

# **The Effect Of Use Of Video Conferences On The Level Of Employee Communication Satisfaction During The Covid-19 Pandemic (Case Study of PT. Grapari Telkomsel Branch Palu)**

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## **ABSTRACT**

*This research aims to determine the effect of using video conferencing on employee communication satisfaction levels. The sampling method uses a census or disbeut as well as a saturated sample where the number of samples is the same as the population. Data was collected using a questionnaire which was then processed using SPSS. The analysis method used is a simple regression analysis method. Video conferencing is a technology that allows users who are in different locations to hold face-to-face meetings without having to move to a common location and communication satisfaction is a function of what a person gets and what he expected. The results of this research show that the variable use of video conferencing has a positive and significant effect on the level of employee communication satisfaction.*

**Keywords:** Video conferencing, Employee Communication, Satisfaction Level.

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## **I. INTRODUCTION**

The corona virus disease-2019 (COVID-19) outbreak has made headlines in various countries in the past year, until now the spread of the outbreak which was first discovered in Wuhan, China last November has not been able to be contained. COVID – 19 was an important disease outbreak in global public health in 2019. Indonesia first confirmed the first 2 cases of COVID-19 on March 2 2020. The Indonesian government has implemented many public recommendations to control the transmission of COVID-19 (Ministry of Health of the Republic of Indonesia, 2020). One of the policies implemented is working remotely from home, known as work from home (WFH). The WFH that is currently being implemented is a follow-up to the direct appeal of the President of the Republic of Indonesia to minimize the spread of the COVID-19 virus.

This pneumonia-like disease appeared in Wuhan, Hubei Province, China in November 2019 (Zhu et al., 2020), which the World Health Organization (WHO) later called Coronavirus Disease 2019 or COVID-19. The majority of developing countries will experience more obstacles than developed countries in containing the rate of transmission of COVID-19, so that they have the potential to develop into new epicenters, including Indonesia (Hopman et al., 2020). During the pandemic, people carry out activities, both teaching and learning, work and worship, using media as an intermediary, including several media such as Zoom, WhatsApp and other communication media with the aim of carrying out activities as usual.

The use of communication media has advantages and disadvantages in various companies. From the positive side, communication media gives participants the opportunity to join wherever they are, but the negative impact is that participants are less controlled so that the discussion results are less effective. This is a problem in various companies, including PT companies. Grapari Telkomsel Palu Branch.

The current development of communication and information technology requires all levels of society to master various types of applications so that it is easy to communicate with other people, especially to provide considerations and opinions to the public for various purposes. Office technology is nothing but the same as office automation where the existence of technology aims to automate an activity. One of the applications that is often used by the company PT. Cellular Telecommunications is Remote Conferencing.

This video conference technology is very efficient for companies, especially those that have company branches located quite far away. Communication between employees is very important in building a company, especially companies in the digital sector, all digital work at PT. GraPARI Telkomsel Palu Branch cannot be separated from the work of the field team (direct sales) in promoting a product. During the current COVID-19 pandemic, the company PT. GraPARI Telkomsel Palu Branch holds meetings via digital every day (Video

conference). However, building good communication is not easy, especially without dealing directly.

## **II. LITERATURE REVIEW**

### **2. 1. Communication Satisfaction**

Communication is "the parcel of sharing stories as well as strengthening, responding, and growing". This means how to share stories or messages (information) that can make someone hear, respond and grow in various ways that make the user feel comfortable and the message is conveyed well.

Tsai, et.al. (2009) said that communication satisfaction is defined as satisfaction with several aspects of interpersonal, group and organizational communication (in Gumus & Hamarat, 2014). Satisfaction also describes an evaluation of an internal affective state, while climate is a description of external conditions for the individual (Pace & Faules, 2006). So it can be seen that communication satisfaction is a satisfaction that employees have in communicating with all members of the organization.

So far, previous researchers have always updated communication satisfaction indicators, so that after the author filtered communication satisfaction indicators based on informational communication and relational communication variables, the results were as follows: a. Media Quality; b. Corporate information; c. Organizational Communication; d. Communication Climate; e. Horizontal Communication; f. Personal Feedback; g. Supervisory Communication.

