

## The Effect of Digitalization on Employee Work Effectiveness at PT. Ramayana Lestari Sentosa Tbk Semper Branch

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### Article Info

#### Article history:

Received : 15 January 2024

Publish : 01 March 2024

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#### Keywords:

Digitalization, Work Effectiveness

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### Info Articles

#### Article history:

Received : December 8, 2022

Publis : 01 Maret 2024

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### Abstrac

The purpose of this study is to determine the effect of digitalization on the effectiveness of the work of PT. Ramayana Lestari Sentosa, Tbk Semper Branch. This study used quantitative descriptive methods with data collection techniques through the distribution of questionnaires, and library data. In this study using a saturated sampling method used a total of 48 employees of PT. Ramayana Lestari Sentosa, Tbk Semper Branch, using simple linear regression data analysis techniques. The results of this study show that there is an influence between digitalization on the effectiveness of employee work at PT. Ramayana Lestari Sentosa, Tbk Semper Branch has a strong positive influence and has an influence contribution of 65% on the variable of employee work effectiveness. The results of this study are expected to contribute to future research.

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### Abstrak

Tujuan penelitian ini adalah untuk mengetahui pengaruh digitalisasi terhadap efektifitas kerja karyawan PT. Ramayana Lestari Sentosa, Tbk Cabang Semper. Penelitian ini menggunakan metode dekriptif kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner, dan data pustaka. Dalam penelitian ini menggunakan metode sampling jenuh yang digunakan berjumlah 48 karyawan PT. Ramayana Lestari Sentosa, Tbk Cabang Semper, dengan menggunakan teknik analisis data regresi linear sederhana. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh antara digitalisasi terhadap efektifitas kerja karyawan di PT. Ramayana Lestari Sentosa, Tbk Cabang Semper berpengaruh positif kuat dan memiliki kontribusi pengaruh sebesar 65% terhadap variabel efektifitas kerja karyawan. Hasil penelitian ini diharapkan memberikan kontribusi untuk penelitian selanjutnya.

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## 1. INTRODUCTION

Digital transformation is the process that organizations implement to integrate digital technology in all areas of business. This process fundamentally changes the way organizations deliver value to customers. Companies are adopting innovative digital technologies to make cultural and operational changes that adapt better to changing customer demands. Examples of digital transformation include the following: 1) Companies start building digital solutions, such as mobile apps or e-commerce platforms, 2) Companies migrate from *on-premises computer infrastructure* to cloud computing, 3) Companies adopt smart sensors to reduce operating costs (source: (Amazon Profile, 2023)

According to to get stability in an ever-changing economy, businesses need to undergo digital transformation. So, it is undeniable that the use of technology is very important for anyone in daily activities, one of which is in the world of work. This is marked by the transformation of communication towards digitalization. Observers of technological developments show how important the use of digital in the era of revolution 4.0 which will soon turn into the era of revolution 5.0, and will continue to change. (Raza et al., 2020)

The use of digitalization can be used as social service activities, economics, trade, politics, decision making, and in various other fields. It can also be said that information is

a general need that is the main point in life, because it is certain that everyone needs information, regardless of the human resources who operate it. This can be clear evidence that in the era of the industrial revolution 4.0 the components of information technology and services have a crucial value. Because the era of the industrial revolution 4.0 itself will continue to have an impact on fundamental changes in the realm of people's lives.

The Indonesian Retail Entrepreneurs Association (Aprindo) is making massive digitalization efforts in line with the increasing trend of online shopping. Chairman of Aprindo, Roy Nicholas Mandey, said, digital transformation is a must for the retail sector because it is a consumer demand. It used to be that retail stores were very exclusive because they didn't exist online yet. Now it can't, because online and offline need each other and there is no longer a dichotomy (source: (Dedy Darmawan Nasution, 2021)

**PT. Ramayana Lestari Sentosa, Tbk** is one of the *Department Stores* in Indonesia. This company is one of the companies engaged in the business of convenience store chains. The chain of stores started by husband and wife couple Paulus Tumewu and Tan Lee Chuan first opened in 1978. The company was established in Indonesia on December 14, 1983 based on Notarial Deed R. Muh. Hendrawan, S.H., No.60 on the same date. This deed of establishment was ratified by the Minister of Justice of the Republic of Indonesia in Decree No.C2-5877.HT.01.01.TH.85 dated September 17, 1985 and announced in State Gazette No.9 Supplement No.589 dated October 3

