



## **He Effect of Employee's Distribution and Authority on Employee Performance at PT. Huki Branch Medan**

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**ABSTRACT :** The Effect of Consumer Perception and Marketing Strategy on Increasing Sales of Kokita in Medan ", Thesis, 202 The purpose of this study was to investigate and analyze the Effect of Consumer Perception and Marketing Strategies on Increasing Sales of Kokita in Medan. The research method used is associative research, where variables are measured on a Likert scale. The method of data collection is done by interview (interview), with a list of questions (questionnaire) and study documentation. The population in this study were all consumers of Kokita products in Medan city, which totaled 126 people. Sampling with saturated sampling method or better known as the census. In this study the total population is relatively small as many as 126 people. Data processing using SPSS software version 23, with descriptive analysis and hypothesis testing multiple regression analysis. The results showed that: (1) partially Consumer Perception variables influenced Increased Sales of Kokita in Medan. (2) partially the Marketing Strategy variables affected the Marketing Strategies of Kokita in Medan. (3) simultaneously there were positive and significant influences between variables Consumer Perception and Marketing Strategies influence Increased Sales of Kokita in Medan.

**Keywords:** Consumer Perception, Marketing Strategy, Marketing Strategy

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## **PRELIMINARY**

PT Huki Medan Branch is a business entity whose activities are engaged in marketing services for baby products. Those who try to stay alive and develop so that they can achieve their goals or benefits and other goals are to be able to serve and fulfill the wishes of the community as best they can. In carrying out its activities, PT Huki Medan Branch wants all employees to do their jobs or tasks well. But in this case PT Huki Medan Branch is still experiencing a problem or obstacle, namely the Back Office part or work unit which has a finance sub-section, a warehouse section, an administration section and a goods delivery section. In this section or work unit, it can be seen that there is an unfavorable division of labor, where a job that is done by an employee in the administration department also does the work of the finance department, causing the employee to be unable to complete his work according to the specified schedule and often delays work so that it has an impact. at the slow service of the administration at PT Huki Medan Branch to customers, so that customers feel dissatisfied with the service. This means that there are still duplicity in the implementation of the tasks of the division of labor. So that the actual function of the organization is not running properly or properly. The administration section should do its own work and the finance section should be done by a separate employee. Because each task requires time and concentration in carrying out the work to the fullest. In other words, employees can work effectively when employees do work in accordance with a good division of labor.

And there is still a lack of firmness and breadth of leadership in delegating authority to subordinates. In this case the leadership is still interfering in the implementation of the work. So that the operations manager when making a decision cannot make the decision itself quickly and result in delays in the company's other operational activities being delayed. As a result, work activities within the company are jammed and have a very clear impact on the company. In addition, it also causes the employee to feel distrusted and unable to do his job in carrying out his duties. Because the division of labor and delegation of authority is very important. The author sees this as an important issue for the survival of the company's organization, especially for employees in carrying out their duties effectively.

Because these problems are very important for the implementation or work activities to achieve company goals, the authors are interested in researching these problems that occur at PT. Huki Branch Msdan, namely with the title EFFECT OF WORK DISTRIBUTION AND EMPLOYEE AUTHORITY ON EMPLOYEE PERFORMANCE AT PT. HUKI BRANCH MEDAN.

Formulation of the problem

1. Is there any effect of division of labor on employee performance at PT. Huki Medan Branch?
2. Is there any influence of employee authority on employee performance at PT. Huki Medan Branch?

3. Is there any effect of the division of labor and employee authority simultaneously on the performance of employees at PT. Huki Medan Branch?

Research purposes

1. To determine the effect of division of labor on employee performance at PT. Huki Medan Branch.
2. To determine the effect of employee authority on employee performance at PT. Huki Medan Branch.
3. To determine the effect of the division of labor and employee authority simultaneously on employee performance at PT. Huki Medan Branch

## LITERATURE REVIEW

Performance.