### **2. 2. Video Conference**

Video conferencing uses audio and video telecommunications to bring people to different places at the same time for meetings. This can be as simple as a conversation between two people in private positions (point-to-point) or involve multiple places (multipoint) with more than one person in large rooms in different places. In addition to audio and visual delivery of encounter activities, video conferencing can include documents, computer-displayed information, and whiteboards.

The benefits of video conferencing include more effective and faster communication, efficient in terms of time, distance, energy and also cost. In detail it can be described as follows:

- a. Improve communication, collaboration and information flow.
- b. Communication becomes better and more effective where information can be shared more quickly.
- c. The communication process becomes efficient in terms of time, cost and distance.
- d. In connection with video conferencing, other collaboration tools can be used simultaneously.
- e. Scope Regarding Covid – 19

Covid-19 is a virus from the corona virus family which can cause infectious and fatal diseases, and attacks humans and other mammals all the way to the lungs in the respiratory tract. Usually Covid-19 sufferers will experience fever, sore throat, runny nose or even cough, which can even cause early symptoms of pneumonia. This virus can spread through close contact with sufferers of respiratory fluids and Covid-19. The patient's body when coughing or drooling (Salam, 2020).

The emergence of Corona disease has had many impacts. Not only in Indonesia, but the whole world feels the impact. The coronavirus pandemic that causes Covid-19 is increasingly hitting the global economy. As a result of this outbreak, many factories and other departments are experiencing difficulties. As a result, the government closed all outdoor activities to prevent the spread of this virus. Apart from that, those who want to travel must use personal protective equipment such as masks (Fatimah, 2020).

The government has also carried out social isolation to reduce the impact of the policies that have been issued, and the government has also carried out a series of intensive preparations to maintain people's purchasing power. I think this is a good step. The government should concentrate and stop the spread of corona. The government also provides assistance, including increasing PKH, basic food cards, adding pre-employment cards, exemption from electricity bills, intensive housing, taxes, etc. (Sarmigi, 2020).

A pandemic is a global disease outbreak. When a new pandemic spreads globally outside the world, it is declared a dangerous disease (According to the World Health Organization). As is happening now, namely the Covid-19 pandemic. This pandemic is almost the same as the virus recognized by WHO on March 12 2020. The disease outbreak that is included is said to be in the category of infectious disease and ongoing infection. A pandemic is first classified as an epidemic that spreads within a small area, such as one area to a certain area.

The thinking framework will theoretically connect the research variables, namely between the independent variable and the dependent variable. In this study the independent variable (Y) is the influence of the use of video conferencing with indicators including: media quality, company information, organizational communication, communication climate, horizontal communication, personal feedback and supervisory communication. Meanwhile, the dependent variable is the level of employee communication satisfaction which consists of indicators: improving communication, communication being better and more effective, the communication process being efficient and having supporting tools.

A hypothesis or basic assumption is a temporary answer to a problem that is still presumptive because its truth must still be proven. The alleged answer is a temporary truth, the truth of which will be tested using the research data collected. So satisfaction in communication means you feel comfortable with messages, media, and relationships within the organization (Pace & Faules, 2005: 165). Hypothesis testing carried out in this research used the t-test. with the help of the computer program IBM SPSS Statistics version 26. The basis for taking is as follows:

- a. a. Significance Level ( $\alpha$ ) = 0.05 or 5%.
- b. b. The criteria used in the t-test are. Ho is accepted if Sig > 0.05, or t-count < t-table Ho is rejected if Sig < 0.05, or t-count > t-table

### III. RESEARCH METHOD

The type of research used in this research is research with a quantitative approach. According to Sugiyono (2014), quantitative research is a research method based on the philosophy of positivism, for researching a certain population or sample, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses. Population is the area that will be the focus of research. Population is not just people. It is said that even one person can be a population because they have various styles and characteristics. From the definition of population above, it can be concluded that the population in this study are employees of PT. GraPARI Telkomsel Palu Branch. From the findings at the PT. GraPARI Telkomsel Palu Branch, there are 47 employees consisting of 14 Organic and 33 Non-Organic. The sample is representative of the population studied and must be representative or representative of that population. Because the population is  $\leq 100$ , the sampling technique used is total sampling. Likewise, (Sugiyono, 2014) said that total sampling can be done if the researcher wants to generalize provided the population is small or relatively small with minimal error. Its synonym is census, when the entire population is the research sample.