Ramayana, one of the companies engaged in the convenience store chain business, has now improved the digitalization process in developing its business, so that the human resources (human resources) in this company are required to be more adaptable in improving the technology used, considering the current competition so competitive. The Company's efforts in increasing digitalization are carried out by all components in the Company without exception, so that in the Company's operational activities HR (human resources) the socialization process and implementation of the use of digitalization are carried out in accordance with the Company's agenda and work program. The implementation of the use of digitalization can have a positive impact on the Company in improving its performance, especially employees. Optimizing the use of digitalization by employees in the Company provides *benefits* as an effort to increase the effectiveness and efficiency of the Company.

According to Sukmana, digitalization is the process of transferring media from printed, audio, and video forms to digital forms. In addition, digitization can be used to store and create archives of documents in the form of *soft copies*, for photocopying functions and to create a collection of digital libraries in the form of data. Digitalization requires equipment such as computers, scanners, source media operators, and supporting software. (Raza et al., 2020)

According to Brennen & Kreiss, digitalization is the increasing availability of digital data that is enabled by advances in creating, transferring, storing, and analyzing digital data, and has the potential to structure, shape, and influence the contemporary world. (Raza et al., 2020)

Technology provides a combinatorial effect that accelerates progress in various aspects, both in the field of business and social life exponentially (Ilyas & Bahagia, 2021) . Digitalization is the use of digital technology to improve existing business models and create new revenue and value-adding opportunities (Heberle et al., 2018) .

According to work effectiveness is a condition that shows the level of success of management activities in achieving goals including the quantity of work, quality of work, and timeliness in completing work. (Hasibuan, 2014)

Work effectiveness Completion of work on time specified, meaning that if the implementation of the task is considered good or not is very dependent on when the task is

completed and not primarily answers about how to carry it out and how much it costs to do the work. (**Siagian in** (Harge Trio Widodo, 2016)

Based on the results of the study, the (In the year 2019) results of the study stated that *first*, digital competence has an influence on the effectiveness of employee work. *Second*, digital competence has an influence on employee work productivity. *Third*, work effectiveness has an influence on employee work productivity. And *fourth*, digital competence affects employee work productivity through employee work effectiveness.

The results of this study show that there is an increase in the level of (Bobby Andre et al., 2023) service user satisfaction, where the user of this service is an employee of KPP Pratama Jakarta Pulogadung. In 2019, the secretarial Service User Satisfaction Index value was 3.0 (Scale 4), while in 2022 it increased to 3.4.

Based on the results of the research obtained, the study program information system that is prepared digitally based on the website makes it easier for users to access the necessary information and documents quickly, efficiently, and effectively through the available menus and features. This will continue to be improved so that (Euis Kurniati et al., 2021) digital information system services are better and optimal in the present and the future.

Based on the results of previous research, researchers are interested in researching with the variables of digitalization and work effectiveness with the title of the influence of digitalization on work effectiveness at **PT. Ramayana Lestari Sentosa, Tbk Semper Branch**. The results of this study are expected to contribute to further research

## 2. RESEARCH METHODS

### Populasi

This research is descriptive quantitative, with the aim of getting an overview of how the influence of interpersonal communication on employee productivity at **PT. Ramayana Lestari Sentosa, Tbk Semper Branch**. For the quantitative approach, it is explained by that the approach uses (Arikunto, 2010) quantitative because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. The population in this study is employees at **PT. Ramayana Lestari Sentosa, Tbk Semper Branch**.

