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The Effectiveness of the Use of the Pitjarus Application on Employee Discipline and Performance of PT. Kurnia Promo Lestari Area Tangerang

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Abstract: This study investigates the effectiveness of the Pitjarus application in improving employee discipline and performance at PT Kurnia Promo Lestari. The research utilizes a simple linear regression analysis method, conducted through the SPSS 21 application, to evaluate the relationship between the application's effectiveness and its impact on employee behavior and outcomes. The study's sampling method employs random sampling, involving 30 respondents who are employees in the Tangerang area of PT Kurnia Promo Lestari. By analyzing three key variables—application effectiveness, discipline, and performance—the study aims to provide empirical evidence of how technological tools can transform human resource management practices. The results indicate that the Pitjarus application has a significant and positive influence on both employee discipline and performance. Specifically, every one-unit increase in the effectiveness of the application corresponds to a 0.302-unit improvement in discipline and a 0.516-unit improvement in performance, assuming other variables remain constant. These findings highlight the potential of the Pitjarus application as a practical solution to address challenges in employee management. Additionally, the study's validity and reliability tests confirm that the research instruments used are consistent and accurate, ensuring the credibility of the data and conclusions derived from the analysis. The implications of this study extend beyond the immediate scope of PT Kurnia Promo Lestari. By demonstrating the practical benefits of the Pitjarus application, this research underscores the value of technology in enhancing workforce efficiency and organizational outcomes. The findings validate the importance of integrating reliable digital tools into human resource management, not only to foster discipline and performance but also to support broader organizational goals. Ultimately, this study

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serves as a reference for other companies seeking to leverage technology to improve their operational processes and build a high-performing, disciplined workforce.

Keywords: Effectiveness, Discipline and Employee Performance.

INTRODUCTION

In the increasingly rapid development of the digital era, digital transformation has penetrated into various sectors, including in the business world. Every company is competing to adopt the latest technology to improve effectiveness and efficiency. One of the innovations that is increasingly popular is the use of information technology-based applications in human resource management.

This study focuses on the effectiveness of the use of the pitjarus application on employee discipline and performance at PT. Kurnia Promo Lestari, especially in the Tangerang area. Employee discipline and performance are two important aspects that are interrelated and have a significant impact on the company's success in achieving goals. Discipline reflects the level of employee compliance with company rules and procedures, while performance refers to the work results achieved by employees.

The fundamental question that wants to be answered in this study is the extent to which the effectiveness of the pitjarus application can contribute to improving employee discipline and performance at PT. Kurnia Promo Lestari. This research is expected to contribute both theoretically and practically. Theoretically, this research can add to the literature related to the influence of information technology on organizational behavior, especially in terms of discipline and employee performance. Practically, the results of this research are expected to be able to provide recommendations for PT. Kurnia Promo Lestari to optimize the use of the pitjarus application to achieve better business goals.

Research Questions

Based on what has been explained in the background of the problem, the formulation of the problem in this study is as follows:

1. Is there an effect of the effectiveness of the Pitjarus application on the discipline of PT. Kurnia Promo Lestari?
2. Is there an effect of the effectiveness of the Pitjarus application on the performance of employees of PT. Kurnia Promo Lestari?

Research Objectives

The objectives to be achieved in this study are:

1. To find out whether there is an effect of the effectiveness of the Pitjarus application on the discipline of employees of PT. Kurnia Promo Lestari.
2. To find out if there is an effect of the effectiveness of the Pitjarus application on the performance of employees of PT. Kurnia Promo Lestari.

Research Benefits

This research is expected to provide benefits for various parties, including:

1. For PT. Kurnia Promo Lestari :

- a. Providing insight into the effectiveness of the Pitjarus application in improving employee discipline and performance.