The success of an organization in achieving its goals depends on the ability of human resources to carry out work that results in performance within the company. According to Rivai (2011:309) states that performance is a real behavior that is displayed by everyone as work performance produced by employees in accordance with their role in the company.

Division of work.

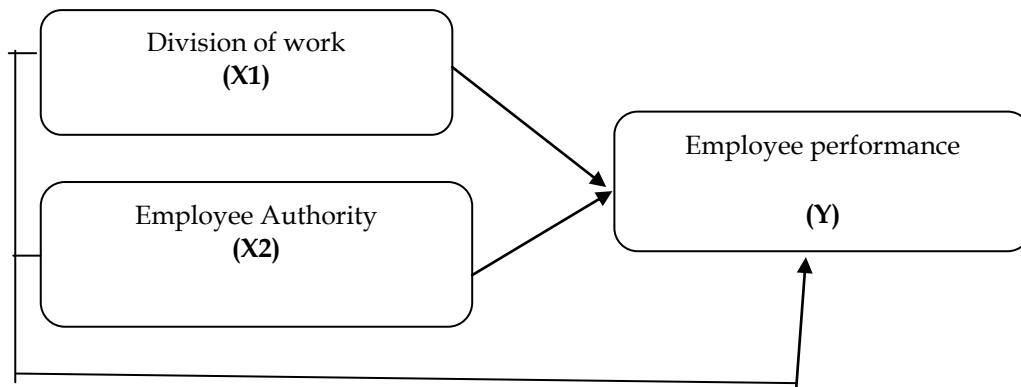
The definition of the division of labor according to Hasibuan (2016: 125) is: "The grouping of the same tasks, jobs, or activities into one work unit (department) should be based on the close work relationship" The division of labor according to Sutarto (2012: 104) is: "The division of labor is the details and grouping of tasks that are similar or closely related to each other to be carried out by a certain official"

Employee Authority

Authority is the legal and legal power that a person has to command others, do or not do something, power is a legal and legal basis for being able to do a job. (Hasibuan, 2016:64). So, authority is a tool or can also be said to be a nerve that functions as a driver in carrying out activities. Informal authority is used to get good cooperation with subordinates. Authority can also be interpreted as the right of authority to order others to do or not to do something in order to achieve a goal.

conceptual framework

The conceptual framework is a narrative (description or statement (proportion) about the problem-solving conceptual framework that has been identified or formulated. In order for the writing in this research to be clearer, it will be clarified with the following conceptual framework:



Picture 1. Conceptual Framework

### Hypothesis

The hypothesis is a temporary answer to a problem formulation that still has to be proven empirically. the framework of thought as described above, the hypotheses that can be formulated from this research are:

1. There is a positive and significant effect of the division of tasks on the performance of the employees of PT. Huki Medan Branch.
2. There is a positive and significant influence of employee authority on the performance of employees of PT. Huki Medan Branch...
3. There is a positive and significant influence on the distribution of duties and authority of employees on the performance of employees of PT. Huki Medan Branch

### METHODS

Types of Research and Description of the Research Population Types of Research. This type of research is associative, according to Sugiyono (2012:11), the associative approach is an approach using two or more variables to determine the relationship or influence of one another.

#### Population And Sample

##### Population.

Population is all objects, all symptoms and all occurrences of the events that will be selected must be in accordance with the problem to be studied. The population in this study were all employees of PT. Huki Medan, amounting to 55 people. The selection of population characteristics in this study was carried out with the consideration that employees who were selected as population units were groups or individuals who had close characteristics with PT. Huki Medan.

##### Sample

According to Sugiyono (2012: 73), "The sample is part of the number and characteristics possessed by the population. From the entire population to be taken, namely all employees at PT. Huki Medan. using a saturated sampling technique by taking the entire population as respondents.