### Sample

The sample used in this study was employees at **PT. Ramayana Lestari Sentosa, Tbk Semper Branch** has **48 employees**, with a saturated sampling technique . According to **Lijan Sinambela** in the sample is a portion of the number and characteristics possessed by the population (Pristanto Ria Irawan et al., 2023)

The hypothesis in this study can be explained the formulation of the hypothesis test as follows

H1: $\rho = 0$	There is a significant influence of digitalization on the effectiveness of employee work
Ho: $\rho \neq 0$	There is no significant effect of digitalization on employee work effectiveness

Operational definition of digitization variables, 1) digitalization sales support. 2) service support on digitalization, 3) digitalization analysis support, 4) integration and access support, while the operational definition of work effectiveness variables, 1) skills, 2) motivation, 3) work attitude, 4) work attitude and ethic, 5) nutrition and health, 6) income

level, 7) work environment and climate, 8) facilities and tools, 9) management, 10) achievement opportunities.

The research design can be explained through the figure below, the influence of **digitalization** in this case as variable X, and work effectiveness as **variable Y**. Independent variables (independent variables) are; X = digitization while dependent variables are; Y = **work effectiveness**.



**Figure 1 Research Design**

**Analysis Model Techniques**

In this study, a simple linear regression analysis technique was used. According to the regression equation, which is a formula that finds the value of the dependent variable from the value of the independent variable known, the regression coefficient is a value that measures the magnitude of the effect of X on Y if X is increased or decreased. (Lysta Lestary & Harmon, 2017)

Regression analysis is a statistical method that observes the relationship between the dependent variable Y and a series of independent variables X<sub>1</sub>,...,X<sub>p</sub> (Hijriani, Muludi, & Andini, 2016) in . (Tri Novrizia Putri et al., 2019) Furthermore, according to Trianggana, regression analysis is a statistical calculation to test how closely related between variables. The simplest and frequently used regression analysis is simple linear regression. In regression analysis, there is one bound variable usually written with the (Almumtazah et al., 2021) symbol Y and one or more independent variables usually written with the symbol X.

**3. RESULTS OF RESEARCH AND DISCUSSION**

**Data Normality Test**

The data can be said to be normally distributed if the Asymp Sig value > 0.05, based on **table 1** below, the Asymp sig value is **0.164**. Based on *the Kolmogorov-Smirnov test above, it can be seen that the value of Asymp.sig (2-tailed) is 0.164 which means greater than the provisions of the Kolmogorov-Smirnov normality test which is 0.05*, so it can be concluded that the data is normally distributed and worthy of use as research.

**Table 1**  
**Normality One-Sample Kolmogorov-Smirnov**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		48
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.76237205
	Absolute	.107

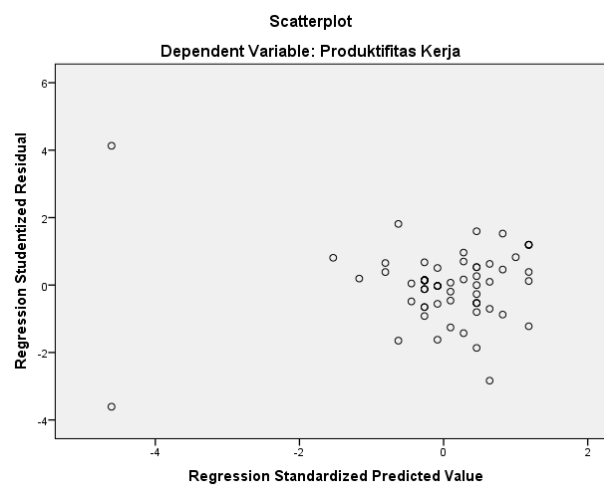
Most Extreme Differences	Positive	.085
	Negative	-.107
Test Statistic		.107
Asymp. Sig. (2-tailed)		.164c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data processed from SPSS

### Heterokedasticity Test

One of the requirements that must be met in a good regression model is that heterokedasticity symptoms do not occur



Gambar 2 Scatterplot

In figure 2 above, it can be seen that the dots spread randomly and are scattered above and below the number 0. It can be concluded that heteroscedasticity does not occur.

