The Influence of Communication Media and Interpersonal Communications on Company Performance at Koja Utara Ptikemas Terminal

Mohamad Arief Budiana[1], Jamalulail[2]
[1,2]Universitas Sahid Jakarta, Indonesia
aar.budiana@gmail.com, Jamalullail@usahid.ac.id

Abstract

This study aims to analyze the influence of communication media and interpersonal communication on company performance at Koja Container Terminal, North Jakarta. The research population is all employees at Koja Container Terminal, North Jakarta. This research uses a quantitative method with survey type using google form. The research population is all employees at Koja Container Terminal, North Jakarta. The sampling technique was probability sampling with simple random sampling, through the Slovin formula, 89 samples were obtained. The research trial consisted of 30 respondents outside the research sample. . The results showed that there was a positive and significant influence partially and simultaneously on communication media and interpersonal communication on company performance at Koja Container Terminal, North Jakarta. The conclusion of the study shows that if you want to improve the company's performance, then factors such as communication media and interpersonal communication need to be improved as well. The implications of the company's research at the Koja Container Terminal, North Jakarta are making policies related to the application of communication media and interpersonal communication to company performance.

I. Introduction

Technological advances allow automation in almost all fields. New technologies and approaches that combine the physical, digital, and biological worlds will fundamentally change the pattern of human life and interaction (Tjandrawinata, 2016). The Industrial Revolution 4.0 is a digital era of the technological revolution that changes the way human activities are carried out in scale, scope, complexity, and transformation from previous life experiences. Humans will live in global *uncertainty.* Humans must have the ability to predict a future that changes very quickly.

Communication is the delivery and understanding of messages from one person to another through a social process. Communication occurs to create a good relationship between each other. In principle, communication activities are the exchange of ideas and ideas. Communication activities can be understood as an activity of delivering messages from one party to another to achieve a common view. Communication is very necessary for a business field to be better. With good communication, a good relationship will be created for a company by creating a sense of satisfaction from customers for the benefit of a company.

Humans essentially in their lives must communicate in this sense humans need other people and need groups or communities and the closest thing is family for sharing and interacting. Communication is the most dominant social event that occurs in human life.

Communication plays a very important role when humans want to interact with other humans and continues to develop into very modern and sophisticated communication.

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018)**.**

The development and importance of communication at this time can be proven by communication devices that are increasingly sophisticated and relatively spread in every level of society. By communicating, humans can relate to each other both in everyday life at home, at work, and in the community. The importance of communication for humans cannot be denied, as well as for an organization or company.

In addition to social life, communication is also very important in organizational life. With good communication, an organization can run smoothly and successfully, and vice versa. Therefore, communication is expected to be effective in accordance with the planned organizational goals. The effectiveness of communication can be assessed from the performance of human resources in the organization.

An important element in improving performance in the organization is the availability of quality human resources, productivity, having a high work ethic, and being able to make an optimal contribution to the company. To get the elements needed, organizations need proper coordination with every human resource in the organization through effective communication.

The success of a company's communication is largely determined by how the company builds communication. Communication is the foundation for an organization to move and develop towards the desired organizational goals. The key is how management manages communication with *stakeholders* well. Communication channels must be two-way and involve the participation of all parties. To accommodate this goal, there needs to be an interactive communication channel.

Today's technological developments include the use of social media which changes the pattern of company interactions with the public. One of the audiences targeted by the company is the media. The purpose of building a relationship with the media is to build a positive opinion in the community about the company. The role of the media is very large in the formation of these opinions.

In the business world, both goods and services do not stop competing to keep customers loyal to the goods or services offered and do not turn to other products. The existence of good communication must also be accompanied by a customer service system that always leads to customer satisfaction.

Company performance is a description or condition of the company in which the condition is the result of management activities. Company performance can be measured by using a company's performance measurement. Information used to measure company performance is taken from financial reports or other reports. This is done to find out whether a company is good or bad which will later reflect work performance in a certain period. Company performance or company *performance* is a result achieved by the company in a certain period. Measurement and assessment of company performance are interconnected with each other. Performance measurement (*performing measurement*) is a measure of the efficiency and effectiveness of the company in business operations.

TPK Koja has served every customer in the best way. However, a scientific assessment is *needed* to determine the company's performance from the activities carried out by the company to consumers. Measurement of a company's performance is very useful

for comparing the company's performance in the past and future periods so that it can be seen, performance has improved or vice versa has decreased.

