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THE EFFECTIVENESS OF EDUCATION, SKILLS, ATTITUDE AND COMMUNICATION ON
JOB PROMOTIONS AT LORIN SOLO HOTEL

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Abstract: *Job Promotion is an appreciation from the company as a form of appreciation to employees for working well and maximally. An important reason the company must provide selection to its employees, so that the employees selected for promotion have higher quality than other employees. This is done so that employees have the motivation to upgrade themselves to be better. The purpose of this study was to determine the effect of Education, Skills, Attitudes and Communication on Job Promotion at Lorin Solo Hotel. This research was conducted using primary data as many as 135 respondents who are employees at Lorin Solo Hotel. The technique used is descriptive quantitative which uses questionnaires, interviews and literature studies. The data collection uses a questionnaire with a Likert scale. The test used multiple linear regression analysis and performed classical assumption test and data quality test. The results of the study concluded that Education, Attitudes and Communication had a positive effect on Position Promotion. Meanwhile, skills have no effect on promotion of positions at Lorin Solo Hotel. Simultaneously Education, Skills, Attitudes and Communication have an effect on Position Promotion where $F_{count} > F_{table}$ is 5.059 > 2.4388. The value of determination (R^2) is 50.8%*

Keywords : Education, Skill, Attitude, Communication, Job Promotions

1. Introduction

Employees are one of the company's assets that must be considered. The company will be big and successful if it has high-quality employees. Constraints that often occur are when there is a decline in performance due to internal problems. Problems that arise are usually due to lack of education, attitude and good communication between employees. From here will arise debate and friction that will lead to work that is not optimal. It is good for companies to sort out employees who have good qualities, especially for education, skills, attitudes and communication.

Education and training that have been followed by employees can be used as a tool to improve the quality of work in order to seize opportunities for promotion. (Mangkuprawira, 2011) suggests that education and training is a process of teaching certain knowledge and skills, as well as attitudes so that employees are more skilled and able to carry out their responsibilities better according to standards. A person who has high knowledge and skills is often assumed to have more good thoughts.

Promotion is an opportunity to develop and advance which can encourage employees to be better and more enthusiastic in doing a job in an organizational environment. (Hasibuan, 2008) states that promotion is trust and recognition of an employee's ability to be able to occupy a higher position. Basically, promotion is seen from the basis of fairness and objectivity which will make employees feel satisfied because during work there is an appreciation and attention to their welfare by the management of the company and the company's leaders.

Based on this, the researcher formulated the problem as follows: "Is there any influence of education, skills, attitudes and communication on job promotion?"

2. Literature Review And Hypotheses

Job Promotion

Promotion is the process of changing the position of an employee/employee, from one position/position/place to a better one, followed by duties, responsibilities, and authorities that are higher than the previous position. In general, promotions are followed by an increase in salary income and other facilities. Rewards for performance results are usually expressed in the form of promotions. An employee assumes a promotion as something that is most attractive compared to other rewards/compensations. This is because the promotion is permanent and valid for a long period of time in the company and will not return if the employee does not make a mistake. Promotion is a change in an employee's job or position from a lower level to a higher level according to (Saydam, 2005).

According to the researcher, promotion is a move to a higher position in line with the increasing responsibility, income and facilities of the company.

Education

Education in the KBBI is the process of changing attitudes and behavior of a person or group of people in an effort to mature humans through teaching and training efforts. learning and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character and skills needed by the nation and state. According to (Suwandi, 2008) education has the task of preparing human resources for development.

According to the researcher, education is a conscious and planned effort to develop his potential for the better.

Skills

In a promotion, work ability can be one factor that can be considered. Ability shows the potential of people to carry out tasks or jobs. A person's ability is a manifestation of the knowledge of the skills he has. Employees who have high abilities can support the achievement of the company's vision and mission. (Thoha, 2001) ability is one element in maturity related to knowledge or skills that can be obtained from education, training and an experience.

According to (Kaleta, 2006) Employability refers to a complex feature and reflects the degree of interaction between the volume of both physical and mental activities and the functional abilities

of workers, their health and subjective assessment of their status in a given organizational and social condition .

According to the researcher, skill is an ability that a person has in actualizing a job by looking at his knowledge and experience.

Attitude

Gitosudarmo and Sudita (2008:23) argue that work attitude or behavior is an attitude of regularity of one's feelings and thoughts and the tendency to act on aspects of the environment. According to Hornby (in Hakim, 2010), Attitude is a way of placing or carrying oneself, or a way of feeling, thinking, and behaving.

Attitude according to researchers is a person's behavior that shows his personality either in movement or speech.