Based on these assumptions, in this study all research subjects (population) were used as samples, namely all employees at PT. Huki Medan, totaling 55 employees, with proportional stratified random sampling. This technique is

used when the population has members/elements that are not homogeneous and stratified proportionally.

**RESEARCH RESULTS AND DISCUSSION**

Classic assumption test

Classical assumption test is used to see or test whether a model is feasible or not feasible to be used in research. The classical assumption test used in this study are:

a. Data Normality Test

The data normality test aims to test whether the regression model between the independent and dependent variables has a normal distribution or not by using the Kolmogorof Smirnov test. The test was conducted to determine whether the data distribution was normal or not.

a) If the value of Asymp sig > 0.5 then the data is normally distributed

b) If the value of Asymp sig < 0.5 then the data is not normal

Table 3.1 Sample  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		55
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	2.21507800
Most Extreme Differences	Absolute	.092
	Positive	.082
	Negative	-.092
Kolmogorov-Smirnov Z		.682
Asymp. Sig. (2-tailed)		.741
a. Test distribution is Normal.		

In Table 4.12 it can be seen that the Asymp value. Sig. (2-tailed) is 0.741 and above the significance value (0.05) this means that the residual data variables are normally distributed.

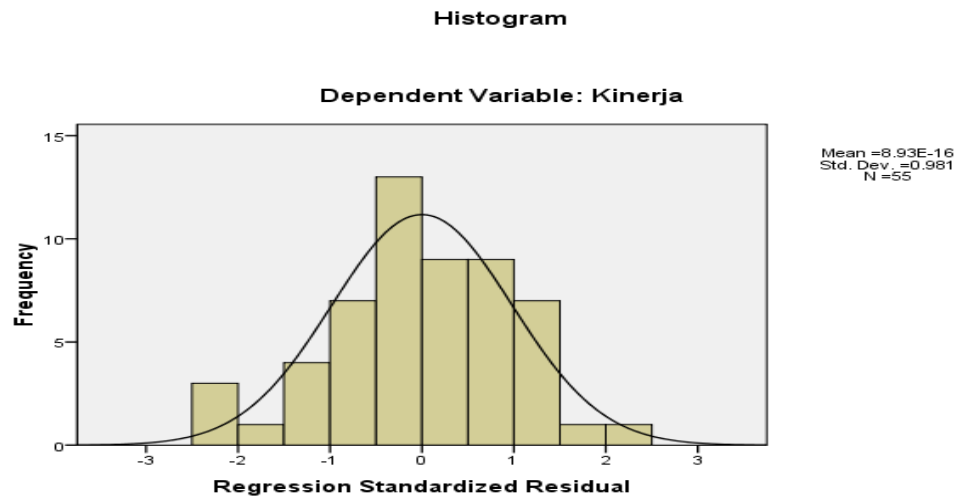


Figure 4.2. histogram

Based on the image Figure 4.2. above the histogram above shows that the data is normally distributed because the shape of the curve has a slope that tends to be balanced and the curve resembles a bell. So it can be concluded that the data is normal.

a. Normality Probability Plot graph, the conditions used are:

1. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfills the assumption of normality.
2. If the data spreads far from the diagonal and/or does not follow the direction of the diagonal line, the regression model does not meet the assumption of normality.

The results of the normality test using the normality probability plot graph can be seen in the image below;

