

INFLUENCE OF LOCAL CULTURE ON QUALITY EMPLOYEE WORK AT PT. HADJI KALLA TOYOTA CITY PAREPARE

Rusmin Nuryadin¹, Yadi Arodhiskara², Sisni Miayu³

Email : rusmin6674@gmail.com¹, yadhi01@gmail.com², sisnimiayu2399@gmail.com³

Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Parepare

Jl. Jend. Ahmad Yani No.km 6, Bukit Harapan, Kec. Soreang, Parepare City, South Sulawesi 91112

Abstract

This study aims: Hadji Kalla Toyota Parepare Branch (2) To find out the effect the meaning of the local cultural value "Awaraniang (Courage)" influences the quality of work at PT. Hadji Kalla Toyota Parepare Branch; To find out whether the meaning of the Local Cultural values "Lempu (Honesty) and Awaraniang (Courage)" and if they jointly influence the Quality of Work at PT. Hadji Kalla Toyota Parepare Branch. The method used is Quantitative Descriptive.

The results obtained from this study The value of local wisdom in the Bugis community, especially related to the meaning of Lempu, is considered to have an influence but not significant on improving the quality of work of PT. Hadji Kalla Parepare Branch. This can be explained that Lempu in its category is an adjective, even though it is an absolute part that must be owned by a human being, but because the frame owned can only be meaningful if it is followed by an action, so in this study, it is said to have an influence but not significant if it is not supported application in the form of action.

The values contained in Warani besides being interpreted as having the will or determination to do the best thing possible, the meaning of warani itself, when examined from the point of view of the Bugis philosophy, contains things that are an absolute requirement as a human being, namely values. honesty. The results of the analysis provide reinforcement that Warani's attitude has a very significant influence on improving the quality of work is based on the values contained in Siri' and Pangadereng, Awaraniang, and Lempu are one devotion that cannot be separated because the two of them support and are bound to each other. So that the results of the analysis obtained show that together these two values of local Bugis human wisdom will have a very significant influence on improving the quality of work.

Keywords: Local Wisdom, Lempu, Awaraniang, Quality of Work

INTRODUCTION

Competition in the current free market era certainly requires every company to be able to work effectively and efficiently. The increasing prevalence of companies engaged in various sectors certainly gives birth to competitive competition. Companies that will be able to survive are those that can build excellence by optimizing all forms of resources and potential both in financial and non-financial terms. One of the strategies that can be carried out by companies in order to face this competition is to eliminate insignificant financing in supporting operational activities and increasing the potential for developing quality human resources.

Human Resources (HR) according to Ardana, et.al (2012) is one of the potentials possessed by the company and has an important role in the process of planning, implementing, and controlling the operational activities of a company. Employees as an



element of human resources also have an important role in optimizing company performance, because employees with competitive abilities will certainly be able to encourage increased production in the company (Ariana and Riana, 2013).

The quality of work as stated by Flippo (2005) is the result of a job with indicators that are used as a benchmark, namely effectiveness and efficiency, in other words that in the use of resources, be it employees or other resources can be done as much as possible in order to achieve the goals or objectives that have been set.

The biggest breakthrough made by the government on manpower is the issuance of Law Number 13 of 2003 concerning Employment which has been amended through Law Number 11 of 2020, where both laws have the aim of granting rights that a worker can have so that it can create a harmonious working relationship and the creation of harmonious cooperation between employers and their workers.

PT. Hadji Kalla Toyota as one of the subsidiaries of Kalla Group and is also an Authorized Dealer appointed by PT Toyota Astra Mobil (Toyota Car Manufacturer in Indonesia) since 1969, basically also felt the impact of the corona virus pandemic. Although in general, Toyota car products for the South Sulawesi, Central Sulawesi and Southeast Sulawesi regions are able to control average sales of 28% to 39% of total sales, but based on the results of the Police Register (Polreg) during 2020 sales of motor vehicles, especially four-wheeled vehicles, have decreased by 32% (Tribun-Timur.com, 2021)

PT. Hadji Kalla which was originally founded under the name NV. Hadji Kalla Trading Company on October 18, 1952 and until now overshadowed various companies certainly experienced a lot of ups and downs. Even based on historical references to its establishment in the 1960s when there was such a large inflation that many companies had to go out of business, but this company still survived even with only 1 employee. What underlies this company is able to survive is none other than NV. Hadji Kalla always strives to uphold the noble values of the Bugis man, namely Lempu (Honesty), Simplicity which is described in meaning (Sipakatau, Sipakainge, Sipakalebbi), Asamaturuseng (Togetherness), Getteng (Resolute), and Matike (Discipline). (Kompasiana, 2016).

