1st International Conference on Economic, Business and Accounting (ICEBA) 2017

Friday, 19th May 2017

PROCEEDINGS

TERM OF REFERENCE (TOR)

Research Community for Economic and Business Studies in collaboration with **LembagaPendidikanProfesional (LPP)–CENDEKIA** And Sekolah Tinggi Ilmu Ekonomi Pelita Bangsa University would present:

The 1st International Conference on Economic, Business and Accounting (ICEBA) 2017

Theme

BUSINEES AND FINANCE RESEARCH PARADIGM AND BEST PRACTICES TOWARDS 21st CENTURY

The conference is supported through a partnership between 12 higher educations in Indonesia, they are Universitas Airlangga, Universitas Indonesia, STAIN Sorong, IAIN Kendari, IAIN Palangka Raya, Universitas Muhammadiyah Palangka Raya, IAIN Manado, IAIN Palopo, Universitas Muhammadiyah Makassar, IAI Uluwiyah, Universitas Mercu Buana and Universitas Saburai Lampung.

The event would be a forum to stimulate academic enhancement, research collaboration, and joint publication. In addition, the conference is the area for young scholars to step in to the academic atmosphere in the region of Southeast Asia.

RESEARCH AREA:

are as follows, but not limited to:

Economics

Economics; Islamic Economics; Economics of Public Policy; International Trade; Macroeconomic; and others.

Business

Global Business & Management; Business Ethics; Human Resource Management; Islamic Business Organizational Behavior; Management of Innovation; Entrepreneurship; Supply Chain Management; Corporate Governance; International Strategy and Sustainability; Production and Operation Management; E-Commerce; Retail Marketing; Services Marketing; Marketing Communications; Relationship Marketing; Direct Marketing; Advertising; Digital Marketing; Education Management and business; Politics Business; Low of Business; Islamic Marketing Studies; Business Language; Communication Business; Business Administration; Business Policy;

Tourism Business; Business Women's Studies Management; and others.

Accounting and Finance

Corporate Finance; Financial Markets; Financial Management; Investments; Quantitative Finance; Risk Management; Finance Performance; Derivatives; Quantitative Methods; Islamic Finance; Islamic Accounting; Financial Accounting; Auditing; Management Accounting; Taxation; Social Accounting; Accounting Information System; Forensic Accounting; and others.

Important Date:

Event in Jakarta, May 18-24 May, 2017
Registration :*icbef@yahoo.com*

FACILITATION :
1. Seminar kit
2. E-ISSN Proceeding

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Campus Pelita Bangsa University

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Event Agenda

DAY	TIME	TOPIC TRACK
May, 19, 2017		
	07.00 am - 07.30 am	Registration
Coffee Morning	07.30 am - 8.00 am	Opening
Welcome Greetings and Opening Remarks:	08.00 am - 08.30 am	
1. Rektor STIE Pelita Bangsa University 2. Conference Chair Person	08.30 am - 11.30 am	Ceremonial
	12.30 am - 13.00 pm	Lunch Break
Keynote Speech: 1. Prof.Dr. Ravinder Rena (North-West University, South Africa) 1. Assoc. Prof. ArifOrcun Soylemez(Marmara University, Turkey) 2. Assoc. Prof . Dr. Lloyd C Bautista. (Academic STI Education, Manila Philippines)	13.00 pm - 15.00 pm	Plenary Session 1
3. Prof. Abdul Razak bin Abdul Hadi. Phd(Universiti of Kuala Lumpur, Malaysia)	15.00 pm - 15.30 pm	Afternoon Coffee Break
4. Prof. UzairBazi, Gift University Pakistan (Universiti of Selanggor Malaysia) 5. Prof. Dr. Tulus Suryanto (State Islamic University Of RadenIntan , Indonesia)	15.30 pm –20.00 pm	Next Plenary Session 2

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IMPACT ORIENTATION AND PLACEMENT ON THE EFFECTIVENESS OF CIVIL SERVICE APPARATUS IN BKKBN GORONTALO PROVINCE

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ABSTRACT

In general, orientation and placement are two important things that must be considered by the leadership in order to improve the effectiveness of employees in the organization he leads. This is important given that when entering a new work environment it is not impossible for employees to feel anxious and confused what to do. To help employees to be satisfied and productive, managers and HR development teams must make the first impression beautiful and fun through orientation or recognition of the scope of work and work environment. The method used in research is a quantitative method. Through data collection techniques with the instrument is kuisienor can be obtained primary data from 50 respondents. This data is analyzed by using multiple regression and its processing with SPSS program.