Performance measurement is an effort to map strategy into actions to achieve certain targets, not only the final target that needs to be measured and become a measure of company performance but also related to competencies and processes that have been implemented. In addition, the management can also use performance measurement to evaluate the past period, by taking an action that is deemed necessary to improve it.

The *balanced scorecard* is a tool for assessing performance whose concept is a balance between a financial perspective and a non-financial perspective, as part of the organization's strategy in the future. *The balanced scorecard* (BSC) was developed to complement the measurement of financial performance (otherwise known as traditional measurement) and as a measurement tool that is important enough for corporate organizations to reflect new thinking in the era of *competitiveness* and organizational effectiveness. This concept introduces a company performance measurement system using certain criteria which are a description of what the company's long-term mission and strategy are.

The criteria are classified into four perspectives, namely: (1) financial perspective, (2) customer perspective, (3) internal business process perspective, and (4) learning and growth perspective. Through the measurement of these four perspectives, it will be easier for company management to measure the performance of current business units while considering future interests, measuring what has been invested in the development of human resources, systems, and procedures for performance improvement in the future, and making it possible to assess intangible assets such as customer satisfaction, customer loyalty, and others (Kaplan & Norton, 1996); (Budiarti Isniar, 2009); (Srimindarti Ceacilia, 2004). Several variables that are expected to affect the company's performance are communication media and interpersonal communication.

Communication media with the development of technology and information makes organizational problems more and more both in terms of quantity and quality demands of service users. Communication media is an intermediary tool that is deliberately chosen by communicators to deliver orders to the communicant. The main element of communication media is the selection and use of intermediary tools by communicators intentionally. This refers to the selection and use of communication media technology. One of the communication media is the internet.

Littlejohn and Foss (2011) define communication theory as the transmission of information or verbal exchange of a thought or idea consisting of three dimensions, the first is the level of observation or abstraction. Some definitions are broad; others are restrictive. For example, the definition of communication as the process of connecting discontinuous, living parts of the world to each other is common. On the other hand, communication as a means of sending military messages, orders, etc., such as by telephone, telegraph, radio, the courier is restrictive. The second dimension is intentionality, namely situations in which the source transmits a message to the recipient with a conscious intention to influence the recipient's behavior. The third dimension is normative judgments, such as statements of success, effectiveness, or accuracy.

Communication media are all means used to produce, reproduce, distribute disseminate and convey information. Communication media plays a very important role in people's lives. The effectiveness of communication media is communication that is launched in such a way as to cause cognitive, affective, and conative effects on the communicant in accordance with the communicator's goals (Rakhmat, 2011).

Griffin, Ledbetter, and Sparks (2019) define communication as follows, "*Communication is the relational process of creating and interpreting messages that elicit a response. This phrase in the working definition of communication indicates that the content and form of a text are usually constructed, invented, planned, crafted, constituted, selected, or adopted by the communicator.* Communication is the relational process of creating and interpreting messages that elicit a response. This phrase in the working definition of communication indicates that the content and form of the text are usually constructed, created, planned, created, shaped, chosen, or adopted by the communicator.

Interpersonal communication is a mutual, ongoing process of sending, receiving, and adapting verbal and nonverbal messages with another person to create and alter the images in both our minds (Griffin, Ledbetter, and Sparks, 2019). Interpersonal communication is an ongoing reciprocal process of sending, receiving, and adapting verbal and nonverbal messages with others to create and change their mindsets.

The pattern of communication between employees and customers and employees with superiors is a pattern of communication that occurs between individuals or *interpersonal communication*. This is in accordance with the theory of De Vito (2011) which states that "*interpersonal communication is the process of sending and receiving messages between two persons or among a small group of persons, with effect and some immediate feedback*". So interpersonal communication is a process of sending and receiving messages between two people or between a small group of people with some effect and some feedback. Interpersonal communication skills become very understood and mastered by someone who has a profession that relates to other people.

The container terminal is one of the supporting facilities for companies and governments in international trade through export and import activities. *Demand* growth that is not supported by the ability to serve has an impact on the inability to serve, so the government through PT Pelabuhan Indonesia II cooperates with PT *Hutchinson Port* Indonesia to build the Koja Container Terminal Operation Cooperation (TPK Koja). The form of cooperation between PT Pelabuhan Indonesia II (54.91%) and PT *Hutchinson Port* Indonesia (45.09%) through Joint Operations in the field of loading and unloading terminal services and stacking of export and import containers. TPK Koja is still located in the Tanjung Priok port area and has a total area of 32.73 hectares, a pier length of 650 meters, and a pool depth of -14 meters.