**Normal P-P Plot of Regression Standardized Residual**

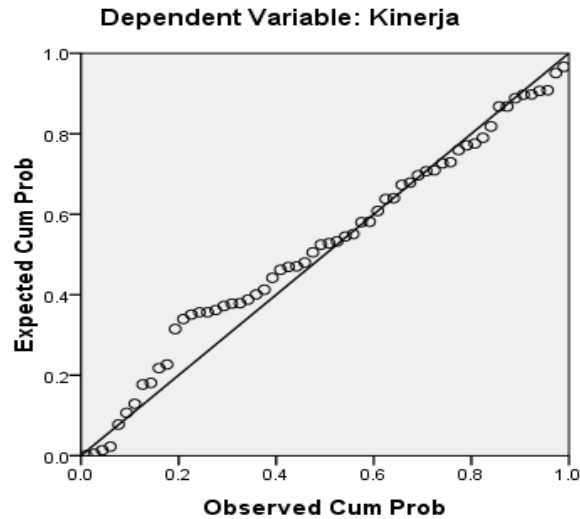


Figure 4.3 Distribution Pattern

The figure above shows that the probability plot has a normal distribution pattern because the scattering of data is around the diagonal line and follows the diagonal line. Thus, it can be said that this research meets the assumption of normality.

**b. Heteroscedasticity Test**

This method is used to test whether in a regression model there is a similarity in the variance of the residuals from one observation to another. If the variance from one residual observation to another observation remains, then there is homoscedasticity but if the variance is different, it is called heteroscedasticity. A good regression model is one that does not occur heteroscedasticity. "To find out whether there is a symptom of heteroscedasticity is to look at the presence or absence of a certain pattern on the Scatterplot graph, if there is a certain pattern then there has been heteroscedasticity in the regression model" (Situmorang et al., 2010:100).

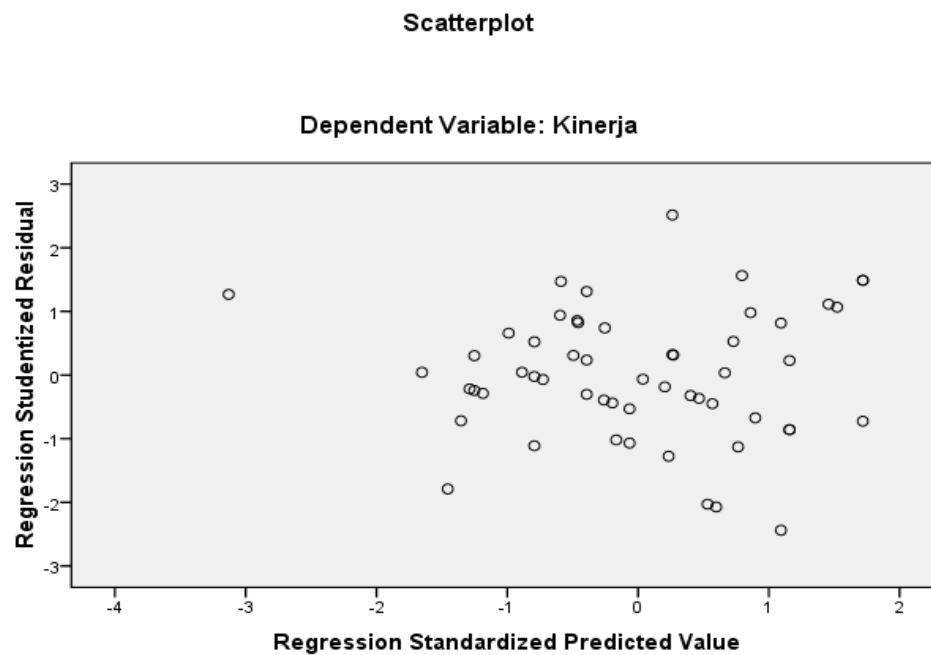


Figure 4.4 the scatterplot graph

#### Heteroscedasticity Test Scatterplot

In Figure 4.4 the scatterplot graph shows that the points spread randomly and do not form a certain clear pattern, and are spread both above and below the number 0 on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model is feasible to use for predicting employee performance based on the input of the variable division of labor and employee authority.

#### c. Multicollinearity Test

A good regression model is if the model does not contain symptoms of multicollinearity, namely the occurrence of correlation (near perfect) between independent variables. To find out whether or not there is multicollinearity between variables, it can be seen from the value of VIF (Variance Inflated Factor) where if the VIF value is  $> 10$ , it can be said that there are symptoms of multicollinearity.