- b. Assisting management in identifying the advantages and disadvantages of technology implementation in the company's operational processes.
 - c. It is the basis for strategic decision-making related to technology development to support human resource management.
2. **For Employees:**
- a. Helping employees to understand the importance of adapting to the use of technology to support work productivity.
 - b. Providing motivation for employees to be more disciplined in carrying out their duties, with transparency and accountability supported by the application.
3. **For HR Practitioners and Managers:**
- a. Provide a real example of the effectiveness of using technology in managing employee discipline and performance.
 - b. Provides an overview for HR managers who will implement the use of technology in managing employee discipline and performance.

LITERATURE REVIEW AND HYPOTHESIS

Literature Review

A. Pitjarus App

The Pitjarus application is an application designed to improve the efficiency and accuracy of employee performance management at PT. Kurnia Promo Lestari. The company has adopted the Pitjarus application as the main supporting tool in managing work activities and monitoring employee performance. The app is designed to help organizations create a more structured, transparent, and data-driven work system.

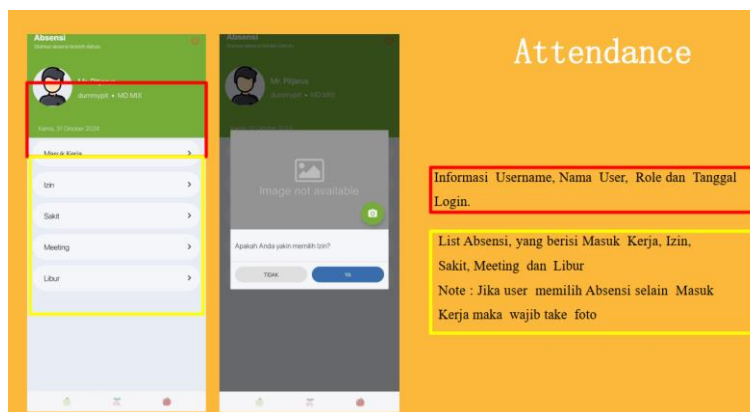


Figure 1 Initial Display of the Pitjarus Application

One of the main features in this app includes an attendance list (*attendance*), store visit schedules, performance reporting, and tools *geo-tagging* to ensure the user's location matches the specified task. The use of this application provides the ability to monitor the daily activities of employees through consolidated data *real-time*, so that it can increase transparency and efficiency in the implementation of tasks. *Dashboard* interactive provided by Pitjarus is one of the aspects that supports the management of employee performance data at PT Kurnia Promo Lestari. *Dashboard* It provides a visualization of target achievement data that includes promotion achievements, visit

efficiency, and monthly performance progress. With the information presented in *real-time*, management can quickly identify obstacles and formulate solutions to improve work results.

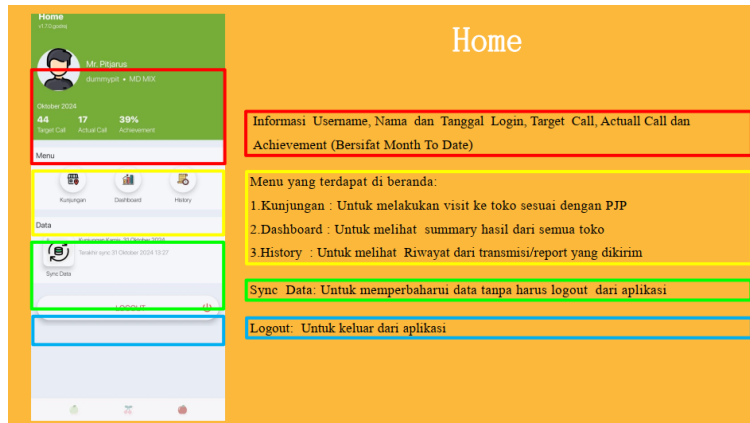


Figure 2 Home Display on the Pitjarus Application

With the implementation of the Pitjarus application at PT Kurnia Promo Lestari, it is hoped that it can improve work discipline and efficiency, as well as create a more organized and data-based work ecosystem. The use of this technology is in line with the company's commitment to continue to innovate in supporting the achievement of long-term goals, both in terms of business growth and customer satisfaction.