To provide excellent service, TPK Koja has been equipped with the following equipment facilities:

a. 7 units of *Quay Container Crane* (QCC) consisting of 2 units of Super Post Panamax, 2 units of Post Panamax, and 3 units of Panamax.
b. 25 Units of *Rubber Tire Gantry Cranes.*
c. 48 Unit *Head Trucks.*
d. *Chassis* Units.
e. 2 Units *Reach Stack.*
f. 1 Unit *Side Loader*

Real-time -based information technology as well as *infrastructure* and *superstructure facilities*, TPK Koja can serve fourth generation ships with a carrying capacity of 10,000 TEUs. Information related to the conditions of each international terminal is different. The description of each terminal located in the Tanjung Priok area is in table 1.

Table 1. International Container Terminal Capacity in Tanjung Priok in 2020

No	International Container Terminal	Wharf (Meters)	QCC (Units)	Container Yards (HA)	Capacity (Teus)
1	Jakarta International Terminal (JICT)	2.150	19	54.70	3,000,000
2	Koja Container Terminal (TPK Koja)	650	7	21.80	1,000,000
3	O3 (TO3) Terminals	1.020	6	22.45	800,000
4	Mustika Alam Lestari (MAL)	258	3	5.00	350,000
5	New Priok Container Terminal (NPCT1)	850	8	40.00	1,500,000
	Total	4.928	43	143.95	6.650.000

Table 1 explains that each container terminal has *infrastructure* and *superstructure* different ones. This condition explains that the competition between container terminals in Tanjung Priok is very high because each company tries to control and maintain its market share in accordance with the maximum capacity limit owned by the company, namely by trying to provide the best service to win new customers and maintain loyalty the customer.

Since the beginning of its operation, T PK Koja has consistently provided container loading and unloading service products that meet service standards according to applicable *regulators* and *statutes*, to increase customer satisfaction an effective system is applied with the support of modern facilities, as well as professional, competent, and trained human resources.

The service standard of TPK Koja has been accredited with the quality standard of ISO-9001:2008 which is certified by PT *Lloyd's Register* Indonesia (UKAS *Quality Management*). TPK Koja continues to strive to provide the best container handling services for customers, 24 hours a day. The description of the *market share* in Tanjung Priok for the last five years is illustrated in Figure 1.
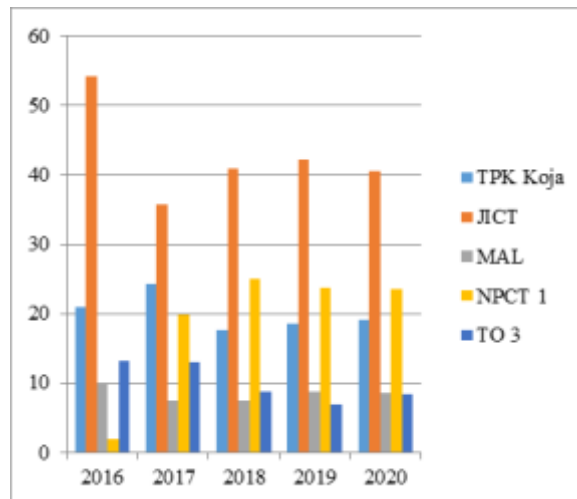
Figure 1. *Market Share Throughput* in Tanjung Priok 2016-2020

Based on the picture above, it is known that the three companies are companies that have become *market leaders* in achieving *throughput* since 2017. TPK Koja experienced an increase in *market share* in 2017 by 3%, from 21% to 24%, but in 2018 it decreased by

6%, this is due to the presence of a new competitor, namely NPCT1 which was inaugurated by the Indonesian government in April 2016, with a container storage capacity of 1,500,000 *TEUs*.