The results showed that partially orientation and placement variables have a positive influence of 15.3% and 41.8% respectively on the effectiveness of Civil State Apparatus in the Office of Representatives of BKKBN Gorontalo Province. Furthermore, both of these variables significantly influence the effectiveness of Civil State Apparatus employment in the Office of Representative of BKKBN Gorontalo Province which is shown by R Square value that is 0,531 or 53,1%. Thus the research hypothesis is tested for its truth.

Keywords: Orientation, Placement, Work Effectiveness, State Civil Apparatus.

INTRODUCTION

An organization can be measured to what extent the organization can achieve its intended purpose. Each process of activities and institutions is directed to produce something really fit with the needs through the utilization of available resources as well as possible. One of the most important resources in moving the wheel organization is human resources. within an organization and is the driving force of organizational activity. As one of the important organizational assets, these human resources are able to solve various problems that are being faced or that may arise in the future. Even in organizational activities human resources are able to create the efficiency and effectiveness of the organization. A job is said to be effective if the job can produce or achieve the goal and be completed on time in accordance with the predetermined plan. This can be realized if the individuals in the organization work effectively and efficiently.

National Population Family Planning Board Gorontalo Province is a public organization that aims to reduce the number of population growth and realization of population-oriented development and realize a happy small family sejahtera.Organisasi is in dire need of human resources capable of describing the main tasks and functions in particular regarding the implementation of government duties in the field of family planning and prosperous family in accordance with the provisions of applicable legislation. In addiion to implementing the function of assessment and formulation of policies in the field of Family Planning and Family Welfare, coordination of functional activities in the implementation of duties Family Planning Board, facilitation and guidance to the activities of government agencies, private, Non-Government Organizations Family Planning and Family Welfare, organizing coaching and general administrative services in the field of general planning,

administration, organization and management, personnel, finance, filing, law, coding, equipment and household.

So many of the main duties and functions that must be assumed by the State Civil Apparatus who served in BKKBN, it is necessary to have a qualified human resources and understand tupoksinya well and plenary in carrying out its duties to realize the efficiency and effectiveness kerja.Untuk it, Civil State Apparatus in particular who served in the BKKBN Gorontalo Province whether newly hired apparatus or apparatus occupying a particular field of work should be oriented and placed in accordance with its competence. As research conducted by Mohamad Rizkullah (2106) that the placement is in the category quite effective and the lowest indicator is the background education, while the effectiveness of work is in the high category and the lowest indicator is the utilization of time. Hypothesis test shows that placement has a positive and significant effect on work effectiveness at Bandung Education Office.

THEORETICAL BASED
Work Effectiveness

Work effectiveness is a state of achievement of goals to be expected or desired through the completion of work in accordance with a predetermined plan. Effectiveness generally indicates the degree of achievement of results through the use of existing resources. This is in line with Siagian's definition (2007: 24) that: "Effectiveness is the utilization of certain quantities of resources, targets and infrastructure consciously established to produce some goods on the services of the activities undertaken. "In the implementation of effectiveness is often equated efficiently. But actually there is a difference between the two. Effectiveness is the ability to choose the right goal or the right equipment to achieve the goals set, while efficient is the ability to complete a job with Effectiveness emphasizes the results achieved, while the efficiency is more on how to achieve the results achieved by comparing the input and output.

So the effectiveness of employees is the completion of work on time by employees in accordance with the rules and practices that companies use by using resources and certain means to achieve goals.