B. Discipline

Work discipline is behavior that is in accordance with company rules, both written and unwritten. In other words, work discipline is about obeying company regulations. Factors that affect work discipline include clear goals, good leadership, a fair reward system, effective supervision, strict sanctions, and a good relationship between superiors and subordinates (Nitisemito, 1991). Discipline is one of the important functions of human resource management and is the key to the realization of goals (Yuliani, 2023). Discipline is the obedience or form of a person who obeys written or unwritten rules that direct a person to be enthusiastic in doing their work duties, and be able to realize organizational goals (Pittaloka 2024).

Research on work discipline has become a major concern for academics because of its close relationship with individual and organizational performance. The main purpose of work discipline development is to ensure that employees comply with all company regulations, both written and unwritten, increase productivity, and maintain company assets (Sastrohadiwiryono 2003). Work discipline that is internalized in every individual in the organization is an absolute prerequisite for the success of the company. Work discipline ensures consistency in the implementation of rules and procedures, thus contributing to increasing productivity and achieving organizational goals (Mukrodi, 2022)

Research conducted by Oktariani (2020) which examined the relationship between the effectiveness of the application of the employee attendance system and employee discipline, the results of the study stated that there was a positive and very strong relationship of the effectiveness of the SIAP application to employee discipline.

According to Hasibuan (2022), there are several main aspects that reflect a person's discipline in an organization:

1. **Regulatory compliance**

This aspect shows the extent to which individuals comply with the rules that apply in the organization, both written and unwritten. This compliance includes adherence to company policies, standard work procedures, and supervisor instructions.

2. **Timeliness**

Punctuality reflects respect for other people's time and commitment to work. This aspect includes accuracy in starting and completing tasks, as well as attendance at meetings or meetings.

3. **Consistency**

Consistency indicates the ability of individuals to maintain good behavior continuously. This aspect includes work quality, performance, and performance. Performance is consistent over time.

4. **Responsibility**

Responsibility shows awareness of duties and obligations as well as a willingness to complete tasks. This aspect includes accepting responsibility, problem-solving, and initiative.

C. Performance

Performance is an important topic in the study of management and organizational psychology, defined as the result of an individual's or organization's activities measured through indicators such as productivity, quality, and efficiency. Vroom (1964) through his theory of expectations explained that performance is influenced by individual expectations for the relationship between the effort made and the expected results. This theory includes three main components, namely expectations, instruments, and values. This approach highlights the importance of individual motivation and perception in determining performance.

Campbell (1990) Behavioral dimensions through a performance model that emphasizes that performance is the result of a combination of various factors. Campbell identified eight dimensions that affect performance including cognitive ability, technical skills, initiative, and interpersonal skills. Locke and Latham (2002) suggest that setting clear and specific goals has a great effect on improving performance. Challenging but realistic goals can encourage individuals to work harder, while feedback helps evaluate progress.

Performance can also be context-based, highlighting the importance of time and context in measuring performance. Performance is not only measured by short-term results, but also the ability of individuals to maintain optimal performance in the long term and adapt to changing situations (Sonnetag, 2003). Performance is a function of ability, motivation, and a conducive work environment. These three elements interact with each other to determine the level of success of a person in carrying out tasks (Dessler, 2015).

According to Khan (2017) Performance is influenced by a combination of internal factors such as ability and motivation as well as external factors such as the work environment. Performance can be categorized into high performance when the target is achieved, and categorized into low performance when the target is not achieved. In addition, Performance is divided into two main elements, namely behavioral performance and results that are influenced by job satisfaction, organizational commitment, and stress (Robinson and Judge). According to Mukrodi, performance is basically a measure of the success of a person or a team in achieving the goals that

have been set. Good performance is characterized by achieving targets, completing tasks on time, and the ability to solve problems effectively.

Overall, various performance theories suggest that an individual's or organization's performance is influenced by a combination of internal factors such as ability, motivation, and behavior, as well as external factors such as the work environment, clear goals, and feedback.s

Research Hypothesis

1. There is a significant positive relationship between the effectiveness of the Pitjarus application and employee discipline at PT Kurnia Promo Lestari.
2. There is a significant positive relationship between the effectiveness of the Pitjarus application and employee performance at PT Kurnia Promo Lestari.