Literally, the meaning of local wisdom is formed from two syllables, namely wisdom which can be interpreted wisely or wisely, while local is interpreted as where the form of policy was born. (Echols, J.M. and Hassan. S, 2005). If definitionally according to Keraf, (2010) and Sibarani.R (2012) that local wisdom is a system or norm and in it can include various elements including Ethics, Customs, Policies, Knowledge and Beliefs. Where everything is compiled, embraced and understood is then used as a tradition to regulate the order of life in society.

The values contained in the local wisdom of an area according to Widyanti (2015) are values that are believed to be true and are used as a reference in daily behavior by the community. So it is very reasonable to say that local wisdom is an entity that greatly determines the dignity of human beings in their communication.

RESEARCH METHODS

The research used in this study is quantitative research while the method chosen in this study is a survey method using a questionnaire on respondents. The quantitative approach is used because the data to be used to analyze the relationships between variables is expressed by numbers. This research was conducted at PT. Hadji Kalla Toyota Parepare on Jl. H. M. Arsyad No. 75. The research time was carried out from January to March (3 months) in 2021. The population in this study was all employees who worked at PT. Hadji Kalla Toyota Parepare totaled 110 people with the number of samples used in this study was 86 people. Collection techniques data is carried out by: (1) Observation is one of the methods that can be used in data collection using observations on research objects either directly or indirectly, (2) Library Research (3) Internet Media Browsing is used in order to



support and obtain information in the form of secondary data that has a relationship with things in the research. (4) Documentation Method. (5) Questionnaire Method and Wcloudcara Data collection procedure through questionnaire in order to obtain a real picture of the conditions that are the purpose of the research carried out. Some of the data analysis techniques used in this study are:

1. Validity and Reability
2. Test Classical Assumption
3. Partial Hypothesis Test (t-test)
4. Simultaneous Significant Test (F Test)

RESEARCH RESULTS
Table 1. Significance Test Partial Effect (t-test)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.945	1.369		3.612	.001
1 Lempu	.149	.077	.172	1.946	.055
Awaraniang	.560	.080	.621	7.007	.000

a. Dependent Variable: Kinerja Karyawan

a. Lempu Variables

That the value of significance is weak to the quality of work at PT. Hadji Kalla Parepare Branch is 0.055 or less than the Significance value of **0.05**. The conclusion that can be drawn that **the Lempu Variable has an insignificant effect on Work Quality**. It is said that it is not significant because the value obtained is almost equal to the significance value of 0.05, Proof of the relationship of influence between the Lempu Variable and Quality, can be seen by comparing the value and value .then based on the distribution t_{Hitung} obtained a value of t_{Tabel} t_{Tabel} : **1.98896**. The results t_{Hitung} as set out in Table 1 show a result of 1.946 or less than **1.98896**. In accordance with the basis of decision making, the influence obtained is insignificant. This makes it clear that between the Lempu Variable and Quality has an influence but is not significant.

b. Awaraniang variables

For the Value of Significance (Sig) of Awaraniang to Work Quality at PT. HADJI KALLA Parepare Branch, according to what is poured at 5.9 above 0.000 or less than the Significance value of **0.05** . So for this significance test, it can be said that **the Awaraniang Variable has a significant influence on Work Quality in PT. Hadji Kalla Parepare Branch**. To prove whether the hypothesis is acceptable as a whole it can be done by conducting a comparative test of values t_{Hitung} and values t_{Tabel} .

