



EMPLOYEE PRODUCTIVITY IN TWO CROSS CULTURES BASED ENTREPRENEURSHIP

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ABSTRACT: In the completion of building projects we often encounter complex problems, delays in implementation. This is because most contractors in planning the project schedule do not consider the value of Work Motivation and Entrepreneurship attitude toward labor productivity in complexity. Thus causing a mismatch between the duration and the working group of the plan with the duration as well as the actual work group. Weakness in considering the productivity of labor due to productivity problems in the project is very complex and the existence of internal and external factors that influence it. In this case, in one construction project there are two different ethnic and cultural that is Minang culture and Javanese culture, based on observation in the field of several things observed are: a) The existence of motivation level of work and Entrepreneurship Soul to Productivity among workers from Minang and Java Not yet b) Different level of work motivation among Workers from Minang and Java, c) Differences in Life Entrepreneurship level among Workers from Minang and Java, d) Differences in Work Productivity among Workers from Minang and Java, e) The influence of the level of work motivation and Entrepreneurship on Productivity among workers from Minang and Java.

The method used is MANOVA (Multivariate of Variant analysis) statistics and is realized in SEM (Structural Equations Modeling).

Keywords: Productivity, Motivation and Entrepreneurship

I. INTRODUCTION

Productivity is a hope and a dream in achieving the maximization of the implementation of a company both construction projects and other companies, but hope and dreams would need planning and implementation process that is structured from all parties and every item of work. According to Ervianto (2005: 215), Productivity is defined as the ratio between output and input, or the ratio between the output with the total resources used. In a construction project, the productivity ratio is the value measured during the construction process, can be separated into labor costs, materials, money, methods and tools. Resources used during the construction process are materials, machines, men, methods, money. Meanwhile, according to Sulistiyani (2009: 247), Workers work productivity concerns the final problem, namely how much the final results obtained in the production process. Productivity is inseparable from efficiency and effectiveness where efficiency is measured by output and input ratios. In other words, efficiency measurement requires identification of performance results. There are many factors that affect the productivity of construction workers such as: working time, construction procedures, change of desire, negative perception, weather, level of economic development, scientific management, union of workers, technology, social security, salary or wages, education, experience, worker age, discipline, work ethic, health, technology, production facilities, work climate, and so forth. Current conditions in the field with the two ethnic and two cultures that exist in a construction project, the workers who come from minang and workers

from the Java. certainly a lot of complex problems that occur, there are two things that become the most important factor for our review in overcoming the decline in productivity, namely the problem of Worker Motivation and Entrepreneurship attitude Construction workers. The success of a construction project will be greatly challenged by the motivation of the worker in improving productivity, achievement oriented in profit, strength and hardiness / tenacity, hard work, energetic and work initiative (Hunger and Wheelen, 2003). While entrepreneurship involves the formation of attitude / mindset (attitude), skills development (skills), and knowledge pembekalan (knowledge). In other words, entrepreneurship is one's potential to be developed through education and training in the form of experience, challenge, and courage to take good work and / or create jobs.

II. DISCUSSION

2.1 Productivity

According to Imam Soeharto (1995) defines labor productivity as "a large volume of work produced by a workforce or by a team of workers over a period of time." A definition similar to the above definition is proposed by D 'Onofrio (2003), also Halligan, Demsetz, and Brown (1991) which defines labor productivity as "The amount of work completed by a worker or group of workers in a single unit of time". Labor productivity is designated as the ratio of the total output generated per man-hours and man-hours, ie the hours worked to complete the work. It can be concluded that there are two elements that can be included as productivity criteria, namely: a) Large / small output produced b) Working time required.

Working time is a general measure of the value of inputs that must be known to carry out research and assessment of the productivity of human labor. Input in the form of time can be researched and obtained by conducting a study on the procedures and measurement of working time (motion and time study).

Fulenwider (2009) stated that labor productivity is influenced by skill level, motivation and schedule pressure.

Handoko (1984) suggests several factors that affect a person's work productivity are: a) Aptitude and Interest, b) Personal background includes education and work experience to demonstrate past activities, c) Technical skills for estimating ability in technical execution of work, d) analytical ability to estimate thinking ability in analyzing, e) Attitude and requirement to estimate responsibilities and authority of person, f) Health, personnel, and stamina to know physical ability in executing work.

