ANALYSIS OF EFFECT OF EDUCATION LEVEL AND EXPERIENCE LEVEL TO PRODUCTIVITY ACCOUNT EXECUTIVE IN THE SALES DEPARTMENT MNC MEDIA (OKEZONE.COM)

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Abstract

Account executive is human resources which seek revenue for the company. Given the importance of the role of account executive, it should be noted also factors that affect productivity such as education level account executive who owned and had experiences. The problem in this research is to determine how much influence the level of education and experience on the productivity of account executives in MNC Media (Okezone.com). The purpose of this study was to analyze whether there is influence between the level of education, experience and productivity account executive. A population of 30 people account executive, used as a sample of 30 people taken from the business unit MNC Media others with the same title. The method used was a questionnaire. The conclusion is obtained no positive and significant influence between variables either jointly or individually after T test and F test Multiple regression analysis has also been done with the coefficient of educational level (X1) of 0.521 which means that every increase of 1 unit variable educational level (X1) it will raise the value of the variable productivity (Y) amounted to 0.521 units assuming other independent variables remain valuable. So is the experience coefficient (X2) of 0.614. The coefficient of determination at variable levels of education and experience together show the result in the amount of 50.6%, which means that the influence exerted by the level of education and experience to work productivity in this study was 50.6%, while 49.4% of them are affected by other factors that are not observed in this study.

Key words: *effect, education level, experience level, productivity, account executive*

INTRODUCTION

Problem Backgrounds

In this globalization era businesses is growing rapidly with time. Various companies in all areas of mutual vying to show their capabilities and its presence in the competition, not least with companies engaged in the field of media, be it print media, digital media, television, tadio, magazines, periodicals, newspapers, local media and national, as well as social media companies are also more incentive to show its positioning among the community.

One of the indicators that can measure the level of competition is at the level of sales that occur within the company. In other words, the level of income (revenue) company is the main thing that must be considered. Of course, the company's revenue can not be dissociated from the marketing strategy implemented and the performance of the marketing team of the company itself.

Human resources are the basic capital in advancing the company for all activities of the company will be run by humans. Therefore, the potential of human resources should not go unnoticed. Especially for parts frontline, namely sales and marketing department that can be regarded as the spearhead of the company because these individuals are looking for revenue for the company in order to survive its activities and make a profit.

Position / these positions in the majority of the company referred to as "Account Executive", whose main job description is to sell products / services company for a

profit. Account Executive the ability to sell the team should also be one of the things that must be improved if companies want maximum profit, as Account Executive is to serve as an engine main producer of the most effective for the company. Account Executive's team if not properly maintained, the decline in revenue the company would be experienced. If this kind of thing continues to happen, then the "bankrupt" is something that can not dihindai by the company.

As stated previously that the competition in the business world has been very intense in all areas, including efforts in the field of media such as MNC Media. According to the authors, many factors that affect productivity Account Executive. Some of them is the level of education and experience possessed by the Account Executive itself.

The diversity of data regarding the level of education and experience that is exciting ask the authors to analyze whether these two factors affect productivity Account Executive? Therefore, the authors raised the thesis title "Analysis of Effect of Education Level and Experience Level to productivity Account Executive in the Sales Department MNC Media (Okezone.com)".

Problem Identifications

Description of the background of the problem, the authors can identify that factor levels of education and experience of each Account Executive felt could affect his productivity. The Account Executive has an educational background and experience are different from each other, and it turned achievement of revenue (productivity) per month also vary from each individual. Therefore, these factors should be studied in depth related to whether there is influence between the level of education and experience on the productivity of the Department of Sales Account Executive at MNC Media (Okezone.com)

Problem Restrictions

From identification of problems exposed above illustrate the problems are so vast. However, researchers are aware of the limitations of time and the ability of the investigator deems it necessary to constrain the problem in a clear and focused. The next problem is the object of writing will be limited that is only done in teams Account Executive at MNC Media (Okezone.com). Issues raised are also confined to the level of education and experience, Account Executive itself as the author adopted the title of "Analysis of Effect of Education Background and Experience Level to productivity Account Executive in the Sales Department MNC Media (Okezone.com)".