According to Campel cited Steers (1998: 45) that to measure the effectiveness of work there are some commonly used indicators are:

1. Preparedness; A thorough assessment of the likelihood that the organization is able to complete a specific task well if requested.
2. absenteeism; Frequency of worker incident skipped work.
3. Morale: The tendency of members of the organization strives harder to achieve the goals and objectives of the organization including feelings of being bound. Morale is a symptom of a group that involves cooperation and a sense of belonging.
4. Motivation; The tendency of an individual to involve himself in a goal-directed activity in work, this is not a relative feeling of relative to the outcome of various jobs as well as satisfaction, but rather a feeling of willingness or willingness to work toward the goal of the job.
5. Job satisfaction, the level of pleasure that a person perceives on the role of work and the organization. The level of individual satisfaction that they feel valued for their work.
6. Occupational Expenses: The work load that a leader gives to subordinates according to one's ability and according to the number of their group.
7. Time Completing the Task Time is one of the most important measurements of work effectiveness because it can be seen whether the time spent by an organization has been executed as well as possible by every member of the organization.

METHOD

The type of research used in this research is explanatory research. The main reason to use this exploratory research research is because the researcher will perform hypothesis testing that has been formulated to know the influence of the variables studied are orientation (X1), placement (X2), and work effectiveness of ASN (Y). In this study the population determined is all civil servants who served in BKKB which amounted to 50 people, with total sampling techniques.

Data analysis techniques used are as follows:

1. Descriptive Analysis

Descriptive analysis used research by using data tangible information obtained then arranged in table form. This analysis is obtained from the responses of respondents about orientation, placement, and effectiveness of work expressed in a certain percentage of the percentage.

2. Inferential Analysis

Inferential analysis used in this study is: Multiple Linear Regression. Multiple Regresional Test (Multiple Regresional Test) is used for several variable of influence (X) to one dependent variable (Y) with linear model, that is the influence of Orientation (X1) and Placement (X2) to work effectiveness ASN (Y) as follows :

$$Y = a + b1\ X1 + b2\ X2 + e$$

Information:

Y : Y estimated value or work effectiveness
A : constants
X1 : orientation variable
X2 : placement variable
b1b2 : regression coefficient
e : error

RESULTS AND DISCUSSION

Research result

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to calculate the magnitude of influence between independent variables, namely Orientation (X1) and Placement (X2) to the dependent variable that is ASN Work Effectiveness (Y). In this study used a test conducted with a 95% confidence level or a significant level of 5% ($\alpha = 0.05$). Results of multiple linear regression calculations are shown in table 1 below:

Table 1. Results of Multiple Linear Regression Analysis

Variabel	Koefisien Regresi (b)	Std error	Beta	t	Sig.	Information
Kostanta	1,448	2,604		0,556		
X_1	0,153	0,049	0,293	3,123	0,003	Signifikan
X_2	0,418	0,073	0,536	5,702	0,000	Signifikan

R = 0,729
R SQUARE = 0,531
ADJUSTED R SQUARE = 0,518
FHITUNG = 40,271
SIG . F = 0,000
ALPHA (A) = 5%

Source: Primary data processed 2016

Based on Table 1, the regression equation is as follows:
Y = 1,448 + 0,153 X1 + 0,418 X2

From the above equation can be interpreted as follows:
1. The effectiveness of ASN work will increase by 0, 153 units for each additional one unit X1 (Orientation). So if the orientation is done and has 1 unit increase, then ASN Work
2. Effectiveness will increase by 0,153 unit with assumption that other variable is considered constant. The effectiveness of ASN work will increase by 0.418 units for each additional one unit X2 (Placement), So if the placement is adjusted to the field of knowledge and employee competence and increased 1satuan, the Effectiveness of ASN will increase by 0.418 units with the assumption that other variables are considered constant .

Based on the above interpretation, it can be seen the amount of independent variable contribution to the dependent variable, among others Orientation of 0.153, Placement of 0.418. So it can be concluded that Orientation and Placement have a positive effect on ASN Work Effectiveness. In other words, if attention to Orientation and Placement is increased then it will be followed by the increase of ASN Work Effectiveness.

Furthermore, the coefficient of determination is used to calculate the magnitude of influence or contribution of independent variables to the dependent variable. From the analysis in Table 1 obtained the results of R^2 (coefficient of determination) of 0.531. It means that 53,1% variable of ASN Effectiveness will be influenced by independent variable, that is Orientation (X1) and Placement (X2). While the rest 46,9% variable of ASN Effectiveness will be influenced by variables which are not discussed in this research, among others: and discipline. In addition to the coefficient of determination also obtained correlation coefficient which shows the magnitude of the relationship between independent variables is Orientation and Placement with variable Effectiveness of ASN, where the value of R (correlation coefficient) of 0.729.Celelasi value shows that the relationship between independent variables are Orientation (X1) and Placement (X2) with ASN Work Effectiveness is included in the strong category because it is in the interval 0.6 - 0.8. The relationship between the independent variables of Orientation (X1) and Placement (X2) with the Effectiveness of ASN Work is positive, that is, if the independent variable is increased then ASN Work Effectiveness will also increase.