RESEARCH METHODS

Type of Research

This type of research is associative descriptive, associative descriptive research is a complete description of information about the relationship between one or more variables and other variables (Sugiyono, 2013). This study aims to determine the extent of the relationship between the Pitjarus application effectiveness variable (X1) to the employee discipline variable (Y1) and the relationship between the Pitjarus application effectiveness variable (X1) to the employee performance variable (Y2).

Population and Sample

This research was conducted on employees of PT Kurnia Promo Lestari in the Tangerang area. The population in this study is all employees of PT Kurnia Promo Lestari in the Tangerang area which amounted to more than 100 person. Meanwhile, the sampling technique used is by using *the random sampling technique*, which is the taking of sample members from the population which is carried out randomly without paying attention to the strata in the population (Sugiyono, 2013).

Data Collection Techniques

The data collection technique used in this study is a questionnaire or questionnaire. Questionnaire is a data collection technique carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2013).

1) Preparation stage

The process of preparing the instrument begins by conducting a literature review of the concepts to be researched, namely application effectiveness, discipline, and performance. Based on the study, relevant question items are prepared and the dimensions of each variable are explored. A 5-point likert scale is used to measure the level of respondents' approval of each statement. After the instrument is considered feasible, the researcher submits an application for permission to the management of PT Kurnia Promo Lestari to conduct research.

2) Data collection stage

The research sample was taken by *random sampling* from the employee population of PT Kurnia Promo Lestari, the number of samples determined

was 30 people. The questionnaire was distributed to all respondents using google form media.

3) Data processing stage

The answers from the respondents based on the questionnaire will be converted into numerical codes to facilitate data analysis using *SPSS 21 statistical software*.

Data Analysis Techniques

This study uses inferential statistical data analysis techniques. Inferential statistics is a data analysis technique used to make conclusions that apply to the population (Sugiyono, 2013). The data obtained from the results of the questionnaire collection in this study was processed using the Statistical for the Social Science (SPSS) Ver 21 application program to conduct validity tests and reality tests. Then a Pearson correlation test was carried out to test the relationship between the use of the Pitjarus application and employee discipline and performance at PT. Kurnia Promo Lestari. The Pearson correlation test is used to measure the strength of the relationship between two variables (Creswell, 2023).

RESULTS AND DISCUSSION

Validity Test Results

The first research data analysis was a validity test using the *Pearson correlation method* to assess the relationship between the score of each item and the total score.

1) Pitjarus Application Effectiveness Test (X)

		Correlations									
		X1	X2	X3	X4	X5	X6	X7	X8	X9	TotalX
X1	Pearson Correlation	1	.448*	.387*	.472**	.353	.415*	.208	.248	.381*	.579*
	Sig. (2-tailed)		.013	.035	.009	.056	.023	.269	.187	.038	.001
	N	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.448*	1	.864**	.729**	.573**	.674**	.478**	.756**	.826**	.871**
	Sig. (2-tailed)	.013		.000	.000	.001	.000	.008	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.387*	.864**	1	.629**	.582**	.728**	.499**	.653**	.713**	.839**
	Sig. (2-tailed)	.035	.000		.000	.001	.000	.005	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.472**	.729**	.629**	1	.476**	.733**	.476**	.491**	.673**	.776**
	Sig. (2-tailed)	.009	.000	.000		.008	.000	.008	.006	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.353	.573**	.582**	.476**	1	.600**	.709**	.553**	.612**	.812**
	Sig. (2-tailed)	.056	.001	.001	.008		.000	.000	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.415*	.674**	.728**	.733**	.600**	1	.492**	.582**	.612**	.812**
	Sig. (2-tailed)	.023	.000	.000	.000	.000		.006	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.208	.478**	.499**	.476**	.709**	.492**	1	.533**	.482**	.734**
	Sig. (2-tailed)	.269	.008	.005	.008	.000	.006		.002	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	.248	.756**	.653**	.491**	.553**	.582**	.533**	1	.713**	.769**
	Sig. (2-tailed)	.187	.000	.000	.006	.002	.001	.002		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.381*	.826**	.713**	.673**	.612**	.612**	.482**	.713**	1	.824**
	Sig. (2-tailed)	.038	.000	.000	.000	.000	.000	.007	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
TotalX	Pearson Correlation	.579**	.871**	.839**	.778**	.812**	.812**	.734**	.769**	.824**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Table 1. Results of the Validity Test of Pitjarus Application Effectiveness Variables