Problem Formulations

After knowing the identification of issues to be discussed, the authors make the formulation of the problem into two major lines, as follows:
a. Is there any influence of level of education and productivity Account Executive in the Sales Department MNC Media (Okezone.com)?
b. Is there any influence of the productivity level of experience with the Department of Sales Account Executive at MNC Media (Okezone.com)?

Objectives of Research

The research aimed to be achieved such as:
a. Analysis of the effect of education background with productivity Account Executive in the Sales Department MNC Media (Okezone.com)
b. Analysis of the effect of the experience level with productivity Account Executive in the Sales Department MNC Media (Okezone.com)

Time and Place Research
a. Time Research
   Implementation of this study began in August 2016 until the month of October

2016, the execution time for two months.

b. Place Research

Implementation of this research is the Sales Department MNC Media Company (Okezone.com)

RESEARCH METHODS

The method used is quantitative method with the multiple regression analysis.

Population and Sample

In this research, the population is all employees of MNC Media (Okezone.com) in the Sales Department to the position of Account Executive, Senior Account Executive, Sales Group Head, and Sales Manager. The total population is 30 people. This is often done when the population size is relatively small, less than 30 people. Another term saturated sample census, where all members of the population sampled. Therefore, all members of a population of 30 people will be sampled.

Data Collection Techniques

Collecting data in this study conducted in various sources there are from primary and secondary data sources.

a. Primary data

In this study, the type of data collected is quantitative in nature primary data by using techniques of data collection by questionnaire / questionnaire. In this study, a questionnaire was distributed to 30 people population.

b. Secondary Data

This data was obtained from the company where the author conducted research, namely MNC Media (Okezone.com)

Data Processing Techniques

Researchers statistically process data is performed using SPSS software, the data processing is as follows:

a. Editing (editing)

b. Encoding (coding)

c. Tabulation (tabulating)

d. Scoring

Data Analysis Techniques

In this study data analysis using quantitative methods using multiple correlation analysis. To answer the formulation of the problem regarding the analysis of the level of education and experience on the productivity of the Department of Sales Account Executive at MNC Media (Okezone.com).

Variable (X1) = Level Education Account Executive

Variable (X2) = Experience Account Executive

Variable (Y) = Productivity Account Executive

a. Validity test

b. Reliability test

c. Normality test

d. Linearity test

e. Coefficient of Determination R^2

f. T test

g. F test

Company Overview

Okezone.com is online news and entertainment portal in Indonesian language. Officially launched on March 1, 2007, this online portal is owned by PT Media Nusantara Citra (MNC).

Characteristics of Respondents
Respondents by Gender

Information	Gender		Grand Total
	Man	Woman	
Total	13	17	30
Percentage (%)	43.33%	56.67%	100%

Respondents By Last Education

Last Education	Total	Percentage (%)
SMA	0	0%
D3	1	3.33%
S1	28	93.33%
> S1	1	3.33%
TOTAL	30	100%

Respondents by Length of Employment at This Company

Length of Working	Total	Percentage (%)
1 – 6 bln	3	10.00%
7 – 12 bln	15	50.00%
13 – 18 bln	7	23.33%
19 – 24 bln	4	13.33%
25 – 32 bln	-	-
> 32 bln	1	3.33%
TOTAL	30	100%

VALIDITY TEST

Having tested the validity, it can be seen that all the questionnaire in this study is Valid. This is because the results of R-count is greater than the R-Table

Reliability Test

No.	Variable	Alpha Value	Information
1.	Educational	0,861	Good Reliability
2.	Experience	0,919	Good Reliability
3.	Productivity	0,920	Good Reliability

From these test results, it is known that all the questionnaire in this study is reliable

Normality test

The data in this study showed normal distribution because the value of 0.887 which means greater than 0.05.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	9,09269252
Most Extreme Differences	Absolute	,106
	Positive	,106
	Negative	-,089
Kolmogorov-Smirnov Z		,582
Asymp. Sig. (2-tailed)		,887

a. Test distribution is Normal.

b. Calculated from data.