The result obtained for is t_{Hitung} **7.007**, while for the value it is t_{Tabel} **1.98896**. The comparison can be stated that $t_{Hitung} = 7.007 > = t_{Tabel}$ **1.98896**. So it can be stated that the influence relationship for the comparison of values t_{Hitung} and values is t_{Tabel} **Having a very Significant Influence Relationship**. So that it can be stated **Hypothesis is accepted**

Table 2. Simultaneous Test (F Test)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	64.030	2	32.015	46.472	.000 ^b
Residual	57.179	83	.689		
Total	121.209	85			

a. Dependent Variable: Kinerja Karyawan

The results of the analysis stated in Table 5.10 above by looking at the Propability (Significance) value of Variable X (Lempu and Awaraniang) which is 0.000 or less than the **Significance Value of 0.05**, then according to the basis of decision making for this simultaneous test it can be stated that the **Lempu and Awaraniang Variables collectively have a significant effect on employee performance at PT. Hadji kalla Toyota Parepare**

DISCUSSION

The ups and downs of a company, especially in the current era of fierce competition, are not as scary but rather a form of challenge from each company to develop its potential and resources. This tidal condition is also faced by PT. HADJI KALLA even in the era of 1960 where massive inflation occurred, made the company led by Hadji Kalla (Father of H. M. Jusuf Kalla) experience a very big shock even at that time it was only able to retain one employee.

Capitalized on the values of local wisdom that prioritizes the values of honesty, maintains simplicity, strengthens family relationships, builds togetherness and generosity, and upholds discipline and firmness, is used as the potential possessed by the company to rise from the downturn, this is in line with what was stated by Hasibuan (2003) that self-potential is a strength or ability possessed by a person whether his nature has been realized or not yet realized but not yet used optimally.

The analysis carried out in this study which tried to see the approach of lempu and Awaraniang **values** to Work Quality at PT. Hadji Kalla Parepare Branch, where according to testing using statistical methods, an idea was obtained that Nilaian meaning of Lempu **was** stated to have an influence but was not significant.

There is a contradiction to the feeding intended in the Pappaseng-pappaseng above to the results obtained in this study, so that the assumption that can arise is the Quality of Work in PT. Hadji Kalla Parepare Branch does not need an element of honesty in carrying out activities, in itself this will also contradict the principles of Noble Values developed by PT. Hadji Kalla in maintaining his existence.

This illustrates that the basis or reference for behavior is honesty, but it will have no meaning if the honesty is only confined to feelings. So it takes the value of courage to apply it. This is the reason why Honesty has no significant effect on Work Quality if it stands alone without any actualization support through attitude, and one of the attitudes expected from the meaning of Pappaseng above is Courage.

Awaraniang according to the results of the resulting analysis has a significant influence, this is more based on the values contained in the meaning of Awaraniang. Indicators that support the value of Awaraniang are said to have a very significant influence where a person who has a warani **attitude** in doing work is always based on adequate emotional and intellectual abilities.

In addition, another indicator that is shown as a characteristic of a person who is considered brave is being ready to face challenges, where it does not matter which position

he is placed in and in carrying out the responsibilities given always seeks to do it based on writing and sincerity that does not forget the greatness of the creator of nature.

Awaraniang will only be able to have meaning if it is supported by the values of Amaccangeng and Lempu. So that an employee will be dedicated and able to improve the quality of work both for himself and the company if he integrates these three things. This condition is certainly very much in line with the results obtained that if Lempu and Awaraniang together have a significant influence on improving the quality of the company.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of analysts and discussions obtained by research on the values of local wisdom on the quality of work at PT. Hadji Kalla Parepare Branch, it can be concluded several things including:

1. The value of local wisdom in the Bugis community, especially related to the meaning of Lempu, is considered to have an influence but not significantly on improving the Quality of Work of PT. Lempu Hadji Kalla Parepare Branch. It can be explained that Lempu in its category is an adjective, although it is an absolute part that must be owned by a human being, but because the frame that is owned can only be meaningful if it is followed by an action, so in this study it is said to have an influence but not significant if it is not supported by application in the form of deeds.
2. The value contained in Warani besides being able to be interpreted as having the will or determination to do the best deed, the meaning of warani itself if studied from the point of view of bugis philosophy in it is contained things that are an absolute requirement as a human being, namely the values of honesty. The results of the analysis provide reinforcement that Warani's attitude has a very significant influence on improving the quality of work, if it is based on the values contained in Siri' and Pangadereng.
3. Awaraniang and Lempu are one thing that cannot be separated, because they both support each other and are bound. So that the results of the analysis obtained show that together the two values of local wisdom of bugis humans will have a very significant influence on improving the quality of work.