Based on the results of the analysis, all variables of the effectiveness of the Pitjarus application have r values calculated $> r$ tables, so it can be concluded that all instruments are valid.

2) Employee Discipline Variable Validity Test (y1)

		Correlations										
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	TotalY1	
Y1.1	Pearson Correlation	1	.822**	.695**	.695**	.306	.288	1.000**	.169	.018	.758**	
	Sig. (2-tailed)		.000	.000	.000	.101	.122	.000	.373	.925	.000	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.2	Pearson Correlation	.822**	1	.571**	.571**	.335	.270	.822**	.192	-.099	.686**	
	Sig. (2-tailed)	.000		.001	.001	.070	.149	.000	.309	.602	.000	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.3	Pearson Correlation	.695**	.571**	1	.483**	.400	.200	.695**	.337	-.174	.671**	
	Sig. (2-tailed)	.000	.001		.007	.029	.289	.000	.069	.359	.000	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.4	Pearson Correlation	.695**	.571**	.483**	1	.212	.473**	.695**	.337	.199	.719**	
	Sig. (2-tailed)	.000	.001	.007		.260	.008	.000	.069	.293	.000	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.5	Pearson Correlation	.306	.335	.400	.212	1	.053	.308	.154	.261	.596**	
	Sig. (2-tailed)	.101	.070	.029	.260		.782	.101	.417	.164	.001	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.6	Pearson Correlation	.288	.270	.200	.473**	.053	1	.288	.476**	.419	.604**	
	Sig. (2-tailed)	.122	.149	.289	.008	.782		.122	.007	.021	.000	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.7	Pearson Correlation	1.000**	.822**	.695**	.695**	.306	.288	1	.169	.018	.758**	
	Sig. (2-tailed)	.000	.000	.000	.000	.101	.122		.373	.925	.000	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.8	Pearson Correlation	.169	.192	.337	.337	.154	.479**	.169	1	.274	.583**	
	Sig. (2-tailed)	.373	.309	.069	.069	.417	.007	.373		.143	.001	
	N	30	30	30	30	30	30	30	30	30	30	
Y1.9	Pearson Correlation	.018	-.099	-.174	.199	.261	.419	.018	.274	1	.434**	
	Sig. (2-tailed)	.925	.602	.359	.293	.164	.021	.925	.143		.016	
	N	30	30	30	30	30	30	30	30	30	30	
TotalY1	Pearson Correlation	.758**	.686**	.671**	.719**	.596**	.604**	.758**	.583**	.434**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.001	.016		
	N	30	30	30	30	30	30	30	30	30	30	

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Table 2 Validity Test of Employee Discipline Variables

Based on the results of the analysis, all variables of employee discipline have r values calculated $> r$ tables, so it can be concluded that all of these instruments are valid.

3) Employee Performance Variable Validity Test (y2)