Table 4.13 Collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Pelatihan	.866	1.155
	Kompetensi	.866	1.155

From Table 4.13 it can be seen that all independent variables have a VIF value < 10 so it can be concluded that there is no multicollinearity problem (there is no very high linear relationship between the independent variables). It can also be seen from the Tolerance column which shows all tolerance values > 0.1, this means that there are no symptoms of multicollinearity.

#### Multiple Linear Regression Model

Multiple linear regression model was conducted to determine how much influence the independent variables (work division and employee authority) had on the dependent variable of PT. Huki Medan's employee performance. The analysis was carried out with the help of the SPSS Statistics 23.0 program for windows

The multiple linear regression equation used is:

$$Y = a + 1X_1 + 2X_2 + e$$

Where :

Y = Performance

a = Constant

1, 2, 3 = Regression coefficient

X1 = Division of labor

X2 = Employee Authority

e = Standard error

Based on testing using the SPSS Statistics 23.0 for windows program, the results of the multiple linear regression equations of the study can be seen in Table 4.29.

Table 4.24, the multiple linear regression equation

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.041	4.168		4.808	.000
	Pembagian Kerja	.128	.214	.065	3.600	.001
	Wewenang Karyawan	.838	.135	.666	6.196	.000

a. Dependent Variable: Kinerja

Source: Data processed, 2019

Based on Table 4.24, the multiple linear regression equation model in this study is:

$$Y = 20.041 + 0.128X_1 + 0.838X_2 + e$$

Based on these equations can be described as follows:

1. The constant is 20,041 indicating that if there is no influence from the independent variables (X1, X2) then the performance (Y) will be worth 20,041.
2. The coefficient of X1 ( $\beta_1$ ) = 0.128, this shows that every time there is an increase in the division of labor by one unit, it will increase performance by 12.8%. If other variables are considered constant.
3. Coefficient X2 ( $\beta_2$ ) = 0.838, this shows that every time there is an increase in the employee authority variable by one unit, it will increase performance by 83.8%. If other variables are held constant

Hypothesis testing

1. F test (simultaneous test)

The F test was carried out to see together (simultaneously) the influence of the variables, namely (X1, X2) in the form of the division of labor and employee authority variables on performance (Y).

Hypothesis model:

$$H_0 : 1 = 2 = 0$$

There is no effect of division of labor and employee authority on employee performance at PT. Huki Medan.

$$H_a : 1 \neq 0$$

There is an effect of division of labor and employee authority on employee performance at PT. Huki Medan Decision making criteria:

$H_0$  is accepted if  $F_{count} < F_{table}$  at  $\alpha = 5\%$

$H_a$  is accepted if  $F_{count} > F_{table}$  at  $\alpha = 5\%$

Error rate ( $\alpha$ ) = 5% and degrees of freedom (df) = (n-k);(k-1)

Degree of freedom in numerator =  $k - 1 = 3 - 1 = 2$

Degrees of freedom in denominator =  $n - k = 55 - 3 = 52$

Then  $F_{table} 0.05 (3; 52) = 3.16$

The results of the F test (simultaneous test) using the SPSS Statistics 23.0 for windows program can be seen in Table 4.15

Table 4.15 F test (simultaneous test)

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	243.954	2	121.977	23.939	.000 <sup>a</sup>
	Residual	264.955	52	5.095		
	Total	508.909	54			

a. Predictors: (Constant), Wewenang Karyawan, Pembagian Kerja

b. Dependent Variable: Kinerja

Based on ANOVA (Table 4.15) the calculated F value is 23,939 with a significant level (Sig.) of 0.000a. So F count > F table (23,939 > 3.16) or significance (Sig.) < 5 % (0.000 < 0.05) means that the variable division of labor and employee authority has a positive and significant impact on employee performance at PT. Huki Medan Branch, which means that Ho rejected Ha accepted.