Suggestion

Supporting Work Quality in achieving the goals of PT. Hadji Kalla Toyota, especially at the Parepare Branch, according to the conclusions obtained from the results of this study, several things are suggested, among others.

1. As a licensee for Toyota Car sales agent in Sulawesi region and one of its branches is in Parepare City, it is recommended that to provide support for the Company's Work Quality and Employees better integrate the noble values developed by the founder of PT. Hadji Kalla in the form of detailed meaning, so that the employees understand the character that must be possessed.
2. The noble values developed should be part of the Vision, Mission and Objectives both at the Central, Branch and other businesses developed by PT. Hadji Kalla.
3. To be able to further improve the Quality of Work both to employees and to the company in general, and in accordance with the noble values developed, in addition to the development of employee character, it also pays attention to scientific values, because warani values will not be able to produce the best quality if not supported by the intelligence (Amacaangeng) of them as implementers in the field.

BIBLIOGRAPHY

- A. Anwar Prabu Mangkunegara, 2011. *Manajemen Sumber Daya Manusia*. Bandung: PT. Remaja Rosdakarya
- Ardana et al, 2012. *Manajemen Sumber Daya Manusia*, Yogyakarta: Penerbit PT.Graha Ilmu.
- Ariana, I Wayan Tresna dan I Gede Riana. 2013. Pengaruh Kepemimpinan, Kompensasi dan Disiplin Kerja Terhadap Kinerja Karyawan Pada Hotel Cendana Resort & Spa Ubud, Gianyar. *E-Jurnal Manajemen Universitas Udayana*, 2 (1).
- Bintoro dan Daryanto. 2017. *Manajemen Penilaian Kinerja Karyawan*. Cetakan 1.Yogyakarta : Gava Media
- Cahyanto, Sugeng Setya, Bonifasius S.P, dan Ataabik Mutaman. 2012. "Penguatan Kearifan Lokal sebagai Solusi Permasalahan Ketahanan Pangan Nasional."In *The 4th International Conference on Indonesian Studies*, 1–18
- Dharmawaty Djaharuddin, 2019. Pengaruh Fasilitas dan Kualitas Pelayanan terhadap Kepuasan Pelanggan pada PT. Hadji Kalla Cabang Urip Sumoharjo Makassar. *Jurnal Ekonomi dan Bisnis Kontemporer. STIEM Bongaya Makassar, Sulawesi Selatan* [[P-ISSN 2442-8310](#) | [E-ISSN 2502-7654](#)][Vol 5, No 2 \(2019\)](#)
- Gelfand, M. J., & Kashima, Y. (2016). ScienceDirect Editorial overview : Culture : Advances in the science of culture and psychology. *Current Opinion in Psychology*, 8, iv–x. <https://doi.org/10.1016/j.copsyc.2015.12.011>
- Gujarati, Damodar N dan Dawn C. Porter. 2015. *Dasar-Dasar Ekonometrika Edisi 5 Buku 2*. Jakarta: Salemba Empat
- Hatamar, Rasyid, 2015, Nilai-Nilai Kearifan Lokal Dalam Pengembangan Pendidikan Karakter di Era Global. *Jurnal Edugama* | Volume 01, Nomor 01, Desember 2015, Jakarta
- Kementerian Perindustrian, 2021. Menperin: Industri Otomotif Jadi Sektor Andalan Ekonomi Nasional, Portal Kementerian Perindustrian Republik Indonesia, Jumat 19 Februari 2021. (Diakses 15 Juni 2021) <https://www.kemenperin.go.id/artikel/22297/Menperin:-Industri-Otomotif-Jadi-Sektor-Andalan-Ekonomi-Nasional>
- Kompasiana.com, 2016. Edukasi : The Kalla Way, Seni Memimpin dan Mengelola ala Kalla, 6 Maret 2012 07:58 Diperbarui: 25 Juni 2015. https://www.kompasiana.com/wwwfacebookcomarislovekhanza/550eaf8ea33311bf2dba83ea/the-kalla-way-seni-memimpin-dan-mengelola-ala-kalla?page=1&page_images=1#
- Mallombasi, M. Syuaib. 2012. Pappaseng: Wujud Ide Budaya Sulawesi Selatan. Makassar: Bidang Sejarah dan Kepurbakalaan Dinas Kebudayaan dan Kepariwisata Provinsi Sulawesi Selatan
- M. Wahyuddin Abdullah, Adnan Tahir, Mohd Sabri AR (2019). *Bisnis Berbasis Kearifan Lokal: Integrasi Siri' Na Pacce dan Etika Bisnis Islam*. Universitas Islam Negeri Alauddin Makassar, *Jurnal Istiqamah* Volume 5 Nomor 2 Ed. Desember 2019 : page 229-249 p-ISSN: 2460-805X e-ISSN : 2550-0295.
- Nur Alam Saleh (2017). Nilai-Nilai Budaya Dalam Pappasang Tu Riolo, [Balai Pelestarian Nilai Budaya Sulawesi Selatan](#) Sulawesi Selatan