The addition of this new terminal indicates an increase in throughput capacity *in* Tanjung Priok, from the previous 5,150,000 *TEUs* to 6,650,000 *TEUs*. This indicates that the competition between international container terminals in Tanjung Priok is getting tougher and becomes a challenge for TPK Koja to provide the best company performance for customers.
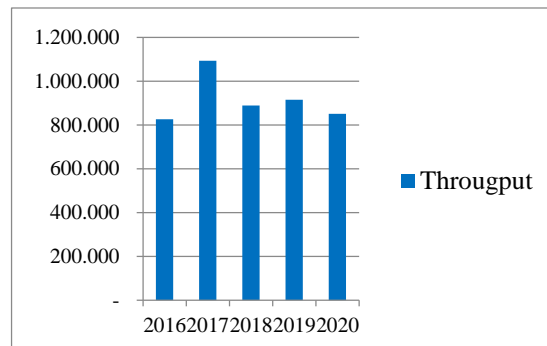
Figure 2. TPK Koja Throughput Achievement 2016-2020 (In Teus)

Throughput achievement in 2017 reached 1,092,665 *TEUs,* exceeding the TPK Koja stacking field capacity of 1,000,000 *TEUs*. The surge in *throughput* achievement that occurred in 2017 was due to a labor strike at JICT which resulted in the disruption of loading and unloading services for ships that docked at JICT (Internal Data TPK Koja 2020). To overcome this, the management of JICT cooperates with the management of TPK Koja to operate some of the docks and ships that dock at JICT, because TPK Koja and JICT have the same operational operating system, namely the *N-Gen System*. This resulted in the achievement of TPK Koja's *throughput* increasing rapidly, but had an impact on the decline of TPK Koja's company performance.

Technological developments that are accelerating rapidly, require the management of TPK Koja to respond quickly to changes that occur. The main problem facing companies today is how to attract new customers and retain existing customers. On the other hand, further, optimize the cargo capacity of the ship carried by the customer's ship. Because more and more container loads are carried by ships that dock to carry out the loading and unloading process, the greater the *throughput achievement* it will produce, thus increasing the company's revenue.

The management of TPK Koja is aware of the high competition in gaining market share in Tanjung Priok at this time, thus triggering the management anticipates in various ways to obtain and increase market share in accordance with its existing capacity. In general, customers will choose products and services that provide more value. So, the key to succeeding and being able to maintain and increase the market is to better understand customer needs with optimal company performance.

This research is based on the existence of a gap *between* expectations and reality (performance). Feelings from customers will be the basis for knowing the performance of existing expectations. The general results from the initial survey data collected from all international shipping *operator vessels that* are customers of TPK Koja are in table 2 below.

Table 2. Customer Expectations and Performance TPK Koja

Satisfaction Factor	Customer Expectations	Performance TPK Koja	Gap
Physical appearance (*tangible*)	3.80	3.40	-0.4
Reliability *(reliability)*	4.00	4.10	0.1
power t think *(r responsiveness)*	4.50	4.00	-0.5
Guarantee *(insurance)*	4.10	3.60	-0.5
Empathy (*e empathy*)	4.00	4.10	0.1

Based on Table 2 it is known that three satisfaction factors have negative values, namely physical appearance *(tangible),* responsiveness *(responsiveness),* and assurance. *(an assurance).* This condition indicates that customers feel dissatisfied, so the company requires improvements and recommendations to improve these conditions. While two factors are considered to have no problems, as a result, customers are satisfied with the services provided by TPK Koja.

Customer satisfaction especially in the service sector is a must so that the company still *exists. The difference between* customer expectations regarding the performance of the company and customer ratings of actual performance provides a customer perception of the performance of service companies. This difference occurs because of the *gap* (gap) between customer expectations and the reality of the company's performance, the gap exists as a result of not meeting customer expectations.

The company needs a more in-depth study to find out the actual conditions, as well as a map of the communication media and interpersonal communication on the company's performance through its indicators. This is intended so that the company can encourage the company's performance to be even better than the previous condition. In addition, there are several descriptions of the basic problems that occurred at the Koja TPK, namely:

1. The decline in the *market share* of TPK Koja.
2. The decline in the achievement of the company*'s throughput*.
3. Not optimal communication media that supports facilities and infrastructure.
4. Interpersonal communication is somewhat hampered due to the Covid-19 pandemic.
5. *Work From House* (WFH) has not been effective.
6. There are still customers who complain due to service that has not been optimal.
7. Innovation in the field of communication and marketing has not been optimal.
8. The absence of a scientific approach to determine the media of communication, interpersonal communication, customer satisfaction, and innovation on company performance was carried out by TPK Koja.