		Correlations									
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Y2.7	Y2.8	Y2.9	TotalY2
Y2.1	Pearson Correlation	1	.565**	.655**	.319	.609**	.495**	.565**	.519**	.565**	.749**
	Sig. (2-tailed)		.001	.000	.087	.000	.005	.001	.003	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.2	Pearson Correlation	.565**	1	.790**	.685**	.871**	.685**	1.000**	.790**	.663**	.921**
	Sig. (2-tailed)	.001		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.3	Pearson Correlation	.655**	.790**	1	.512**	.897**	.512**	.790**	.799**	.790**	.904**
	Sig. (2-tailed)	.000	.000		.004	.000	.004	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.4	Pearson Correlation	.319	.685**	.512**	1	.581**	.663**	.685**	.512**	.348	.675**
	Sig. (2-tailed)	.087	.000	.004		.001	.000	.000	.004	.059	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.5	Pearson Correlation	.609**	.871**	.897**	.581**	1	.581**	.871**	.897**	.871**	.949**
	Sig. (2-tailed)	.000	.000	.000	.001		.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.6	Pearson Correlation	.495**	.685**	.512**	.663**	.581**	1	.685**	.512**	.348	.713**
	Sig. (2-tailed)	.005	.000	.004	.000	.001		.000	.004	.059	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.7	Pearson Correlation	.565**	1.000**	.790**	.685**	.871**	.685**	1	.790**	.663**	.921**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.8	Pearson Correlation	.519**	.790**	.799**	.512**	.897**	.512**	.790**	1	.790**	.874**
	Sig. (2-tailed)	.003	.000	.000	.004	.000	.004	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
Y2.9	Pearson Correlation	.565**	.663**	.790**	.348	.871**	.348	.663**	.790**	1	.807**
	Sig. (2-tailed)	.001	.000	.000	.059	.000	.059	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
TotalY2	Pearson Correlation	.749**	.921**	.904**	.675**	.949**	.713**	.921**	.874**	.807**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 3 Validity Test of Employee Performance Variables

Based on the results of the analysis, all variables of employee discipline have r values calculated $> r$ tables, so it can be concluded that all of these instruments are valid.

From the table above (table 1, table 2, and table 3) it can be seen that all items have a validity test value for r calculation $> r$ table. r table was searched at a significance of 0.05 and a r table was obtained at 0.361 (Sugiyono 2013). So it can be concluded that all of these instruments are valid.

Reliability Test Results

The reliability test was carried out to measure the level of consistency and weakness of the research instrument. This analysis aims to ensure that the instrument used can provide the same measurement results when used repeatedly under the same conditions.

Variable	Alpha Cronbach's	r table	Information
X	0.898	0.600	Reliable
Y1	0.770	0.600	Reliable
Y2	0.934	0.600	Reliable

Table 4 Reliability Test Results

Information:

- Variable : X (Pitjarus Application Effectiveness), Y1 (Employee Discipline), Y2 (Performance Employee)
- Alpha Cronbach's : is a reality coefficient that indicates the internal level of consistency of the item-items in an instrument
- Information : Indicates whether the variable is reliable or not based on comparison Alpha Cronbach's value with r table

Based on table 4, it can be seen that Alpha Cronbach's values for all research variables are greater than *the* r of the established table. This shows that all items in the research instrument have high internal consistency and the instrument can be considered reliable (Sugiyono, 2019)

Simple Linear Regression Analysis Using Pitjarus Application on Employee Discipline

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.909	2.770		9.714	.000
	Efektivitas Aplikasi Pitjarus	.302	.078	.589	3.857	.001

a. Dependent Variable: Kedisiplinan Karyawan

Table 5 X-Y1 Simple Linear Regression Test Results

The results of a simple linear regression analysis showed that there was a significant influence of the Pitjarus application effectiveness variable on employee

discipline variables. The regression coefficient of 0.302 indicates that each increase of one unit in the Pitjarus application effectiveness variable will increase the employee discipline variable by 0.302 units, with the assumption of other variables controlled constantly (Sugiyono 2019).

A value of 0.302 on the regression coefficient indicates the direction and strength of the relationship between the two variables. Positive signs indicate a positive relationship, meaning that the higher the effectiveness of the Pitjarus application, the higher the employee discipline.

The t-value of 3.875 and the significance value of 0.001 indicate that the influence of the independent t variable (the effectiveness of the Pitjarus application) on the dependent variable (employee discipline) is statistically significant. This means that the influence does not occur by chance.

