveness, with a regression coefficient of 0.304.
2. Human Resource Capability has a significant effect on Work Effectiveness with a regression coefficient of 0.424.
3. Communication and Human Resource Capabilities influence Work Effectiveness with a regression coefficient of 57.42.

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