The Effect of Advertising Disclosure Language and Celebrity Endorsement on Tiktok on Purchasing Decisions for Fashion Outfit Products

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Abstract: This study aims to determine the effect of knowledge and capability on employee performance at PT. Ramajaya Pramukti Tapung, Kampar Regency. The population in this study were all employees at PT. Ramajaya Pramukti Tapung, Kampar Regency. The sample of this study used the technique of the census method so that the sample was all employees at PT. Ramajaya Pramukti Tapung Kampar Regency as many as 100 people. Data collection techniques used are questionnaires, observations and research files. The data analysis technique used is multiple linear regression analysis with a significant level (α) of 0.05. The results of this study conclude that Knowledge and Capability have a partially significant effect on employee performance, with a significant value less than 0.05. The results of the analysis of this study indicate that Knowledge and Capability have a significant simultaneous effect on employee performance at PT. Ramajaya Pramukti Tapung Kampar Regency. There is a very strong relationship between the independent variable and the dependent variable. The contribution of Knowledge and Capability variables to employee performance is 85.80%, which is very high.

Keyword: Knowledge, Capability, Performance.

INTRODUCTION

Good human resource management is needed by the company in order to achieve company goals. For this reason, human resource management must be the company's top priority in order to improve employee performance. PT. Ramajaya Pramukti is one of the private plantation companies in Kampar Regency and is a subsidiary of a private oil palm

plantation which is shaded by PT. Sinar Mas Agro Resources (SMART). PT. Ramajaya Pramukti has four plantation units in carrying out palm oil production, namely the Rama-Rama Mil plantation, the Rama Bakti plantation, the Sungai Tapung Estate estate, and the Rama-Rama Estate estate.

The quality of performance implementation that is not optimal will have an impact on employee performance with many mistakes in doing work. This situation is the main focus that the company wants to fix. Not yet optimal employee performance as seen from the achievement of TBS production in the company. The following is the number of targets and realization of TBS production achieved by PT. Ramajaya Pramukti in 2017 - 2021.

Tabel 1. Target and realization of production at PT. Rama Jaya Pramukti in 2017 - 2021

NO	PERIOD (YEAR)	LAND AREA (HA)	TBS Production Target (TON)	TBS Production Result (TON)	DIFFERENCE (TON)	Percentage (%)
1	2017	400.000	20.160.000	17.389.315,4	2.770.684,6	86,26
2	2018	400.000	20.160.000	19.208.028,8	951.971,2	95,28
3	2019	400.000	20.160.000	19.028.615,5	1.131.384,5	94,39
4	2020	400.000	17.280.000	16.264.038,4	1.015.961,6	94,12
5	2021	400.000	16.560.000	15.297.043,2	1.262.956,8	92,37
Total			94.320.000	87.187.041,3	7.132.958,7	92,44

Source : PT. Rama Jaya Pramukti , 2022

In table 1 it can be seen that the target for the realization of FFB production at PT. Rama Jaya Pramukti from 2017 to 2021 that FFB production increased in 2018 then in 2019-2021 there was a decrease in FFB production due to the rejuvenation of oil palm trees which were no longer productive or the trees were more than 25 years old. In addition, another reason for the decline in the realization of this production target was due to a decrease in employee performance which resulted in the company's productivity decreasing and being unable to meet consumer demand, so that the company suffered losses and experienced obstacles in its development.

Forms of concrete efforts to improve employee performance by increasing knowledge and work skills so that each employee is able to work well. Efforts are being made to manage people (workforce) with all the potential that exists, in order to obtain human resources that have good quality in terms of employees and their organization. The level of education and the number of employees can be seen in Table 2 as follows:

Tabel 2. Employee Education Level at PT. Ramajaya Pramukti Rama, Tapung Kab. Kampar in 2017-2021

Year	Senior High School	Diploma 2	Diploma 3	Bachelor	Total of Employee
2017	84	5	6	11	106
2018	84	5	6	13	108
2019	84	5	5	12	106
2020	83	4	5	11	103
2021	81	5	4	10	100

Source : PT. Rama Jaya Pramukti 2022

Based on the table above, it can be seen that the education level of employees is still dominated by employees with a high school education level from 2017-2021. With the data obtained, it can be said that employees working at PT. Rama Jaya Pramukti has great potential to improve performance so as to provide maximum results and service quality to customers. However, a person's level of education does not guarantee high performance, so it is necessary

to examine other factors that can trigger employee performance, especially on biographical characteristics.