- Nazmi Haddiyat Tamara, 2020. [Katadata.co.id](https://katadata.co.id/zimi95/analisis_data/5e9a57afaf667/peta-baru-persaingan-bisnis-mobil-di-indonesia) dengan judul "Peta Baru Persaingan Bisnis Mobil di Indonesia - Analisis Data Katadata", Rilis Tanggal 15 Februari 2020 https://katadata.co.id/zimi95/analisis_data/5e9a57afaf667/peta-baru-persaingan-bisnis-mobil-di-indonesia
- Qamar, Nurul, Muhammad Syarif, Dachran S. Busthami, Hasbuddin Khalid, Farah Syah Rezah, and Abd. Kahar Muzakkir. 2018. Menguak Nilai Kearifan Lokal Bugis Makassar: Perspektif Hukum dan Pemerintahan. Makassar: CV. Social Politic Genius (SIGn)
- Rarik, Sunhu. 2017. Nilai Akhlak berbasis kearifan Lokal. Vol 2 No 1 Juli 2017, Surabaya, Jurnal Al-Bahtau.
- Robert, Sibarani. 2012. *Kearifan Lokal*. Jakarta: Asosiasi Tradisi Lisan.
- Said, Mashadi. 2016, Jati Diri Manusia Bugis, (Jakarta: Pro de leader, 2016)
- Said, Mashadi. 2013. Konstruksi Teoritis Manusia Bugis, Makalah disajikan pada Seminar Internasional pada Festival Galigo, tanggal 10 s.d. 14 Desember 2013 di Masamba.
- Santoso, Singgih. 2012. *Panduan Lengkap SPSS Versi 20*. Jakarta: PT Elex Media Komputindo.
- Satori, Djaman. 2013. Peningkatan Kualitas Kerja Melalui Pola Pembinaan (*Capacity Building*) Dosen Muda Pada Program Studi Administrasi Pendidikan SPS UPI. Jurnal Penelitian Pendidikan. Vol.14. No.1. Hal.28-41
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- Triani Widyanti, 2015; Penerapan Nilai-Nilai Kearifan Lokal Dalam Budaya Masyarakat Kampung Adat CIREUNDEU Sebagai Sumber Pembelajaran,. JPIS, Jurnal Pendidikan Ilmu Sosial, Vol. 24, No. 2, Edisi Desember 2015
- [Tribun-Timur.com](https://tribun-timur.com), 2021. Selama 2020, Penjualan Mobil Penumpang dan Niaga Ringan Turun di Sulsel. 11 Januari 2021. Penulis: Muhammad Fadhly Ali | Editor: Hasriyani Latif. <https://makassar.tribunnews.com/2021/01/11/selama-2020-penjualan-mobil-penumpang-dan-niaga-ringan-turun-di-sulsel>.
- Undang-Undang Nomor 14 Tahun 1969 tentang Ketentuan-ketentuan Pokok Mengenai Tenaga Kerja
- Undang-Undang Nomor 13 Tahun 2003 tentang Ketenakerjaan
- Wahyuni H (2019) Strategi Promosi Dalam Meningkatkan Volume Penjualan Pada PT. HADJI KALLA Cabang Gowa, Pendidikan Ekonomi Fakultas Ekonomi Universitas Negeri Makassar