### Validity Test

The validity test of the digitization variable instrument (X) concluded that the instrument item items that were declared valid were **16**, while the work effectiveness variable (Y) there were 12 items declared valid. The test used a two-sided test with a significance level of  $\alpha = 0.05$  obtained  $r_{table} = 0.279$ . The test criteria for declaring an item valid are  $r_{test} > r_{table}$  Validity test

### Reliability Test

Reliability tests are carried out to obtain the level of accuracy (reliability) of the data collection equipment (instrument) used. The reliability test of the instrument was carried out with *Cronbach's Alpha* formula using the help of the SPSS program. The test criteria for declaring an item to be **reliable** are  $r_{test} > r_{table}$ . Based on the calculation results, it is concluded that from each item that has been declared valid is reliable with a significance level of  $\alpha = 0.05$ , **significance 5%**, then **the table r = 0.60** is obtained. In the digitization variable (X)  $r_{calculate} = 0.959$  greater  $r_{table} = 0.666$  then **reliable**, and the variable work effectiveness (Y)  $r_{calculate} = 0.982$  greater  $r_{table} = 0.60$  then **reliable**

**Simple Linear Regression Analysis Test**

In Table 2 can be explained the results of a simple regression analysis, knowing how much the t-test value, the level of significance, and the regression formula can be known, for more clearly the following *coefficient* results carried out with SPSS;

**Table 2**  
**Simple Regression Analysis Table**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.619	5.333		.866	.391
	Digitalisasi	.695	.075	.807	9.258	.000

a. Dependent Variable: Efektifitas Kerja

Source: Data processed from SPSS

Based on the calculation above, a regression equation is obtained that can be used to predict variables through digitizing variables, namely; **Y' = 4.619+ 0.695x**.

As a basis for decision making, it can be seen that by using **the t Test**, as follows:

- a) If the **calculated value** > the ttable value, then there is an influence of variable X on variable Y.
- b) If the **calculated value** < the ttable value, then there is no influence of variable X on variable Y

Based on the calculation of t-table that has a significance of 5% can be known using the formula:  $t \text{ table} = t (\alpha/2; n-k-1)$ , so that the value of t-table  $0.025; 48-1-1 = (0.025; 46) = 1.679$ , then t-test  $(9.258) > t\text{-table} (1.679)$ , thus it can be **concluded** that there is an influence of digitization variables on employee work effectiveness variables.

From the calculation results in **table 3 of** the termination coefficient of the calculation above, it can be concluded that digitalization has a contribution of **65%** to employee work effectiveness, while the remaining 35% is influenced by other factors that have not been studied. Then the digitization variable has a **strong positive** effect on the r value of 0.807 (**located in the correlation coefficient interval 0.80-1.00**).

**Table 3**  
**Coefficient Determination**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 <sup>a</sup>	.651	.643	5.616

a. Predictors: (Constant), Digitalisasi

Source: Data processed from SPSS

**Table 4**

**Anova**

		ANOVA				
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	187.086	1	187.086	8.957	.004b
	Residual	960.831	46	20.888		
	Total	1147.917	47			

a. Dependent Variable: Employee work effectiveness (Y)

b. Predictors: (Constant), Digitalisasi (X)

Source: Data processed from SPSS

**Discussion**

Based on the results of the study above that digitalization variables affect the effectiveness of employee work, as a step to increase the effectiveness of employee work at **PT. Ramayana Lestari Sentosa, Tbk Semper Branch**, the company implements digitalization optimally by providing accessibility and comfort for employees in the company environment, The implementation of a good and effective digitalization system is expected to be able to increase work effectiveness optimally and the work results that have been targeted by the company. With a good and optimal digitalization system and the importance of supervision from the managerial level to employees, companies can implement activities such as providing training to employees who are still considered to lack skills on the use of digitalization on a regular basis can improve the effectiveness of employee work in the company.

**4. CONCLUSION**

Based on the results of testing and analysis of the relationship between variable X and variable Y regarding digitalization of employee work effectiveness at **PT. Ramayana Lestari Sentosa, Tbk Semper Branch**, that there is an influence between digitalization variables on employee work effectiveness variables because  $t\text{-test } (9,258) > t\text{-table } (1,679)$ . Then the **digitization variable has a strong positive influence on the r value of 0.807** (located in the correlation coefficient interval **of 0.80-1.00**), and has a contribution of **65%** influence on the variable of employee work effectiveness, while the remaining **35%** is influenced by other factors. Furthermore, the regression equation that can be used to predict is  **$Y' = 4.619 + 0.695x$** .

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