The performance phenomenon that occurred at PT. Rama Jaya Pramukti can be seen in that there are still employees coming in and out of the company, this is because there are employees who retire, move to the central company and stop working. The more employees who come and go, the greater the burden on employees who still remain in companies with longer working periods.

Tabel 3. Types of Employee Training PT. Ramajaya Pramukti Tapung Kampar regency in 2017-2021

No	Types of education and training	2017	2018	2019	2020	2021	Place
1	Production Development Training	-	4	-	2	2	Pekanbaru
2	Machine operation education and training	2	3	2	2	-	Pekanbaru
3	Training on the selection Of quality raw materials	4	2	3	2	2	IPB (Institut Pertanian Bogor)
4	Training on the marketing of production result	4	2	3	2	3	Jakarta
5	Occupational safety and health Training	2	2	2	2	-	Pekanbaru
6	Sexual harrasment training	3	-	3	-	-	Divisi KUD Kopsa Mukti
7	Safety guard education	5	6	1	2	2	Kerawang
8	Senior Managing Development Program	-	-	1	-	1	South Kalimantan
	Jumlah	20	19	15	12	10	76

Source : PT. Rama Jaya Pramukti 2022

From 3 it is clear the types of training held and the number of participants who attended education and training. Training conducted by employees experienced fluctuations from 2017-2021, namely in 2017 there were 20 people, in 2018 there were 19, in 2019 there were 15 people, in 2020 there were 12 people and in 2021 there were 10 people.

Several phenomena found by researchers at PT. Rama Jaya Pramukti is that some employees are still unable to achieve the quality and quantity specified in doing the job. This is partly due to the lack of skills training provided by company management. Education and training conducted for employees is still relatively minimal so that some employees still do not have the ability to work in accordance with the demands of the job. In addition, the education level of many employees is still low, namely at senior high school level and the position in the job does not match the education level of the employee.

Based on the background above, the researcher formulates the problem, namely how the effect of knowledge and capability simultaneously and partially on the performance of employees at PT. Ramajaya Pramukti Tapung. The purpose of this study was to determine the effect of knowledge and capability simultaneously and partially on the performance of employees at PT. Ramajaya Pramukti Tapung. The expected benefits of this research are as follows; a) For the writer, this research is expected to be useful for further research, especially for the Faculty of Economics as a reference for other research with an interest in the same problem; b) For companies, research can be used as material for consideration for PT. Ramajaya Pramukti Tapung in making decisions related to issues affecting employee performance, knowledge and capability; c) For academics, this research is expected to be useful, for Universities and the Faculty of Economics it can be used as additional library material, especially for libraries to add and complete library reading collections.

METHODS

This research has been conducted on employees of PT. Ramajaya Pramukti Tapung, Kab. Kampar. This research has been carried out for 2 months, starting from July to August

2022. The types of data used in this research are qualitative and quantitative and the data sources used are primary and secondary data. Data collection was carried out using the following techniques, namely: questionnaires, observation and file research. The population in this study were all employees of PT. Ramajaya Pramukti Tapung, Kab. Kampar as many as 100 people. The sample in this study were some employees of PT. Ramajaya Pramukti Tapung, Kab. Kampar is considered as an affordable part of the population that can be used as research subjects through saturated total sampling, where all employees are sampled as many as 100 respondents.