Communications

Communication is a basic human activity. By communicating, humans can relate to each other in everyday life in society or wherever humans are. There is no human being who will not be involved in communication according to Muhammad (2005:03). Communication is an exchange of information, communication helps a group of members in an organization that is separate from other members, Purwanto (1996:20). Likewise in formal or informal organizations good communication really supports the smooth running of organizational activities as stated by Mohyi (1999:111)

Communication according to researchers is a basic activity of a person to relate to other people in everyday life.

3. Research Method

This research is a quantitative descriptive research and the type of research used in this research is explanatory research. The source of the data used in this study is primary data, namely questionnaires distributed to employees of the Lorin Solo Hotel department. The time used in this study is December 01, 2020 to December 31, 2020. The population in this study is all employees of Lorin Solo Hotel. The populations in this study were 135 employees and all of them became the research sample. Data collection techniques in this study include documentation, questionnaires, interviews, and literature studies. . Data analysis used multiple linear regression, model feasibility test, hypothesis testing, and coefficient of determination test using SPSS23.

4. Result and Discussion

a. Multiple linear regression

Table 1 Multiple linear regression Result

Variable	Coeff Regression	t statistic	Sig. t
(Constant)	11,372	4,038	0,000
Education	0,290	2,969	0,004

Skills	0,116	1,199	0,233
Attitude	0,233	2,267	0,032
Communication	0,248	2,803	0,016
Adj R square	0,508		
F statistic	5,059		
Sig. F	0,001		

Based on the table above, when entered into the multiple linear regression formula, namely:

$$Y = 11,372 + 0,290X_1 + 0,116X_2 + 0,233X_3 + 0,248X_4$$

From the above equation it can be explained that:

1) Constant (α) = 11.372

This means that if the value of the variables of education (X1), skills (X2), attitude (X3), and communication (X4) is considered constant or equal to zero, then the variable of promotion will increase by 11.372 and show positive results.

2) Education Coefficient (b_1) = 0.290

This means that if the value of the coefficient of education variable increases by one unit, while the variables of skills (X2), attitude (X3), and communication (X4) remain, then the value of promotion will increase by 0.290 and show positive results.

3) Skill Coefficient (b_2) = 0.116

This means that if the value of the coefficient of skill variable increases by one unit, while the variables of education (X1), attitude (X3), and communication (X4) remain, the value of promotion will increase by 0.116 and show positive results.

4) Attitude Coefficient (b_3) = 0.233

This means that if the value of the attitude variable increases by one unit, while the education (X1), skills (X2), and communication (X4) variables are assumed to have a fixed value from the regression model, the promotion value will increase by 0.233 and show positive results. .

5) Communication coefficient (b_4) = 0.248

This means that if the value of the coefficient of the communication variable has increased by one unit, while the variables of education (X1), skills (X2), and attitudes (X3) are assumed to be the value of the regression model is fixed, then the value of promotion will increase by 0.248 and show good results. positive.

b. Model Feasibility Test

Based on table 1, the F_{count} value is 5.059, with a sig value of 0.001 and an F_{table} value of 2.4388. This means that the value of $F_{count} >$ the value of F_{table} , and a significant value <0.05 . Judging from the results of the feasibility test of the model above, it can be concluded that the regression model has met the model's feasibility test.

c. Hypothesis Test

It is said that the independent variable has a partial effect on the dependent variable if $t_{count} > t_{table}$ and has a significant value < 0.05 . Based on table 1 regarding the results of the partial test (t test), it can be seen that the results of the study include:

- 1) The quality of education (X1) has a positive and significant effect on promotion (Y)
Based on 1 above, it can be seen that the t-count of the education variable is 2.969, while the t-table value is 1.978, this means that $t_{count} > t_{table}$. The education variable has a significant value of 0.004, which means the significant value is less than 0.05. Based on the coefficient table on the partial test results, it can be concluded that education has a positive and significant effect on job promotion.
- 2) Skills (X2) have no effect on promotions (Y).
The t-table value in this study is known to be 1.199, while the t-count value of the skill variable is 4.063. Judging from the t-table value of 1.978 used in this study and the t-count value of the skill variable, it can be said that the skill variable has a t-count value $<$ the t-table value. The skill variable has a significant value of 0.233 which means the significant value of the skill variable is more than 0.05. Based on the results of t-count, t-table and significant values, it can be concluded that skills have no effect on promotion.
- 3) Attitude (X3) has a positive and significant effect on Job Promotion (Y).
The coefficient table shows that the t-count value of the attitude variable is 2.267. The t-table value in this study was 1,978. Judging from the t-count and t-table values, it shows that the t-count value $>$ t-table value. The significant value of the attitude variable is 0.032, which means the significance value of the communication variable is less than 0.05. Judging from the t-count, t-table and significant values in the partial test results, it can be said that attitude has a positive and significant effect on promotion.
- 4) Communication (X4) has a positive and significant effect on job promotion (Y).
The coefficient table shows that the t-count value of the communication variable is 2.803, while the t-table value in this study is 1.978. Judging from the value of t-count and t_{table} , it can be said that $t_{count} > t_{table}$. The significant value of the communication variable is 0.016, which means the significant value in the partial test results of the communication variable is less than 0.05. Based on the results of the partial test, it can be concluded that communication has a significant and significant effect on job promotion.

