Influence Enhancement Competence Use Technology and Development Career to Employee Performance Improvement at the Palembang City TVRI Office

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ARTICLE INFO	ABSTRACT
Keywords : Use of Technology; Career development; Employee performance.	*The importance of increasing competence in the use of technology and career development in the context of improving employee performance has become a major concern in the world of work which continues to develop. This study aims to analyze the impact of increasing competence in the use of technology and career development on improving employee performance at the TVRI Palembang City Office. The research method used is a quantitative approach by collecting data through a survey using a Likert questionnaire. The collected data were analyzed through multiple linear regression techniques to examine the relationship between the competency variables for technology use and career development and employee performance. The findings show that career development has a significant positive effect on employee performance, while increasing competence in the use of technology does not have a significant effect on performance. However, the results of the simultaneous analysis show that the two factors together have a significant positive influence on improving employee performance at the TVRI Palembang City Office. In conclusion, improving employee performance in the media environment requires attention to career development and competence in the use of technology in a comprehensive manner.*
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1. INTRODUCTION

In the era of globalization and revolution Industry 4.0, technology information has incarnated become strength mover main in various sector , including the world of work . In the middle change dynamic this, organization demanded For Keep going adapt and improve competence employee in utilization technology [1]. At the TVRI Palembang City Office, shift paradigm this also feels, where to use technology and development career become factor key in push enhancement performance employee. Employee performance is a result of the work of a person or group within a company, which is successfully achieved in the duties and responsibilities of a job [2]. The results of this work are closely related to the achievement of company goals and are the result of a person's work in quality and quality in accordance with predetermined standards based on the responsibilities given [3]. To maximize employee performance, it is necessary to increase technology mastery by each employee [4]. Increasing competence in the use of technology refers to efforts to develop employee knowledge and skills in utilizing the latest technology, such as production and broadcasting software [5]. Meanwhile, career development refers to organizational efforts to provide employees with appropriate professional

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development and promotion opportunities [6] . These two variables are interrelated, because the use of sophisticated technology requires increased competency, which in turn can open career development opportunities. Therefore, it is important to investigate the relationship between these variables

The urgency of this research lies in the need for a deep understanding of how increasing competence in the use of technology and career development impacts employee performance at the TVRI Palembang City Office. With mastery of the right technology and good career development opportunities, it is hoped that employees will be able to contribute optimally to organizational goals, ensure sustainable competitiveness, and meet the demands of a continuously growing industry [7]. In addition, although the literature has identified a relationship between technological competence, career development, and employee performance, there are still limitations in understanding the specific context of TVRI Palembang City Office [8], [9]. There is no research that comprehensively examines how these factors interact in this unique media work environment. Several previous studies have shown that increasing technological competence has a positive impact on employee performance. Likewise, career development has been shown to be a powerful motivator for better performance. However, there is still little research that combines these two factors in the context of media such as the Palembang City TVRI Office.

This research has a novelty aspect and an important contribution. Through an in-depth analysis of the effect of increased competence in the use of technology and career development on employee performance, this research seeks to provide new insights regarding the dynamics in the media industry. His contribution is to provide valuable recommendations for the Palembang City TVRI Office in optimizing employee performance through efforts focused on competency and career development. The main objective of this study was to investigate the effect of increased competence in the use of technology and career development on improving employee performance at the TVRI Palembang City office. Thus, this research is expected to provide a solid foundation for the development of more effective human resource management strategies in today's competitive media industry context.

2. LITERATURE REVIEWS

2.1 Competence in Using Technology

Competence in using technology refers to the ability of individuals or groups to understand, operate, and use technology effectively to achieve certain goals [10]. The goal is to enable individuals to efficiently integrate technology into their tasks, increase productivity, and support the achievement of organizational goals [11]. Indicators of technological competence include an understanding of various tools and devices, the ability to solve technical problems, adaptation to changes in technology, the ability to communicate through digital media, and the ability to manage and analyze information obtained through technology. In the context of the current digital era, competency in using technology is an important aspect in a constantly evolving work environment.

2.2 Career Development

Career Development refers to a series of individual or organizational efforts to improve one's knowledge, skills and competencies in order to achieve better career goals in the future [12]. The goal is to provide opportunities for individuals to grow and develop in their career trajectories, whether through formal education, training or practical experience [13]. Career development indicators include participation in training and development programs, increased job responsibilities, competency diversification, understanding of the latest industry trends, and the ability to plan sustainable career

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paths. In today's dynamic era, career development is an important element in preparing individuals to face changes in the work environment and achieve higher achievements in their careers.