Simple Linear Regression Analysis of the Use of Pitjarus Application on Employee Performance

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.574	3.556		4.942	.000
Efektivitas Aplikasi Pitjarus	.516	.100	.697	5.145	.000

a. Dependent Variable: Kinerja Karyawan

Table 5 X-Y2 Simple Linear Regression Test Results

The results of a simple linear regression analysis show that there is a positive and significant influence of the variable effectiveness of the Pitjarus application on employee performance. A regression coefficient of 0.516 indicates that every increase of one unit in the Pitjarus application effectiveness variable will increase employee performance by 0.516 units, assuming the other variables are controlled constantly. The results of a significant t-test at a significance level of 5% (0.05) strengthen this finding (Sugiyono, 2019).

The number 0.516 on the regression coefficient (B) indicates the direction and strength of the relationship between the two variables. Positive signs indicate a positive relationship, meaning that the higher the effectiveness of the Pitjarus application, the higher the employee performance. The value of this coefficient indicates that the influence of the effectiveness of the Pitjarus application on employee performance is quite strong.

A large t-value (5.145) and a very small significance value (0.000) show that the influence of the independent variable (Pitjarus application effectiveness) on the dependent variable (employee performance) is statistically significant.

CONCLUSION

The findings of this study underscore the significant role that technological applications, such as Pitjarus, play in enhancing employee discipline and performance. By demonstrating a positive and significant influence, the research

confirms that the application serves as a critical tool in modern human resource management. An increase in the application's effectiveness was found to correlate with a 0.302-unit improvement in employee discipline and a 0.516-unit improvement in performance, assuming other factors remain constant. This provides empirical evidence of how technology can be effectively leveraged to support organizational objectives. Furthermore, the results highlight the importance of reliable and valid research instruments in deriving accurate conclusions. The validity and reliability tests conducted on the research instruments confirm that the findings are consistent and trustworthy. This reliability is essential, as it not only strengthens the study's conclusions but also provides organizations with the confidence to adopt similar technological tools. With proven effectiveness, tools like Pitjarus become indispensable for fostering a disciplined and high-performing workforce.

PT Kurnia Promo Lestari serves as a compelling case study for the successful implementation of the Pitjarus application. The company's ability to utilize this technology to drive significant improvements in employee discipline and performance showcases the practical benefits of integrating digital solutions into human resource management. This success demonstrates that technology is not merely a supporting tool but a transformative element in achieving operational excellence and enhancing employee engagement. The impact of the Pitjarus application extends beyond internal improvements within PT Kurnia Promo Lestari. The success story of this company illustrates the broader potential of such technologies to inspire innovation and productivity across industries. Organizations looking to improve efficiency and workforce management can draw valuable insights from this example. By adopting similar applications, companies can not only streamline their operations but also cultivate a culture of accountability and high performance.

In conclusion, the study emphasizes the transformative potential of technological innovations like the Pitjarus application in enhancing organizational performance. It reflects PT Kurnia Promo Lestari's commitment to leveraging technology to improve operational efficiency and workforce quality. This achievement sets a benchmark for other organizations, encouraging them to embrace digital solutions to navigate the complexities of modern human resource management. Ultimately, this research serves as a call to action for businesses to harness technology as a strategic asset to achieve sustainable growth and innovation.

SUGGESTION

Based on the results of the research that has been carried out, some suggestions that can be given include:

1. Application Development

- a. It is necessary to make some improvements to the accuracy of the data to be able to synchronize the data in real-time or periodically to minimize the difference between the data in the application and the conditions in the field and give the user the option to choose the reporting mode (manual or automatic) according to the needs of each store.
- b. There needs to be increased flexibility of features such as store profile customization to allow users to customize their individual store profiles, including active SKU lists, price ranges, and other settings.

- c. It is necessary to improve ease of use by creating more user-friendly interface pages and integrating with other relevant systems to improve efficiency and reduce data duplication.
2. Further research
 - a. Further research is needed to identify other factors that can affect the effectiveness of the Pitjarus app, such as organizational culture, leadership, and intrinsic employee motivation.
 - b. It is necessary to make a comparison with similar applications to find out the advantages and disadvantages of the Pitjarus application.

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