The data analysis used was multiple linear regression using SPSS version 25.0. Its use is to test the hypothesis which states that it is suspected that there is an influence of the independent variables of knowledge and capability on the dependent variable of employee performance at PT. Ramajaya Pramukti Tapung The regression equation is

$$Y = \alpha + \beta1X1 + \beta2X2 + \varepsilon$$

Where:
Y   = Performance
α = Costanta
β = Regression Coefficient
X1 = Knowledge
X2 = Capability
E   = Error term

Based on the results of the theory and previous research stated above, the development of the research model is as follows:
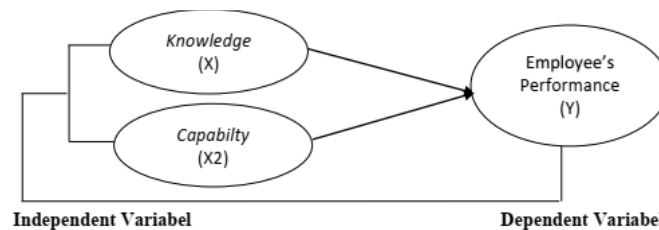
Picture 1. Research Model

Based on the description above, it can be taken research hypothesis in research is:
Ha = It is suspected that knowledge and capability variables have a significant effect on employee performance at PT. Ramajaya Pramukti Tapung.
H1 = It is suspected that knowledge and capability variables have no significant effect on employee performance at PT. Ramajaya Pramukti Tapung

RESULT AND DISCUSSION
Results

Based on the results of data processing using multiple linear regression models with SPSS version 25, the output is obtained in table 4 as follows:

Tabel 4. Multiple Linear Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,986	1,489		1,334	,185
	Knowledge	,492	,081	,472	6,081	,000
	Capability	,466	,074	,486	6,253	,000

a. Dependent Variable: Employee's Performance

Source : Processed Data 2022

So the regression equation in the calculations that have been done based on the table above is :

$$Y = 1{,}986 + 0{,}492\ X1 + 0{,}466\ X2 + e$$

From the above equation, it is known that the constant value (α) is 1.986 and has a positive status. This indicates that if there is a test of knowledge and capability variables with a value of 0 (zero), then the employee performance value is 1.986.

The regression coefficient for the knowledge variable is 0.492 indicating that if the knowledge value increases by one unit, the employee performance variable will increase by 0.492. assuming other variables have a fixed value. The regression coefficient for the capability variable is 0.466 indicating that if the capability value increases by one unit, the employee performance variable will increase by 0.466. with the assumption that other variables have a fixed value.

Simultaneous Test (F)

The results of simultaneous hypothesis testing can be seen in table 5 as follows:

Tabel 5. Simultaneous Test (Uji F)

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	817,387	2	408,693	292,348	,000b
	Residual	135,603	97	1,398		
	Total	952,990	99			
a. Dependent Variable: Kinerja Karyawan						
b. Predictors: (Constant), Capability, Knowledge						

Source : Processed Data 2022

From Table 5 it can be seen that the significant value is 0.000. This result means that it is true that there is a very significant effect of work commitment and compensation variables on employee performance, because the significant value of F is calculated to be lower than the alpha value, namely, 0.000 <0.005. Thus the hypothesis can simultaneously be accepted at the 95% confidence level.

Partial Test (Uji t)

This t test was conducted to find out whether the independent variable (X) has a significant effect on the dependent variable (Y), significant meaning that the effect that occurs can apply to the population. The significant level used in this study is 5% = 0.05. The t test is carried out by comparing the calculated t value with the t table value. The t test is a significant test to determine the effect of variable X on variable Y, whether the effect is significant or not. To find out whether the results are significant or not, the t-count will be compared with the t-table, which can be seen in the table below:

Tabel 6. Partial Test (Uji t)

No	Variabel	Sig	Alfa	Information
1	Knowledge	0.000	0.050	Very Significant Influence
2	Capability	0.000	0.050	Very Significant Influence

Source : Processed Data 2022

Based on table 6, it shows the knowledge variable with a sig value smaller than alpha (sig 0.000 <0.050). This result means that it is true that there is a very significant influence partially both knowledge and capability variables on employee performance, this is accepted at a confidence level of 95%.