2.2 Motivation

Motivation is a drive of will that causes a person to perform an action to achieve a certain goal. Motivation comes from the word motif which means "encouragement" or stimulus or "driving force" that exists within a person.

Motivation can be said to be difficult, because to observe and measure the motivation of every worker there is no criteria, because the motivation of each worker is different from each other.

A. The theory of need from Maslow

Maslow theory is often called the hierarchy of needs model. Because it concerns human needs, then this theory is used to indicate the needs of a person who must be filled in order he was motivated to work. According to A. Maslow in general there are five hierarchies of human needs, namely:

- The physiological needs, These needs are the main needs that must be met first by the individual.
- The safety and security needs, Each individual gets security for himself including his family.
- Belongingness and social needs, Every human always feel the need of association with other human being. During human life in this world can not be separated from the help of others.
- Esteem needs, Bad man's behavior, still crave respect and appreciation.
- Self-actualization, ie always believe in yourself. The need to gain self-satisfaction and realize its potential. Humans who can achieve this level of self-actualization become complete human beings, gaining satisfaction from needs that not everyone is aware of.

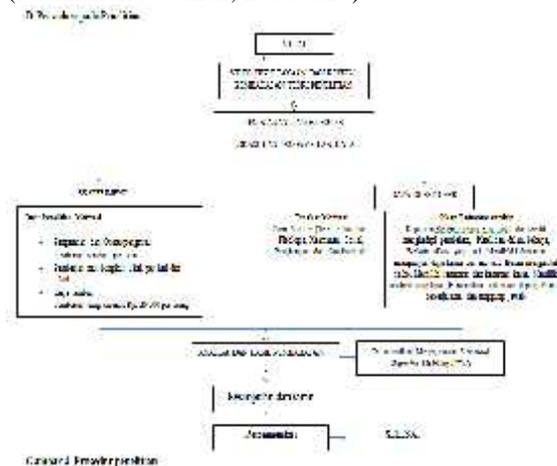
2.3 Entrepreneurship

According to Zimmerer (1996) Entrepreneurship is a process of applying creativity and innovation in solving problems and finding opportunities to improve business life. In Entrepreneurship Literature Review (Entrepreneurship) can be interpreted as the soul, spirit, attitude, behavior, and potential ability

of someone in handling business and or activity that leads to searching, creating, applying work, technology, and new product by increasing efficiency in order provide better services to gain greater benefits "(Subijanto, 2012).

III. METHODOLOGY

The type of this research is correlation research by connecting two variables through qualitative method and quantitative method, qualitative method which its data collection interact directly with the research object and the result is not obtained through statistical procedure. While the quantitative method, data collection through research instruments in the form of population and sample and the results obtained through statistical procedures. Correlational or correlational research is a study to determine the relationship and level of relationship between two or more variables without any attempt to influence the variable so there is no manipulation of variables (Faenkel and Wallen, 2008: 328).



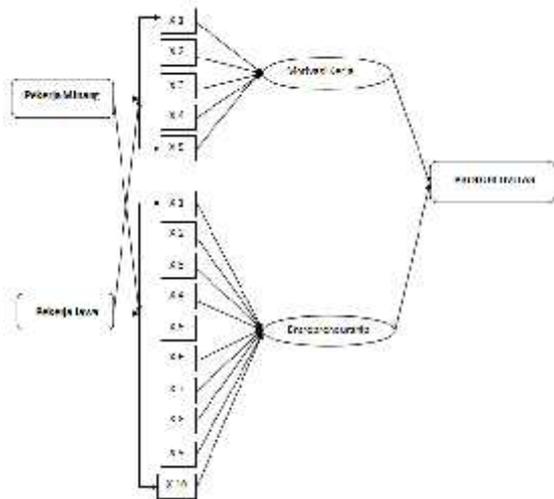
Here is a research procedure:

In conducting this research, on the construction of Housing Mega Asri Hills located in the road complex Azizi Padang. The research plan will be conducted on May 21, 2017 until September 22, 2017. Respondents in this study are construction workers (skilled workers) only on brick installation work (brick wall) with working time is normal time (not overtime), that is from 08:00 - 16:00 WIB.