2.3 Employee Performance

Employee performance refers to the results of individual or group work in achieving the goals and responsibilities set by the organization [14]. The aim is to measure the level of effectiveness and contribution of a person to the overall achievement of organizational goals [15]. Employee performance indicators include productivity in the tasks carried out, quality of work, timeliness in completing projects, ability to work together in teams, as well as initiative and creativity in overcoming work challenges [16]. As a benchmark for organizational success, an in-depth understanding of the factors that influence employee performance is essential for designing an effective human resource management strategy in achieving business goals and competitive advantage.

3. METHODS

The research method used in this research is a survey with a cross-sectional design [17]. The research was conducted at the TVRI Palembang City Office, a television company in Indonesia which has a national network with three television channels and 32 regional television stations and is supported by 361 transmission stations. The population that became the research subject consisted of 169 employees at the TVRI Palembang City Office, and the number of samples taken was 114 employees. The research instrument used was a questionnaire with a Likert scale containing five choices. The construct for each variable is described in table 1.

Table 1. Variable Construct

Variable	Dimensions	Indicator
Competence Use Technology	Knowledge in use technology	Employees who have proficient in use technology
	Operate technology in the company	With technology possible company become more easy and have function planning and decision
	Develop a new strategy	a. Utilise technology today _ b. Utilise social media c. Do innovation
	Capable compete in the digital age on development era Now	a. Use an attractive website. b. Maximizing Digital Marketing c. Looking for technological developments with follow era.
Development Career	Fair treatment in career	Promotion criteria are based on objective, rational and widely known considerations among employees
	Respect for superiors direct	Promotion criteria are based on

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Variable	Dimensions	Indicator
		objective, rational and widely known considerations among employees
	Information about various opportunity promotion	Provide feedback to employees regarding the implementation of their respective duties
	There is interest for promoted	Access to information about various opportunities to be promoted, the internal selection process is competitive, the principle of fairness and equality and opportunity
	satisfaction level	Considering various factors such as age, gender, type and nature of the current job, education and training undertaken, number of dependents and various other factors
Employee Performance	Quality work	a. Neatness in carry out task b. Accuracy in carry out task c. The results of the work obtained in accordance with targets
	Quantity work	a. Speed in finish task b. Ability in complete the work process c. Capable in finish problem work
	Not quite enough answer	a. The results of the work obtained in accordance with targets b. Take decision in a manner discussion c. Able to fix error occurred _ in work
	Ability Cooperate	a. Connection between superior with employee b. Connection between fellow employee d. Able to finish problem work in a manner discussion

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Variable	Dimensions	Indicator
	initiative	a. Do work without wait order from superior b. Give solution in face problem work c. Provide new ideas before finish work

The collected data will be analyzed using multiple linear regression techniques [18]. Before carrying out the multiple regression analysis in this study, it is important to examine some of the assumptions underlying the method. First, the assumption of linearity needs to be tested to ensure that the relationship between the independent variables and the dependent variable is linear. This check can be done by observing the scatter plot data. Furthermore, it is necessary to examine the multicollinearity independent assumptions to evaluate whether the independent variables do not have a strong relationship between them. Correlation tests or VIF calculations can be used to identify multicollinearity. In addition, it is important to ensure that the residuals have a distribution that is close to normality. Residual plots or normality tests such as the Kolmogorov-Smirnov and Shapiro-Wilk can be used to check the assumption of normality of the residuals. Finally, the assumption of homoscedasticity needs to be checked to ensure that the residual variability is constant over the range of predicted values. This check can be done through residual plots. After these assumptions are met, multiple regression analysis can be performed to estimate the effect of increased competence in the use of technology and career development on employee performance at TVRI Palembang City Office.

4. RESULTS AND DISCUSSION

4.1 Assumption Test Results

4.1.2 Normality Test

The Normality Test is used to determine whether the data in the study are normally distributed or not. This test uses the Kolmogrorov-Smirnov (KS) method where the data is normally distributed if the significance value (sig) is > 0.05. The results of the normality test can be seen in table 4.1 below.