Thus there is an effect of division of labor and employee authority on the performance of employees of PT. Huki Medan Branch (the fourth hypothesis is accepted).

b. T test (Partial Test)

The t-test (partial test) was conducted to see individually the influence of the independent variables (X1, X2) in the form of division of labor and employee authority partially positive and significant effect on employee performance PT. Huki Medan Branch.

Hypothesis model:

Ho : i = 0

There is no partial effect of division of labor and employee authority on the performance of employees of PT. Huki Medan Branch

Ha : i 0

There is an effect of the influence of the division of labor and employee authority partially on the performance of employees of PT. Huki Medan Branch  
Decision Criteria:

Ho is accepted if t count < t table at = 5%

Ha is accepted if t count > t table at = 5%

Error rate ( $\alpha$ ) = 5% and degrees of freedom (df) = (n-k)

n = number of samples, n = 45

k = number of variables used, k = 3

Then: degrees of freedom = n-k = 55 - 3 = 52

The t-test performed is a two-way test, then the t-table used is t1/2 or t (0.025; 52) so that the t-table value = 1.673.

The results of the t test (partial test) using the SPSS Statistics 23.0 program for windows can be seen in Table 4.16

Table 4.16 (t-test results)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	20.041	4.168		4.808	.000
Pembagian Kerja	.128	.214	.065	3.600	.001
Wewenang Karyawan	.838	.135	.666	6.196	.000

a. Dependent Variable: Kinerja

In Table 4.16 (t-test results) it can be seen that:

- a. The t value of the division of labor variable is 3600 and the t table is 1.673 so that  $t_{count} > t_{table}$  ( $2,512 > 1,673$ ) and significant value (sig) ( $0.001 < 0.05$ ) so it can be concluded that the division of labor variable has a positive and significant effect on the performance of PT employees. H<sub>0</sub>:β<sub>i</sub>=0 In the t-test table the value of training on is .085 sig with Beta .179
- b. The t value of the employee authority variable is 6.196 and the t table is 1.673 so that  $t_{count} > t_{table}$  ( $6.196 > 1.673$ ) and a significant value ( $0.00 < 0.05$ ) so it can be concluded that the employee authority variable has a positive and significant effect on employee performance at PT. Huki Branch Medan (second hypothesis is accepted), because H<sub>0</sub>:β<sub>i</sub>=0 In the t-test table the Compensation value at is .474 sig with Beta .497

#### Coefficient of Determination (R<sup>2</sup>)

Determinant Coefficient Testing is used to measure how big the contribution of the independent variable (division of work (X1) and employee authority (X2)) to the dependent variable (performance). The coefficient of determination ranges from zero to one ( $0 < R^2 < 1$ ). If R<sup>2</sup> is getting bigger (closer to one), it can be said that the influence of the independent variable is large on the dependent variable (Y). On the other hand, if R<sup>2</sup> is getting smaller (closer to zero), it can be said that the effect of the independent variable is small on the dependent variable (Y).

The results of testing the coefficient of determination using the SPSS Statistics 23.0 program for windows can be seen in Table 4.30

Table 4.30 Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 <sup>a</sup>	.479	.459	2.25727

a. Predictors: (Constant), Wewenang Karyawan, Pembagian Kerja

b. Dependent Variable: Kinerja

## DISCUSSION

### Effect of division of labor on performance

The results of hypothesis testing (H1) have proven that there is an influence between the division of labor on the performance of employees of PT. Huki Medan Branch, through the results of the calculations that have been carried out, the t value for the division of labor variable is 3,600 and the t table is 1,673 so that  $t \text{ count} > t \text{ table}$  ( $3,600 > 1.673$ ) so that it can be concluded that the variable division of labor has a positive and significant effect on the performance of the employees of PT. Huki Medan Branch (the first hypothesis is accepted).