Based on the explanation above, the novelty of research on the analysis of communication media and interpersonal communication on company performance. The formulation of the research problem is whether there is a partial and simultaneous influence of the analysis of communication media and interpersonal communication on the company's performance. The purpose of this research is to analyze the effect of partial and simultaneous analysis of communication media and interpersonal communication on company performance. Therefore, the author raised the topic of research with the title "Analysis of communication media and interpersonal communication on company performance (Case Study at Koja Container Terminal, North Jakarta)".

II. Research Method

This study uses a quantitative method with a survey type using google Forms. The research population is all employees at Koja Container Terminal, North Jakarta. The sampling technique was probability sampling with simple random sampling, through the Slovin formula, 89 samples were obtained. The research trial consisted of 30 respondents outside the research sample.

The research trial used the validity test with the product-moment correlation coefficient formula, while the reliability calculation used the Cronbach alpha formula. Classical assumption test using normality test, linearity test, heteroscedasticity test, and multicollinearity test. The data analysis technique used multiple linear regression analysis, with hypothesis testing using a partial test (t-test) and simultaneous test (F test). Processing of data analysis using SPSS Version 26.00 software.

III. Results and Discussion

3.1 Test the Validity and Reliability of the Research

The test of the validity of the communication media instrument was 30 respondents and 16 items were tested. The test results show that 15 items are valid and 1 item is invalid. The reliability coefficient is 0.931. Invalid items are not used, the reliability coefficient is 0.9 35.

The test of the validity of the interpersonal communication instrument was 30 respondents and 18 items were tested. The test results show that 15 items are valid and 3 items are invalid. The reliability coefficient is 0.876. Invalid items are not used, the reliability coefficient is 0.855.

The test of the validity of the company's performance instrument was 30 respondents and 20 items were tested. The test results show that 17 items are valid and 3 items are invalid. The reliability coefficient is 0.9 08. Invalid items are not used, the reliability coefficient is 0.9 20.

3.2 Classic Assumption Test

The results of testing the classical assumption of normality are shown in the table below.

Table 3. Normality Test Results

No.	Variable	*Kolmogorov S mirnov_(sig.)*	Sig.	Conclusion
1	X_1 to X_3	0.089 _	0.05	Normal
2	X_2 to X_3	0, 200	0.05	Normal

H results of data processing in the table di above it are known that the value *of Kolmogorov S mirnov* (*sig.*) for all variables is greater *than* = 0.05. Thus, data from the variables studied, namely company performance, communication media, and interpersonal communication follow the normal distribution pattern. This means that the first classical assumption has been fulfilled and the model is feasible to be used as a data analysis tool.

The linearity test is known from the value of *Sig. Deviation from Linearity* of the linear F test. If *Sig* > 0.05 then the data is linear, and vice versa if *Sig* < 0.05; then the data is not linear.

Table 4. Linearity Test Results

No	Variable	Deviation from Linearity (sig.)	Sig.	Conclusion
1	X_1 to X_3	0, 172	0.05	linear
2	X_2 to X_3	0, 105	0.05	linear

Based on the results of the analysis, the *deviation of linearity* for all relationship models is > from 0.05. Thus the predicted relationships are entirely linear.

Heteroscedasticity test _ The data using the basis of decision making is that if the existing points form a certain regular pattern then there has been heteroscedasticity. If there is no clear pattern, and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.
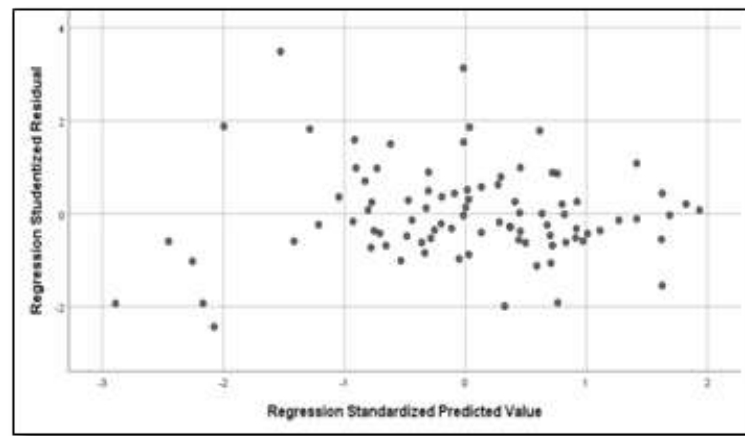
Figure 3. *The chart s scatterplot heteroscedasticity test communication media and interpersonal communication on the company's performance*

Based on the graph above, it can be seen that the dots spread randomly, do not form a certain clear pattern, and spread both above and below the number 0 on the Y-axis. Thus, there is no symptom of heteroscedasticity.