Table 4.1 Normality Test Results

No	Variable	asymp. Sig. (2-tailed)	Information
1	Competence Use Technology	0.200	Normal
2	Development Career	0.200	Normal
3	Employee Performance	0.200	Normal

Source: Data processed by SPSS (2023)

Based on table 4.1 the results of the analysis show the value of Asymp. Sig. (2-tailed) of 0.200 for each variable, namely Technology Use Competence, Career Development, and Employee Performance. This value reflects the normality test results for each variable. In the context of the normality test, a value

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greater than 0.05 (α = 0.05) indicates that the distribution of the data for this variable can be considered to be close to the normal distribution. Thus, based on these results, it can be concluded that the data used in this study has a distribution that is close to normal for each variable of Competence in Technology Use, Career Development, and Employee Performance. This provides a sound basis for applying further statistical analysis, including multiple regression analysis which will identify the relationship between the variables. However, it should be remembered that the normality test results are only the first step in the process of statistical analysis, and it is important to examine other assumptions and the research context as a whole.

4.1.3 Autocorrelation Test

The autocorrelation test is used to determine whether or not there is autocorrelation, so the autocorrelation test is carried out using a run test. As presented in table 4.9 below are the results of the autocorrelation test.

Table 4.2 Autocorrelation Test Results

Run Test	
Test Value [a]	.09359
Cases < Test Value	57
Cases >= Test Value	57
Total Cases	114
Number of Runs	46
Z	-2,258
Asymp . Sig. (2-tailed)	,224
a. Median	

Source: Data processed by SPSS (2023)

The results of the run test show that the sig value is 0.224 > 0.05, so it can be concluded that there is no autocorrelation.

4.1.4 Multicollinearity Test

The multicollinearity test aims to determine whether the regression model has a correlation or not between the independent variables. This test is carried out by looking at the Tolerance and VIF (Variance InflationFactor) values. If the Tolerance value is > 0.10 and VIF < 10, it is stated that there are no

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symptoms of multicollinearity. The results of the multicollinearity test can be seen in the following table 4.3.

Table 4.3 Multicollinearity Test Results

| Model		Collinearity Statistics	
		tolerance	VIF
1	(Constant)		
	X1	,926	1,080
	X2	,926	1,080
a. Dependent Variable: Y			

Source: Data processed by SPSS (2023)

Based on the test results in the table above it is known that all independent variables obtained Tolerance values > 0.10 and VIF < 10 so that it can be stated that there is no multicollinearity.

4.1.5 Heteroscedasticity Test

The classical assumption of heteroscedasticity statistics is detected through the SPSS output. As presented in Figure 4.1 below is a scatterplot image of the heteroscedasticity test.
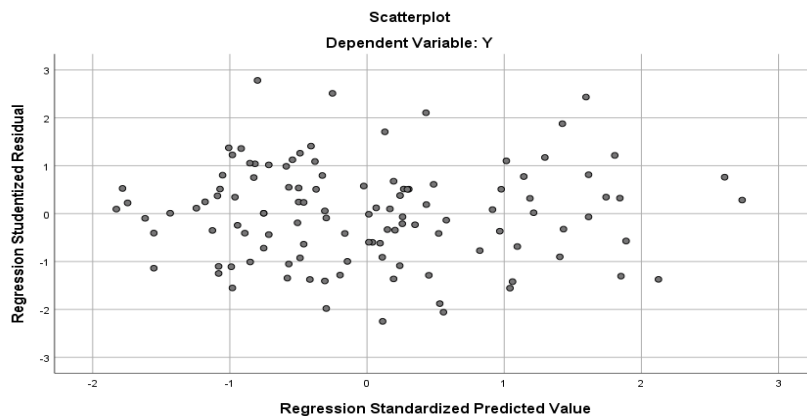
Figure 4.1 Heteroscedasticity Test Results

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Source: Data processed by SPSS (2023)

Based on the scatterplot image above, there is a distribution of data points as follows:
- The data points spread around the number 0 or below or above.
- The data points don't cluster just below or just above.
- The spread of data points does not form a wavy pattern that widens and then narrows and widens again.

So it can be concluded that the multiple linear regression model is free from the classical assumption of heteroscedasticity so it is suitable for use in research.

4.2 Results of Influence Between Variables
4.2.1 Results of Multiple Linear Regression Analysis

This analysis aims to determine the effect of each independent variable whether it is positively or negatively related to the dependent variable. The results of multiple linear regression tests can be seen in the following table.