Correlation Coefficient (R)

The simple correlation coefficient is symbolized by R which is a measure of the closeness of the relationship between the dependent variable and the independent variable together. The correlation coefficient (R) is used to see the strong or weak influence between knowledge and capability variables and employee performance variables. The calculation of R using the product moment (pearson) method with the help of the SPSS program can be seen in the following table:

Tabel 7. Correlation Analysis (R)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,926a	,858	,855	3,880	,858	118,750	2	97	,000

a. Predictors: (Constant), Capability, Knowledge
b. Dependent Variable: Employess Performance

Source : Processed Data 2022

Based on table 7 it can be seen that the correlation coefficient (R) is equal to 0.926, which is at an interval value of 0.80 -1.000 which means there is a very strong relationship between knowledge and capability on employee performance.

Coefficient of Determination (R2)

The coefficient of determination (R2) as in table 7 obtained an R Square value of 0.858 which shows that knowledge and capability make a very high contribution to employee performance by 85.80%, while the remaining 14.20% is examined from other variables not examined.

Discussion

From the research results, knowledge and capability on employee performance can be explained as follows:

1. *Knowledge and capability* **toward performance**

Respondents' responses to performance variables This employee is willing to work overtime if the work has not been completed completely and this employee feels ashamed and feels guilty if the work is not as expected which is supportive, which means that the employee works with his own will without coercion from other people or his superiors so that employees are always consistent in work. Employee performance is largely determined by the ability possessed and innovative in working so as to produce optimal performance.

The statement with the lowest quality is that employees must work agile and fast and employees are able to complete work on time. This statement proves that in general, employee performance is still not optimal, meaning that there are still employees who do not complete their work according to the company's target.

The results of the simultaneous hypothesis testing (F-test) in this study indicate that the variables of knowledge and capability together have proven to have an effect on employee performance at PT Ramajaya Pramukti Tapung, Kab. Kampar. Based on the results of the correlation test (R), the closeness of the relationship that occurs between knowledge and capability variables on employee performance is very strong. Furthermore, a very high contribution of knowledge and capability variables to employee performance was obtained at 85.80%, while the remaining 14.20% was examined from other variables not examined.

The results of this study are the same as the research in the Journal of Economics Management Accounting Vol 5, No 1 (2020) which was conducted by Fibriyani, et al (2021) entitled Effects of HR Skills, Knowledge, and Capabilities on the Performance of Umkm Furniture in Sebani Village, Pasuruan City with the results of research on the variables skills, knowledge, and HR capabilities having a positive and significant effect on micro small and medium enterprises performance.

2. *Knowledge* toward employee performance

Based on the results of the partial test (t-test) the knowledge variable on employee performance shows that it is true that there is a partially significant effect of the knowledge variable on employee performance, this is accepted at a 95% confidence level. This indicates that the knowledge possessed by employees will affect the increase and decrease in employee performance at the company

The results of the same research are also in the Indonesian Management Research Journal Vol.4 No.3, July 2021 which was conducted by Sumanto, et al with the title Effects of Skill and Knowledge on Employee Performance at PT. Virajaya Putra Tambang whose research results said that it was concluded that knowledge proved to have a significant effect individually on the performance of employees at PT. Virajaya Putra Tambang.

3. Effect of *capabilty* toward employee performance

Based on the results of the partial test (t-test) the capability variable with a significance value smaller than alpha (sig 0.000 <0.050) this result means that there is a partially significant effect of the capability variable on employee performance, this is acceptable at a confidence level of 95 %. This indicates that the capabilities possessed by employees will have an impact on the level of achievement of employee performance in completing work at the company.

CONCLUSION

Based on the results of research on the effect of knowledge and capability on employee performance, the following conclusions can be drawn: 1. Based on simultaneous (joint) knowledge and capability tests have a significant effect on the performance of employees of PT Ramajaya Pramukti Tapung, Kab. Kampar. 2. Based on the partial test (individual), all knowledge and capability variables each have a significant effect on the performance of employees of PT Ramajaya Pramukti Tapung, Kab. Kampar. 3. The closeness of the relationship between knowledge and capability on the performance of employees of PT Ramajaya Pramukti Tapung, Kab. Kampar is categorized as very strong by giving a very high contribution from the independent variable to the dependent variable of 85.80%.

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