The multicollinearity test is seen from the *tolerance* and *VIF values* as follows.

Table 5. Multicollinearity Test Results

No.	Variable	Tolerance	VIF	Conclusion
1	X_1 to X_3	0, 822	1, 216	There is no multicollinearity
2	X_2 to X_3	0, 822	1, 216	There is no multicollinearity

Based on the table above, shows that the *t -tolerance value is* close to one for all variables and the VIF value is around one, thus this indicates that there are no cases of multicollinearity in the model.

3.3 Hypothesis Test

The hypothesis test of the influence of communication media and interpersonal communication on company performance was analyzed using multiple or simultaneous linear regression.

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	16,134	5.079		3,177	0.002
X $_1$	0.649	0.084	0.606	7,753	0.000
X $_2$	0.253	0.076	0.261	3,341	0.001

The results of multiple or simultaneous regression analysis get the equation = 16.134 + 0.649X $_1$ + 0.253X $_2$, it is interpreted that every change in the score of the communication media and interpersonal communication variables by 1 point, it can be estimated that the company's performance score will change by 0.649; and 0.253 in the same direction with a constant of 16.134.

The results of the hypothesis testing of communication media on company performance partially show the t - $_{count\ value}$ of 7.753 > from the t- $_{table\ value\ of\ 1.986}$. While the significance level of 0.000 < at = 0.05. Thus, partially there is a positive and significant influence of communication media on company performance.

Interpersonal communication hypothesis test results on company performance partially show the t - $_{count\ value}$ of 3.341> from the t- $_{table\ value\ of\ 1.986}$. While the significance level is 0.001 < at = 0.05. Thus, partially there is a positive influence and interpersonal communication on company performance.

Simultaneous hypothesis test results of communication media and interpersonal communication to the company's performance are as follows.

Table 7. Simultaneous hypothesis testing of communication media and interpersonal communication on company performance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3,011,158	2	1.505.579	56,620	0.000
Residual	2,286.819	86	26,591		
Total	5,297,978	88			

Simultaneous hypothesis test results of communication media and interpersonal communication the company's performance show the $_{calculated\ F\ value}$ of 56,620 > from the F $_{table\ value\ of}$ 3.10. While the significance level of 0.000 < at = 0.05. Thus, simultaneously there is a positive and significant influence of communication media and interpersonal communication on company performance.

The correlation coefficient of communication media and interpersonal communication to the company's performance (r $_{X3.12}$) is as follows.

Table 8. Correlation coefficient of communication media and interpersonal communication on company performance

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	0.754	0.568	0.558	5.157

Based on the table above, the correlation coefficient of communication media and interpersonal communication to the company's performance (r $_{X3.12}$) of 0.754.

The coefficient of determination of the influence of communication media and interpersonal communication on the company's performance was obtained from the price of *R square* of 0.568. So 56.8% variance in communication media and interpersonal communication can be explained by the company's performance variables. While the remaining 43.2% is influenced by other variables.

The pure contribution of each independent variable to the dependent variable has been carried out by partial correlation analysis. The pure contribution of each variable is known by controlling for other independent variables. The results of the analysis can be shown to rank the relationship as follows.

Table 9. Ranking the strength of the relationship between the independent variables and the dependent variable

Variable	Correlation coefficient	Rating
$r_{X31.2}$	0.641	First
$r_{X32.1}$	0.339	Second

Based on Table 9 above, shows that first, the pure contribution of communication media to company performance, if controlled by interpersonal communication in a constant state, obtained a value of 0.641. This condition indicates that there is a decrease in the level of relationship between communication media and company performance. Thus, the communication media is not the only variable that can determine the company's performance, but there are other variables, namely interpersonal communication that has an effect.

Second, the pure contribution of interpersonal communication to company performance, if controlled by the communication media in a constant state, the value is 0.339. This condition indicates that there is a decrease in the relationship between interpersonal communication and company performance. Thus, interpersonal communication is not the only variable that can determine the company's performance, but there are other variables, namely the communication media that have an effect.