Table 4.4 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	36,053	3,118		11,564	,000
	X1	.095	.089	,102	1.056	,293
	X2	,311	,139	-,215	2,232	,028
a. Dependent Variable: Y						

Source: Data processed by SPSS (2023)

The results of calculations on the regression equation obtained a value of 36.053 for the constant, 0.095 for the X1 coefficient, 0.311 for the X2 coefficient. The regression equation is formulated based on the results of these calculations, along with the regression equation:

$$Y = \alpha + 36.053 + 0.95X1 + 0.311X2 + \varepsilon$$

Based on the results of the multiple linear regression equation above, it can be concluded:
- The constant is 36.053, which means that if the independent variable is assumed to be constant or have a value of 0, it will affect the employee performance level of 36.053.
- The X1 coefficient of 0.095 indicates that if the value of the other independent variables remains the same and X1 increases by one unit, then employee performance will increase by 0.095. The coefficient value has a positive direction, which means that X1 has a positive effect on employee performance, where the higher X1, the employee performance will increase.
- The X2 coefficient of 0.311 indicates that if the value of the other independent variables remains the same and X2 increases by one unit, then employee performance will increase by 0.311. The coefficient value has a positive direction, which means that X2 has a positive effect on employee performance, where the higher X2, the employee performance will increase.

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4.2.2 Test of the Coefficient of Determination (R2)

The Coefficient of Determination test is used to measure the ability of the research model to explain the dependent variable using the Adjusted R Square (R2) value. The test results for the coefficient of determination can be seen in the following table 4.5.

Table 4.5 Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	, 212 [a]	,245	,228	6.92068
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

Source: Data processed by SPSS (2023)

Based on the table above, the adjusted R2 value is 0.228 or 22.8%. This states that the independent variable has an effect of 22.8% on variable Y while the remaining 77.2% is influenced by variables outside of this study.

4.2.1 Statistical Test T

Statistical T test is used For see significance from influence one independent variable in a manner individual in explained dependent variable variation with a significance level by 5% or 0.05. Meanwhile , the criteria for the hypothesis on study this , ie If mark significance ≤ 0.05 means the hypothesis is accepted and the independent variable influential significant on the dependent variable . Otherwise , if mark significance ≥ 0.05 means the hypothesis is rejected and the independent variable No influential in a manner significant on the dependent variable . Results statistical test T can be seen in the following table.

Table 4. 6 Partial Effect Test Results

Model		t	Sig.
1	(Constant)	11,564	,000
	X1	1.056	,293

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	X2	2,232	,028
a. Dependent Variable: Y			

Source: Data processed by SPSS (2023)

t test or partial test This For test influence every variable free in a manner Partial to variable bound . The t test is shown in table 4.10 above . on the table on so can concluded from the results of the t test are as follows:

- H1 is rejected Competence Use of Technology is not influential to Performance Employees . Based on the table above can is known that results t test of 0.293. Value 0.293 more big of 0.05, then can concluded that Competency variable Use of Technology is not have an influence on Employee Performance.
- H2 is accepted Development Career influential to Performance Employees . Based on table on can is known that results t test of 0.028. Value 0.028 more small of 0.05, then can concluded that variable Development Career have an influence on Employee Performance.

4.2.1 F test

The F test is a simultaneous test used to determine the effect of Competency in Using Technology and Career Development simultaneously on Employee Performance. As presented in table 4.14 below _ This is results F test

Table 4.7 Test F

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	249,008	2	124,504	2,599	,019b
	residual	5316,431	111	47,896		
	Total	5565,439	113			
a. Dependent Variable: Y						
b. Predictors: (Constant), X2, X1						

Source: Data processed by SPSS (2023)

Based on table 4.14 above, it is obtained that the value of Sig = 0.000 <Level of Significant = 0.05, then H3 is accepted, meaning that there is a simultaneous influence of the Competency Use of Technology and Career Development variables on Employee Performance.

4.3 Discussion

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Based on the previous analysis test, it can be seen that the Competency Use of Technology variable has no significant relationship or influence on Employee Performance. Variable Development Career has a significant relationship or influence on employee performance. And simultaneously variable Competency Use of Technology and Career Development to on Employee Performance .

