

Differences in Quality of Work Life (QWL) Reviewed from Production and Marketing Employees in a Company

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Abstract:- This research examined differences in the quality of work life for production and marketing employees. Quality of Work Life (QWL) is a general system and concept that connects the potential of human resources in an organization as a leader's effort to meet the needs of members and the organization continuously. Quality of work life is a significant issue that deserves organizational attention. Production employees work in a company and are responsible for making or producing production goods to be sold for salary or wages. Marketing employees are people whose job is to plan, set prices, promote, and distribute products, services, and ideas that can satisfy market desires to achieve organizational goals. The research method used was quantitative, with a sample of 80 respondents. Data collection was carried out using the quality of work life scale. The research results show no difference in the quality of work life between production and marketing employees. The research results also show that the quality of work life for production and marketing employees is medium.

Keywords:- *Quality of Work Life (QWL), Production Employees, Marketing Employees.*

I. INTRODUCTION

The rapid development of the times increasingly encourages company owners or management to develop their companies optimally to survive amidst the competitive business world. One way is by developing human resources (HR). Human resources are a precious factor, so companies are responsible for maintaining the quality of work life and developing the workforce so that they are willing to contribute optimally to achieve company goals (Prujt in Arifin, 2012). According to Snyder (in Prihantoro, 2012), humans are the most valuable resource, and behavioral science provides many techniques and programs that can guide the use of human resources more effectively.

Adawiyah and Sukmawati (2013) explained that to increase productivity, better human resource (HR) planning is needed to manage existing HR performance more effectively and efficiently. Therefore, it requires the existence of a robust and competitive industry in domestic and global markets (Gobel in Jannatin & Hadi, 2012). One way to improve market and industrial capabilities so they

can compete with other countries is to improve the quality of human resources.

The quality of human resources cannot be separated from the quality of work life of the human resources themselves, namely employees. According to Kusdiarti (in Fadzilah, 2006), employees, as essential assets of the organization, need to be invited to think about and handle strategic problems, even to the point of being given the responsibility to achieve organizational goals. Previous research shows that the quality of work life positively and significantly influences company performance. Sumarsono (in Kartika, 2009) defines Quality of Work Life (QWL) as a management system approach to coordinating and connecting human resource potential in an organization, as an effort by leaders to meet the needs of members and the organization simultaneously and continuously. Quality of work life, or what we usually call quality of work life (QWL), is expected to improve the quality of human resources, which can provide excellent and professional performance to achieve optimal results for the company. Quality of work life (QWL) also fosters employees' desire to stay and survive in the organization (Arifin, 2012).

Ariyanto (2005) explains that a company has various divisions or sections, namely employees in the production department, marketing department, personnel department, finance department, warehouse department, sales department, advertising and promotion department, and bookkeeping department. Examining the company's parts, it is known that each division has its role and different job descriptions.

Ariyanto (2005) explains each section regarding the functions and duties of employees in a company, namely employees in the production department whose function is to produce finished or semi-finished goods in a company and whose responsibilities include carrying out production activities, supervising the quality of production results, and Check warehouse inventory regularly. Then, the marketing department employees, whose function is to market the products produced to consumers, identify and understand customer desires in market segments, collect information about product performance, create innovations, and measure company image and customer satisfaction. Continuously.

Looking at what has been explained above, researchers are interested in the differences in quality of work life (QWL) among employees in the production and marketing departments because they see the different but interrelated tasks between the production and marketing departments. This research aims to see the differences in quality of work life (QWL) in a company's production and marketing employees.

II. RESEARCH METHODS

The method used in this research is quantitative. Respondents in this research were production and marketing employees at an ice cream company in the MM2100 area aged between 18 and 53 years. A sample of 40 production and 40 marketing employees were taken for the trial. The sampling technique uses purposive sampling.

Data collection will be used to measure the quality of work life regarding production and marketing employees by using a questionnaire. In this study, a closed questionnaire was used, namely a questionnaire that already had answers provided so that the respondent just had to choose the most appropriate answer.

Hypothesis testing in this research was carried out to analyze differences in quality of work life (QWL) as a predictor variable in terms of production and marketing employees as a criterion variable using the Parametric statistical analysis method (Independent Sample T-Test), namely to determine the average difference two independent samples. Data analysis was carried out with the help of the SPSS version 20.0 for Windows computer programs.

III. RESULTS AND DISCUSSION

This research aims to test whether there are differences in the quality of work life between production and marketing employees. The calculation results obtained a significance value of 0.395 ($p < 0.05$). These results indicate that the research hypothesis is rejected, which means the quality of work life is the same between production and marketing employees. The same welfare and job security between production and marketing employees influences employees' quality of work life. Apart from that, employees in the production and marketing departments feel that their needs are met by working for the company. This is supported by Dessler's opinion (in Aryansyah and Kusumaputri, 2013), who explains that quality of work life can fulfill employees' essential needs by working in an organization. This shows that production and marketing employees feel that their needs are met by working at the company, so their quality of work is no different. This is important because it shows the company can offer a suitable work environment to employees (Noor and Abdullah in Kanten and Sadullah, 2012).