Hypothesis testing
a. Simultaneous Test (F Test)
In this hypothesis test F test to determine the influence of independent variables (X) simultaneously or together to the dependent variable (Y) with a significance level of 5% or α = 0.05. Based on the table of multiple linear regression analysis results, can be explained as fo.lows: F significance value (0,000) <α = 0.05 means this means H0 rejected and H1diterima so it can be concluded that the simultaneous variables Orientation (X1) and Placement (X2) Work Effectiveness of ASN (Y) in BKKBN Gorontalo Province. The amount of contribution of variables Orientation (X1) and Placement (X2) can be seen from the value of R Square that is equal to 0,531. This means that the ability of variables Orientation (X1) and Placement (X2) together contributes to the Effectiveness of ASN (Y) work in BKKBN Gorontalo Province of 53.1%, while the remaining 46.9% is influenced by other variables such as motivation and discipline work not discussed in this study.

b. Partial Test (t test)
Partial test is used to determine whether each of the independent variables partially have a significant influence on the dependent variable. Can also be said if t-count> t-table or t-table

<t-hitungmaka results significant and mean H0ditolak and H1diterima. Whereas if t-count <t-table or t-table> t-count then the result is not significant and means H0diterima and H1ditolak.

The results of t test can be explained as follows:

1) Test t between X1 (Orientation) with Y (Work Effectivity) shows t-count = 3.123. While t table (α = 0.05; db residual = 71) is equal to 1,994. Because the t count> t-table is 3.123> 1.994 or the significance value t (0.003) <α = 0.05, the effect of X1 (Orientation) on the Effectiveness of ASN is significant. This means that H0 is rejected and H1 is accepted. So it can be concluded that the effectiveness of ASN is significantly influenced by the Orientation or by performing an Authentication to the Apparatus before performing the task in a new place, then the Effectiveness of ASN Work will increase significantly.

2) Test t between X2 (Placement) with Y (Work Effectivity) shows t-count = 5.702. While t-table (α = 0.05; db residual = 71) is equal to 1,994. Because t-count> t-table is 5.702> 1.994 or the significance value t (0,000) <α = 0.05 then the effect of X2 (placement) on the effectiveness of ASN is significant at alpha 5%. This means that H0 is rejected and H1 accepted so that it can be concluded that the effectiveness of ASN is significantly influenced by Placement or by placing apparatus according to competence, experience and field of science accordingly, then ASN Work Effectiveness will increase significantly. From the overall results can be concluded that the independent variables have a significant effect on the effectiveness of ASN work simultaneously and partially. From this it can be seen that the two independent variables are partially the dominant influence on the effectiveness of ASN Work is Placement because it has the highest value of beta and t-count coefficient.

Discussion

Based on descriptive analysis, Orientation variable (X1) has average for items of answer frequency equal to 4,08. This means that the implementation in BKKBN Gorontalo Province has been good seen from the respondent's answer which mostly agree that the orientation implementation in BKKBN Province Gorontalo is indicated by activities include: introducing new employees to peers in the workplace environment. In addition to the provision / introduction of new employees and strengthening to the old employees who transferred on the job that is the responsibility, the accompaniment by peers / superiors, giving direction and controlling the activities undertaken by newly placed employees. So with the implementation of appropriate orientation, will make the apparatus comfortable with his job, feel confident with the work environment and ultimately trigger employee morale in the work. The positive impact of ASN's work effectiveness has increased.

On the Placement item (X2) also shows that the majority of respondents' answers are agree with the average for the answer frequency items of 4.20. Thus the possibility of employee opportunities greatly affect the results of his work, so with attention to the placement of employees in BKKBN Gorontalo Province, the effectiveness of apparatus work increases. On the variable items Effectiveness of Work ASN (Y) indicates that the majority of respondents answer is agree and have an average for the item answer frequency of 4.12. With the majority of answers agree means the majority of the apparatus is able to carry out their work well. This means that the effectiveness of work apparatus in BKKBN Gorontalo Province is good.