IV. ANALYSIS AND RESEARCH

The research was analyzed to the worker with brick wall work item by doing experiments and giving motivation to the worker in order to increase work productivity, and then given the questioner collectively by containing some questions with standardization of motivation and entrepreneurship, in case with expectation to see comparison the level of motivation to productivity between two worker cultures among minang and workers accepting Java. And the level of entrepreneurship between the two worker cultures among minang and workers in Java.

Figure 1. Research Scheme



1. Measurement of Productivity of Minang Workers by doing field observation by giving motivation in the form of direction from Owner / supervisor, uniform per person, rice packing 1 time per day and cigarettes, overtime and incentive money Rp. 20,000 per person.
2. Measurement of Worker Productivity Minang by doing Questioner in the form of some questions about: honesty, leadership, Responsive and creative to face change, accuracy in work, communicate well, Have courage have creativity and innovative, Dare to take risks, Have passion and willpower, Have the right analysis, Not Consumptive, Oriented to the future and able to cooperate and responsibility.
3. Measurement of Javanese Worker Productivity by doing field observation by giving motivation in the form of direction from Owner / supervisor, uniform per person, rice packing 1 time per day and cigarettes, overtime and incentive money Rp. 20,000 per person.
4. Measuring the Productivity of Javanese Workers by doing Questioner in the form of some questions about: honesty, leadership, Responsive and creative to face change, accuracy in work, good communication, Have the courage have creativity and innovative, Dare to take risks, Have passion and willpower, Have the right analysis, Not Consumptive, Future-oriented and able to cooperate and responsibility.

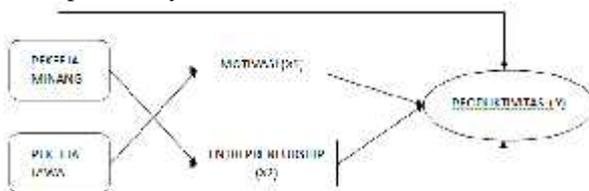


Figure 2. Variables Motivation of work and Entrepreneurship on Productivity.

Figure 3. Estimated Cost of Research

NO	Jenis Motivasi	Satuan Harga	Jumlah Pekerja	Total	Total Keseluruhan
1	Pengukuran dari PIM/PRO & Pengawasan dari Semi-Rencana/Umum	Tanggal, Pagi	10 Pekerja	selesai 10 and dalam 1 hari	
2	Nasi Ungkep 1 bungkus per orang	Rp. 27,000	10 Pekerja	Rp. 540,000	Rp. 1,350,000
3	Pemakaian Seragam	Rp. 45,000	10 Pekerja	Rp. 900,000	Rp. 450,000
4	Dana Insentif (Uang) per minggu	Rp. 20,000	10 Pekerja	Rp. 400,000	Rp. 600,000
5	Dibebaskan Kerja Lemah/per jam	Rp. 20,000	10 Pekerja	Rp. 600,000	Rp. 600,000
TOTAL					Rp. 3,000,000

Figure 4. Research Results

V. CONCLUSIONS

Based on the results of data analysis and discussion that has been done in this study and look back on the exposure of the previous chapters, then in accordance with the formulation of problems that have been determined can be drawn conclusions on the results of this study as follows:

1. There is a positive and significant influence on worker's motivation and worker's performance on worker productivity based on observation and observation in the field that recapitulation analysis with increasing percentage of Worker Productivity has increased significantly.
2. In multiple linear regression analysis, constant value of 9.933, regression coefficient

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of workers motivation of 0.651 and leadership and employee performance of 0.045 on productivity.

3. Giving motivation to the worker's performance will further increase productivity to workers both internal and external aspects,



good performance will better guarantee a construction project work and will improve the quality of good performance and productivity that can be relied upon.

- Supervisors or bosses should be able to wisely provide employment and the needs and completeness to fulfill the work in a project, so that workers freely work in accordance with their wishes and plans and strict, disciplined and fair supervision.

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