d. Coefficient of Determination (Adjusted R Square)

According to table 1 on the results of the coefficient of determination test, it can be seen that the Adjusted R Square value is 0.508, which means that it is 50.8%. Based on the value of Adjusted R Square, it can be concluded that the quality of education (X_1), skills (X_2), attitude (X_3), and communication (X_4) have an effect of 50.8% on promotion, while the remaining 49.2% can be explained by other variables that were not included in this study.

Discussion

- 1) **First Hypothesis: The effect of education on promotion in lorin solo hotel. The results showed that education had a positive and significant effect on promotion.**

Education has an influence on promotion at Lorin Solo Hotel. A high and good education will make an employee have a good quality value, the knowledge he has will be more. The results show that education affects the company's management and the General Manager in choosing their employees. There are several factors that can support in order to be elected by the leadership of the company in increasing the position of its employees. A high and good education is included as a core consideration for promotion at Lorin Solo Hotel. The results of this study are in line with previous research conducted (Mirayanti, 2015) and (Sari, Arifin, Wahono, 2017), which stated that education had a positive and significant effect on promotion.

- 2) **Second Hypothesis: The effect of skills on promotion in lorin solo hotel. The results showed that skills had no effect on promotion.**

Skills have no effect on promotion at Lorin Solo Hotel. Skills are not really a primary consideration in all companies. Due to the policies of each company and the leaders of each company. Not all company leaders make skills as a supporting factor in promotion. A breakthrough that places employees differently with their main abilities will make the employee process harder and increase the experience they have. The results of this study are not in line with previous research conducted by (Sari, Arifin, Wahono, 2019) which stated that skills have a positive and significant effect on promotion.

- 3) **Third Hypothesis: The effect of attitude on promotion in lorin solo hotel. The results showed that attitude had a positive and significant effect on promotion.**

Attitude is able to influence promotion in lorin solo hotel. One of the factors to support promotion is the attitude of the employees themselves. The management and directors will certainly choose employees who have high dedication, high loyalty but with a polite and good attitude as well. That way when in a promotion, the employee remains humble and adds to his performance for the company. In addition, his co-workers will always support him in any condition. It can be seen that if employees have good manners, hospitality, it will produce good performance and have the opportunity to get a promotion. The results of this study are in line with previous research conducted by (Sari, Arifin, Wahono, 2019) and (Kandou, Lengkong, Sendow, 2016) which stated that attitude had a positive and significant effect on promotion.

- 4) **Fourth hypothesis: The effect of communication on promotion in lorin solo hotel. The results showed that attitude had a positive and significant effect on promotion.**

Communication has a positive and significant effect on promotion at Lorin Solo Hotel. According to research results in all companies, communication will always be used as a basic activity in implementing the intentions of one person to another. That's why it's important to do this because by communicating the way we provide direction, the instructions from the leadership will be realized properly. Cooperation and coordination will be easier too. The better an employee communicates, the better the delivery of his work will be. The results of this study are in line with previous research conducted by (Fitiani, Rakhmat, Tuti, 2013) and (Ririn, Herman, Fahmi 2020), which stated that communication had a positive and significant effect on promotion.

5. Conclusion

Based on the hypothesis testing in Table 1 regarding hypothesis testing, it can be concluded that the education variable has a positive and significant effect on job promotion, the skill variable has no effect on job promotion, the attitude variable has a positive and significant effect on job promotion, and the communication variable has a significant and positive effect on job promotion.

Based on the value of Adjusted R Square, it can be concluded that education, skills, attitudes and communication have an effect of 50.8% on promotion, while the remaining 49.2% can be explained by other variables not included in this study. For example the variables of motivation, loyalty, seniority and employee performance.

Limitations

This study does not include other factors such as motivation, performance, loyalty and seniority as supporting variables in the study. This study only focuses on the factors of Education, Skills, Attitudes and Communication as the variables that will be tested on the Promotion of Positions at Lorin Solo Hotel.

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