1. Discussion about the significant influence of Orientation (X1) and Placement (X2) on ASN Work Effectiveness (Y) is as follows:
   a. Significant InfluenceOrientasi (X1) and Placement (X2) simultaneously on the Effectiveness of Apparatus Work (Y).

b. Based on the research results can be seen that the variables Orientation (X1) and Placement (X2) together have an influence on the variable Effectiveness of ASN Work. The magnitude of the influence of independent variables together can be seen from the R Square value of 0.531. This means that the variables Orientation (X1) and Placement (X2) together give effect to the variable Effectiveness of ASN (Y) of 53.1%. While the remaining 46.9% influenced other variables not discussed in this study.

The results are in accordance with the opinion expressed by Steers (1980: 190) that there are four factors that affect the effectiveness of employees as follows.

a. Characteristics of the organization. Organizational characteristics consist of organizational structure and technology. Structures include how organizations organize or group people into completing work. With the right technology will support the smoothness of the organization in achieving the target besides it is also required the placement of people in the right place.

b. Environmental characteristics. In addition to organizational characteristics, external and internal environmental characteristics also affect effectiveness. External environment in question is the environment outside the company for example, the relationship with the surrounding community. While the inside environment is the environment within the scope of the company for example, employees or employees in the company.

c. Characteristics of workers. In fact, employees or company workers are the most important influence factor on effectiveness because of their behavior that in the long run will facilitate or hinder the achievement of organizational goals.

1) Management policies and practices. Organizational policies and practices affect or hamper the achievement of goals, this depends on how management policies and practices are incharge of employees and organizations.

2. Significant InfluenceOrientation (X1) and Placement (X2) partially to ASN Work Effectiveness (Y).

a. Variable Orientation (X1). Based on the result of hypothesis testing shows that the variable of orientation (X1) yield regression coefficient equal to 0,153 this mean if every increase of independent variable equal to 100% it will be followed by increase of dependent variable equal to 15,3%. This means that the variables Orientation (X1) partially have a positive and significant influence on the variable Effectiveness Work ASN (Y), so the higher level of increase in the variable Orientation (X1) given, then the Effectiveness of ASN (Y) will increase as well.

b. Placement Variable (X2). Based on the results of hypothesis testing showed that the variable placement (X2) has a regression coefficient of 0.418 then any increase in free variables by 100% will be followed by a dependent variable increase of 41.8%. It also shows the positive influence between placement variable (X2) on the variable of ASN Work Effectiveness (Y). Similarly, if the better placement rate (X2) obtained then the increase also Work Effectiveness ASN (Y).

The results of regression analysis in this study note that the variable that has a dominant influence on the Effectiveness of Work ASN (Y) is the variable Placement (X2). This dominant influence is known by the highest beta coefficient is 0,536 and t the highest is 5,702 and significance 0,000 ($\alpha = <0,05$). MeanwhileOrientasai (X1) has beta coefficient 0,293 lower than placement variable, t value equal to 3,123 and significance 0,003 ($\alpha = <0,05$). The placement variable (X2) has more dominant influence compared to orientation (X1) because the employee placement is good in accordance with the competence, science and experience field.

CONCLUSION

1. The effect simultaneously (together) of each independent variable on the effectiveness of ASN work is done by F-test. From the results of multiple linear regression analysis obtained Fcount value of 40.271, while Ftabel at a significant level of 0.05 shows the value of 3.126. It means that Fcount is greater than Ftable so that Ho is rejected and Ha is accepted, which means that independent variable has a significant influence simultaneously on the effectiveness of ASN work. So it can be concluded that the testing of the hypothesis which states that the existence of simultaneous influence (independent variables) to the variable effectiveness of ASN work in BKKBN Gorontalo Province is acceptable.

2. To know the influence of individual (partial) independent variables Orientation (X1) and Placement (X2) on the Effectiveness of Work ASN (Y) done with t-test. Based on the test result, it is found that the two independent variables have significant influence on the effectiveness of work. The placement (X2) has the highest thtest and beta coefficient value, so it can be explained that the placement variable (X2) has the strongest and dominant influence on the work effectiveness of ASN in BKKBN Gorontalo Province.

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