4.3.1 The Effect of Competence on Technology Use Performance Employee

This section will explain the results of the hypothesis test on the competence variable of technology use. Technology Use Competency Variable has no influence on Employee Performance. The results of this analysis illustrate that there is a lack of competency in using information technology, which means that competence in using information technology will not affect the performance of employees at TVRI. In this case the computer facilities in the company greatly affect the implementation of information technology in the company. With more supporting facilities provided for users, it will make it easier for users to access the data needed to complete individual tasks within the company. Information technology is applied in a company with the hope that human resources who are users of the system can produce better output and increase performance. But basically TVRI employees lack competence in using information technology at TVRI Palembang. So that H1 in this study was rejected. This research is in line with [19] which states that the use of information technology has no effect on employee performance.

4.3.2 The Effect of Career Development on Performance Employee

This section will explain the results of the Career Development variable hypothesis test. Career Development Variable has an influence on Employee Performance. Career development will be faster if there has been a feeling of liking for a higher position. The feeling of liking the position is seen positively by most employees. Developing a career does not only stop at planning but must be arranged with neat management. The main career management when viewed from the description of the answers is from the availability of good facilities, this is very important for employees. Apart from facilities, another important thing for all employees is the opportunity from the company to attend training.

The research results show that career development has an influence on employee performance. It is shown by employees who are better known by their superiors or managers, they are good, employee loyalty to the company is very good, superiors or managers help employees and provide career advice to employees who are very good and opportunities for employees to take part in training programs, courses or continue their education are good. Career development at TVRI Palembang City has been good as evidenced in this study. This indicates that career development results in increased employee performance at TVRI Palembang City. Or in other words, the higher the career development given to employees, the higher the performance of employees at TVRI Palembang.

This research is in line with research conducted by [20] which states that career development has an influence on employee performance. With the existence of a career development program, this will improve performance for employees in order to achieve the next career path in a directed manner. Career development is a series of positions or positions occupied by a person during their working life by going through education and training levels within the company environment.

4.3.3 The Influence of Competency in the Use of Technology and Career Development on Employee Performance

This section will explain the results of the hypothesis testing variable Competency in the use of technology and career development. Variables Competence in the use of technology and career development have a simultaneous influence on employee performance. This indicates that the better the

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competence in the use of technology and career development carried out by employees in the company, the impact on improving employee performance will also have an impact on improving company performance. This research is in line with research conducted by [19] which states that competence in the use of technology and career development has an influence on employee performance. This means that the competency in the use of information technology and career development can improve the performance of non-commissioned officers.

5. CON C LUSION

5.1 Conclusion

Based on the data analysis and discussion that has been done, several conclusions can be drawn. First, the results of the study show that there is no significant influence between Technology Use Competence and Employee Performance at the TVRI Palembang City Office. Second, the research results support the finding that Career Development has a significant positive effect on Employee Performance in the office. Finally, through simultaneous testing, it was found that both Technology Use Competency and Career Development jointly have a significant positive effect on Employee Performance at TVRI Palembang City Office. These findings provide important insights in managing the factors that affect employee performance in the context of the media industry, so that they can provide a strong basis for improving human resource management strategies.

5.2 Suggestions _

Based on the findings of this study, the researcher offers several recommendations outlined below:

5.2.1 For TVRI Palembang City

In the technology use competence variable, the recapitulation results show the lowest score on the first item, namely "employees know a lot about the use of technology." Therefore, it is recommended that employees at TVRI Palembang City attend seminars or training related to the use of technology in order to deepen their understanding in this matter. Furthermore, on the career development variable, the lowest score is found in the third item, namely "Always provide employees with access to information about various opportunities to be promoted." To overcome this, it is recommended that TVRI Palembang City provide access to employees regarding information on promotional opportunities. This step is expected to motivate employee morale. Finally, in the employee performance variable, the lowest score is seen in the sixth item, "Neatness in carrying out tasks." Therefore, it is recommended that employees at TVRI Palembang City improve their skills in carrying out their duties more neatly and carefully.

5.2.2 For Further Researchers

Bagi peneliti selanjutnya dengan topik yang sama, dapat mengganti objek penelitian dan menambahkan atau menggunakan variabel lain untuk menyempurnakan penelitian terkait kinerja karyawan dan dapat menambah wawasan khususnya dalam menambah ilmu pengetahuan tentang sumber daya manusia.

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