Thus, the first rank of pure contribution is communication media of 0.641. While the second rank is interpersonal communication of 0.339.

The results obtained from statistical hypothesis testing indicate that there is a positive and significant influence of communication media and interpersonal communication on company performance. This is in accordance with the results of research by Nwabueze and Mileski (2018) which aims to explore the types of effective communication (" *soft* " and " *hard*" communication, superior interpersonal communication, and the use of appropriate information and communication technology) that have an impact on competitiveness and maintain successful performance. The research method uses exploratory qualitative and case study research. The results show that there is a lack of effective communication, the organization's global competitive ability is severely impaired. Communication impacts other elements that contribute to competitive advantages such as efficiency, responsive public relations, and innovation. Strategies and recommendations to help organizations use effective communication to achieve superior customer satisfaction, drive innovation, motivate employees, and respond to crises more effectively.

The research of Eger and Mičík (2015) aims to analyze the level of customer-oriented communication in various specialized industries in the Czech Republic. The research methods are descriptive (initially field mapping) and exploratory (clarifying differences in customer-oriented communication as part of service standards across units of different sizes and in different specialized industries). The results show that over the past

few years, there have been several positive changes in sales. Communication with customers is better in small shops than in large stores. The results become very important for training future business managers, educating salespeople in terms of corporate training, and improving sales quality.

Patanduk's research (2016) aims to analyze service quality and relationship quality have a significant influence on customer loyalty. Quantitative descriptive research method. The results showed that service quality and relationship quality had a significant influence on customer loyalty. To increase customer loyalty, the recommendation for Tri providers is to build a stronger and wider network and other offers that are more valuable to consumers in the service interaction process such as gifts and promotional offers, to gain customer loyalty. Tri provider management needs to listen to customer dissatisfaction, complaints, and suggestions. Tri provider management can use social media such as *Twitter, Facebook*, or *websites the web* itself to find out what customers are talking about.

Rewah's research (2016) aims to measure customer satisfaction with Telkomsel's *online services*. The descriptive method with quantitative approach. The statistical technique used is simple regression and multiple regression to see the effect of the independent variable on the dependent variable. The independent variables are *reliability, responsiveness, assurance, empathy, and tangibles*. The dependent variable is customer satisfaction. Based on the test results found that the independent variable that significantly affects customer satisfaction is *responsiveness*. The other four independent variables do not affect customer satisfaction. But simultaneously the five independent variables have a significant effect on customer satisfaction. For further research, it is expected to increase the number of respondents and the demographics of the respondents so that a deeper analysis can be carried out based on demographics.

Onyiengo's research (2014) aims to measure the extent to which communication media used for internal PR in organizations facilitate effective public relations at the *Kerio Valley Development Authority* (KVDA) in Kenya. Qualitative and quantitative research methods. The results of the study show the media used by the public relations department used in KVDA is inadequate and ineffective. The public relations department does not play a key role in promoting good internal public relations within the department. This study recommends that public relations need to improve communication media used for internal public relations. Emphasis on media that allow two-way communication and not one-way communication.

Baruah's research (2012) aims to analyze the effectiveness of social media communication and its potential in technology connections. Micro-level studies using qualitative and quantitative methods. The results show that social media such as *Facebook, Twitter, Orkut, MySpace, Skype*, etc., are widely used for communication purposes. One of the advantages of using social media is the *online sharing of knowledge and information* among different groups of people. Sharing information *online* also encourages the improvement of communication skills among the community, especially among students and students in educational institutions. *Online* tools and technologies not only mediate communication in many ways but also the way we communicate and even the way we talk and think about communication is changing as a result. Social media has the potential to fundamentally change the character of social life, both at the interpersonal and community levels.

Neeru's research (1999) aims to analyze the effect of communication effectiveness and service quality on the relationship of commitment to consumers and professional services. The research method uses descriptive and exploratory methods. The results show

that communication effectiveness is the main driver of all antecedent variables and the strongest determinant of the relationship of commitment

IV. Conclusion

The research findings show that there is a positive and significant influence partially and simultaneously on communication media and interpersonal communication on company performance. The independent variable which has the strongest influence and the greatest contribution to the dependent variable is the communication media. Based on the research findings, it is concluded that if you want to improve the company's performance, then factors such as communication media and interpersonal communication need to be improved as well.

Acknowledgement

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