Meanwhile, research by Helmiatin (2013) has summarized several studies regarding the importance of implementing quality of work life in several large companies worldwide. Quality of work life has a role and

benefits for companies if its aspects and indicators are implemented well. Wayne (in Helmiatin, 2013) stated that company leaders need to respond as well as possible to every aspect of the quality of work life to ensure that the relationship between the company and employees can run well and end in improved work. From the description above, the company studied adequately to meet the quality of work-life aspect so that employees in the production and marketing divisions met their needs and helped them realize organizational goals effectively and efficiently. This is also supported by Herzberg's (1996) opinion that a person will feel satisfied if the intrinsic factors of the job are fulfilled. These inherent factors include achievement, recognition, work, responsibility, and growth.

Based on the results of research subjects on the quality of work life for employees, it is known that production and marketing employees both have empirical mean values in the medium category (Production: 66.35 & Marketing: 68.53). This research indicates that marketing employees have a higher quality of work life than production employees. In this company, employees in the marketing department receive quite large incentives and bonuses, while employees in the production department do not. This is supported by previous research conducted by Nguyen, Nguyen & Tam (2015), which stated that quality of work life positively impacts the job performance of marketing personnel, indicating that a positive relationship was found between quality of work life and work performance. Meanwhile, production employees also experience more pressure, work, and job demands than marketing employees. This shows the importance of adequate and fair compensation, one of the aspects that influences the quality of work life for employees, so that the salary that employees receive from their work can meet generally accepted-salary standards and is sufficient to finance a decent standard of living and has an acceptable ratio. The same as the salary received by other people in the same position (Walton in Susanti, 2014).

The description of work-life based on age shows that production employees aged 36-45 years have a higher quality of work-life compared to other age groups, with a mean value of 72.13. At this age, production employees have experience in their work, have worked at the company for a long time, and follow work procedures, so employees prefer to stay at the company. Meanwhile, the description of the quality of work life based on age for marketing employees aged 15-25 years has a higher quality of work life than other age groups with a mean value of 73.78. According to Nitisemito (2000), young workers tend to be physically more robust and are expected to work harder than older workers. This supports the research results on marketing employees aged 15-25 years who have a good quality of work life.

The description of the quality of work life based on gender shows that male production employees have a higher quality of life than female production employees, with a mean value of 67.67. Meanwhile, male marketing employees also have a higher quality of work life than

female marketing employees, with a mean value of 73.00. The duties and responsibilities of male employees in the company are greater than those of women, thus requiring male employees to work more carefully, quickly, and thoroughly. Besides that, male employees are more severe and focused than women.

The description of the quality of work life based on recent education shows that production employees with Diploma 3 (D3) education have a higher quality of work life than employees with high school and bachelor's degrees (S1), with a mean value of 68.27. In this company, those with Diploma 3 (D3) education have positions as supervisors; their duties and responsibilities are pretty numerous, such as checking the entire production process, re-checking production results, ensuring customers are satisfied, and making reports on production results, so that employees in that position have a quality of life—higher levels of work due to the variety of job demands.

Meanwhile, marketing employees with a high school education have a higher quality of work life than employees with a Diploma 3 (D3) and Bachelor (S1) education with a mean score of 75.00. Those with a high school education have administration and sales marketing positions in the marketing department. The administration has the task of quickly inputting purchase letters for goods and ensuring product stock so that there is no stock out or running out of goods if a customer orders a product. Sales marketing has the task of looking for new customers and sending products to customers according to schedule with punctuality, which requires them to work more deftly and have demanding tasks so that employees in this position have a higher quality of work than other groups.

Description of the quality of work life based on marital status: it is known that single production employees have a higher quality of work life than those who are married, with a mean value of 68.31. Meanwhile, single marketing employees also have a higher quality of work life than married ones, with a mean value of 72.23. Single employees tend to be more enthusiastic about work because they want to improve their careers, are happy with their work, have a conducive work environment and atmosphere (in the production department), and have a different environment, work atmosphere, and work experience (for employees in the marketing department). This differs from married employees; concentration at work tends to be divided between work and family, many work permits, and so on, so single employees have a higher quality of work life.

The description of the quality of work life based on length of service shows that production employees with a service period of 6-10 years have a higher quality of work life than other work period groups with a mean value of 69.60. Production employees who have worked for 6-10 years have sufficient experience in their work, feel comfortable with their work and work environment, and feel that they have job security so that the quality of their work life is higher than other work-life groups. Meanwhile, the description of the quality of work life is based on the length

of service for marketing employees with a work period of 1-5 years, which has a higher quality of work life than other work-life groups, with a mean value of 71.50. Marketing employees who work in the early years have high enthusiasm for a new and different work atmosphere because they work outside the company and have fewer monotonous tasks. Hence, marketing employees who have worked for 1-5 years have a higher quality of work life.

The weakness in this research is that there is no difference in quality of work life (QWL) between production and marketing employees. Based on the empirical mean value, marketing employees have a higher quality of work life than production employees, but the difference value is not significant.

IV. CONCLUSIONS AND SUGGESTIONS

This research aims to test whether there are differences in quality of work life (QWL) between production and marketing employees. Based on the research results, it can be concluded that the research hypothesis is rejected, which means the quality of work life is the same between production and marketing employees. This is because aspects that influence the quality of work life are met, and the company can offer a suitable work environment so that production and marketing employees feel their needs are met by working at the company. The quality of work life of production and marketing employees in this study is medium.

It is hoped that future researchers will try to research again on different populations and samples from previous research. The results can be compared to obtain a more comprehensive and maximum understanding of the differences in quality of work life between production and marketing employees.

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