### IV. RESULT AND DISCUSSION

Simple Regression Analysis was carried out to see how much Video Conferencing Use (X) affects Employee Communication Satisfaction (Y) at PT. Grapari Telkomsel Palu Branch.

**Results of Simple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	20,115	6,385		3,150	,003
Penggunaan VideoConference	0,633	0,097	0,697	6,521	,000

a. Dependent Variable: Tingkat Kepuasan Komunikasi

Based on the table above, the simple linear regression equation model in this research is as follows:  $Y = 20.115 + 0.633X$

The explanation of the simple linear regression equation model above is as follows: The constant value (a) of 20.115 indicates that the Video Conference Usage variable has a positive (X) effect on the Communication Satisfaction Level variable (Y). This means that if the use of video conferences does not change / is constant ( $X = 0$ ) then the level of communication satisfaction is 20%. The regression coefficient value of 0.633 shows that the variable use of video conferences has an effect (X) on the variable level of communication satisfaction. This means that if the use of Vidio Conferences is increased and does not change / is constant ( $X = 0$ ) then the Communication Satisfaction Level will increase by 63.3%.

Partial test results for independent variables are in table 4.12. (simple linear regression) above, it will be explained that the statistical results can be confirmed by the calculation results of the calculated t and t-table values. The t-table value is at a significance level of 5% as for the sig value. t is 0.00 while  $\alpha = 0.05$  so 0.000 is smaller than 0.05. The results of this test interpret that the Video Conference Use Variable has a significant effect on the Level of Communication Satisfaction at a significance level of 5% or in other words H1 is accepted.

Based on the results of statistical tests and hypothesis verification to test the effect of using video conferencing on the level of communication satisfaction, the next discussion is described based on statistical results by confirming theory and previous research as well as other information relevant to current research. You can see the results of hypothesis testing using simple regression as follows. Hypothesis testing in this research shows that the use of video conferencing has a positive and significant influence on the level of communication satisfaction at PT. Grapari Telkomsel Branch Palu, which means that video conferencing provides good satisfaction for employees.

This gives an idea that PT. Grapari Telkomsel Palu Branch in using video conferencing has provided good policies or solutions so that work in the field is more effective. If you look at the respondents' answers as a benchmark for the average answer, respondents gave a good response to the variable of using video conferencing. This can be seen in the respondent's statement item. In the item statement, namely, video conferencing can provide information on what obstacles exist in the field quickly without having to go to the office. This is where the very good effect of video conferencing can be seen.

The company currently conducting video conferencing provides good benefits for all PT employees. Grapari Telkomsel Branch Palu, this is because video conferencing can be accessed by employees wherever they are when carrying out activities or meetings to discuss problems occurring within the company without having to go to the office. According to the views of PT employees. Grapari Telkomsel Palu Branch, since using meetings via online applications, employees have been very effective at work, especially those in the field.

The results of this research are in line with those described by Andjani et al. (2018) Hasanah et al. (2018) Hanif et al. (2021) from several previous researchers which shows that video conferencing can have an influence on communication satisfaction. This is also supported by the theory described by (Desy. et al. 2017). Since the Covid-19 pandemic, learning and teaching activities have begun to be carried out from home, which can also be called online, which of course utilizes video conference platforms such as Zoom, Meet, etc. Because basically video conferencing platforms can make it easier for us to communicate or meet face to face visually. Video conferencing is a method of conveying information that is quite popular for distance communication where the data conveyed is in the form of video and audiovisual.

## V. CONCLUSION

Based on the results of the analysis and discussion carried out, it can be concluded that the use of video conferencing has a positive and significant effect on the communication satisfaction of PT employees. Grapari Telkomsel Branch Palu, which shows the statistical results of the sig value.  $t$  is 0.00 while  $\alpha = 0.05$  so 0.000 is smaller than 0.05, so the use of video conferencing can have an impact on the effectiveness of work systems in the company. Based on the results of the analysis and conclusions carried out, several suggestions can be given as follows: it is hoped that the owner of PT. Grapari Telkomsel Palu Branch to further increase the use of video conferencing within the company in order to obtain a more effective work system, especially for employees who work in the field. For further research, it is recommended to add other variables that can measure employee communication satisfaction.

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