### The Influence of Employee Authority on Employee Performance.

The results of hypothesis testing (H2) have proven that there is an influence between Employee Authority on the performance of employees of PT. Huki Medan Branch, through the results of calculations that have been carried out, the t value of the Employee Authority variable is 6.196 and t table is 1.673 so that  $t \text{ count} > t \text{ table}$  ( $6,196 > 1.673$ ) so it can be concluded that the Employee Authority variable has a positive and significant effect on the performance of the employees of PT. Huki Medan Branch (the second hypothesis is accepted).

### The Influence of Work Division and Employee Authority on Performance.

Based on the results of the research, the division of labor and the authority of employees together has a positive and significant effect. This is evidenced by the results of the ANOVA test (Table 4.15) where the calculated F value is 23,939 with a significant level (Sig.) of 0.000a. So  $F \text{ count} > F \text{ table}$  ( $23.939 > 3.16$ ) or significance (Sig.)  $< 5\%$  ( $0.000 < 0.05$ ) means that the variable division of labor and employee authority has a positive and significant effect on the performance of employees of PT. Huki Medan Branch, which means that  $H_0$  rejected  $H_a$  accepted.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the results of the analysis discussed in the previous chapter, the following conclusions can be drawn:

1. The results showed that partially the division of labor affected the performance of the employees of PT. Huki Medan Branch I. The results of hypothesis testing (H1) have proven that there is an influence between the division of labor on the performance of employees of PT. Huki Medan Branch. The t-count value of the training variable is 3.600 and the t-table is 1.673 so that  $t\text{-count} > t\text{-table}$  ( $3.600 > 1.673$ ) or significant (sig)  $0.001 < 0.05$  so it can be concluded that the variable division of labor has a positive and significant effect on employee performance at PT. Huki Medan Branch (The first hypothesis is accepted).
2. The results of the study show that partially the employee authority variable affects the performance of the employees of PT. Huki Medan Branch I. The

results of hypothesis testing (H2) have proven that there is an influence between employee authority on the performance of employees of PT. Huki Medan Branch, through the results of calculations that have been carried out, it is obtained The t value of the employee authority variable is 6.196 and the t table is 1.673 so that  $t_{count} > t_{table}$  ( $6.196 > 1.673$ ) or significant ( $sig$ )  $0.00 < 0.05$  so it can be concluded that the employee authority variable has a positive and significant effect on the performance of PT. Huki Branch employees Field (second hypothesis is accepted).

3. The results of the study indicate that there is a positive and significant influence between the variables of division of labor and employee authority on the performance of employees of PT. Huki Medan I Branch. This is evidenced by the results of the Anova test (Table 4.15) which obtained the calculated F value of 23.939 with a significant level ( $Sig.$  .) of 0.000a. So  $F_{count} > F_{table}$  ( $23.939 > 3.16$ ) or significance ( $Sig.$ )  $< 5\%$  ( $0.000 < 0.05$ ) means that the variable division of labor and employee authority has a positive and significant impact on the performance of the employees of PT. Huki Medan Branch, which means that  $H_0$  rejected  $H_a$  accepted.

4. The results of this study indicate that the adjusted value ( $R^2$ ) is 0.459 or 45.9%. This means that the performance of employees of PT. Huki Medan Branch can be explained by the variables of division of labor and employee authority. While the remaining 54.1% is explained by other reasons not examined in this study, for example work culture, work spirit and others.

## **SUGGESTION**

Based on the results of the study the authors provide several suggestions, namely:

1. It is recommended to the leadership of PT. Huki Medan Branch I. Based on research findings, it is necessary to hold a division of labor at PT. Huki Medan Branch in order to minimize and facilitate employees in doing work because reducing work will make it easier for employees to carry out their duties
2. Some suggestions that can be given on the results of this research are: The leadership of PT. Huki Medan Branch in giving authority should give full trust so that employees who are delegated are able to carry out their authority to the maximum extent possible.

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