Normality test is also done through the results of a P-P Picture Plot.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Produktivitas
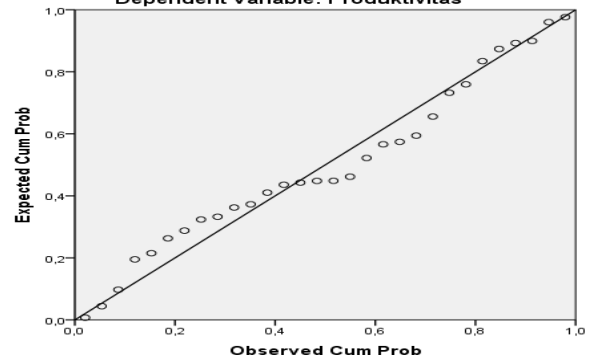
Normal dots on Plot P-P above relatively closer to a straight line, so it can be concluded that the data are normally distributed.

Linearity Test

ANOVA Table

			F	Sig.
Produktivitas * Pendidikan	Between Groups	(Combined)	3,840	,008
		Linearity	26,042	,000
		Deviation from Linearity	2,255	,070
	Within Groups			
	Total			

Significant linear relationship between level of education and productivity due to significance value greater than 0.05 is 0.70

			F	Sig.
Produktivitas * Pengalaman	Between Groups	(Combined)	1,937	,142
		Linearity	21,168	,001
		Deviation from Linearity	,869	,619
	Within Groups			
	Total			

A significant linear relationship between experience and productivity due to significance value greater than 0.05 is 0.619

Multicoloniarity Test

Multicoloniarity not occur at variable levels of education and experience for VIF is greater than 1.0, or no more than 10, which amounted to 1,650.

Heteroskidastity Test

Scatterplot
Dependent Variable: Produktivitas
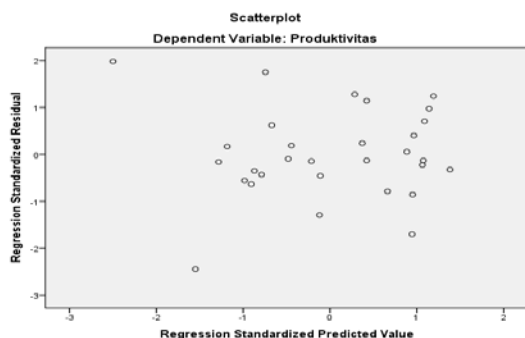
From the figure can be seen that the distribution points do not form a pattern / a certain groove. This means heteroskedastisitas not happen, so this research is free from heteroscedasticity.

T- Test

Model		T	Sig.
1	(Constant)	3,795	,001
	Pendidikan	1,719	,097
	Pengalaman	2,793	,009

There is positive and significant correlation between the variables level of education and labor productivity (thitung> ttabel; 1.719> 1.701). there is positive and significant correlation between the variables of experience with labor productivity (thitung> ttabel; 2.793> 1.701).

F-Test

Model		F	Sig.
1	Regression	13,846	,000[b]
	Residual		
	Total		

Together variable levels of education and work experience significantly affect labor productivity due to the significant value of 0.000 <0.05

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	49,994	13,174
	Pendidikan	,521	,303
	Pengalaman	,614	,220

a. Dependent Variable: Produktivitas

Based on the test results, can be created regression models:

$Y = 49.994 + 0,521X1 + 0,614X2$

The coefficient of educational level (X1) of 0.521, which means that every increase of 1 unit on the education level variable (X1) will raise the value of the variable productivity (Y) amounted to 0.521 units assuming a fixed amount for variable experience. ,

So is the coefficient of experience (X2) of 0614, which means that every increase of 1 unit variable experience (X2) will raise the value of the variable productivity (Y) amounted to 0614 units, assuming a fixed amount for the education variable.

The Coefficient of Determination (R ^{2})

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	,712[a]	,506	,470

a. Predictors: (Constant), Pengalaman, Pendidikan
b. Dependent Variable: Produktivitas

The measurement results above show that the value of correlation / relationship (R) is equal to 0.712, and described the magnitude of the percentage of independent variables affect the dependent variable is the value of the coefficient of determination R2 of 0.506 or 50.6%. This reflects that the influence exerted by the level of education and experience to work productivity in this study was 50.6%, while the other factors that affect the productivity of labor is not observed in this study was 49.4% (100% - 50.6%).

SUGGESTION

a. Levels of education and experience as a major qualification employee recruitment.

b. Training or seminar as a regular program of HRD (Human Resources Department).

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