



## The Influence Of Economic Literacy And Social Media On Employee Performance At Walenrang Health Centers In Luwu District

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### **Abstract**

*Puskesmas is the health facility that is most easily accessible to the community because it is always available in every sub-district. In that case employees are able to work effectively and efficiently which results in their performance increasing. This study aims to determine how much influence economic literacy has on employee performance, social media on employee performance and economic literacy and social media together on employee performance at the Walenrang Health Center, Luwu Regency. The research method used is quantitative method with data collection techniques using questionnaire methods. The population at the Walenrang health center was 35 employees so that researchers used saturated samples due to the relatively small population. This research was processed with the SPSS22 (Statistical Package for the Social Science) application through multiple linear regression tests, partial tests, simultaneous tests and coefficient of determination tests. Based on this research, it can be seen that at the Walenrang Community Health Center, through a partial test the economic literacy variable has a significant effect on employee performance while the social media variable does not have a significant effect, then in a simultaneous test the results were found that economic and social literacy together influence employee performance.*

**Keywords: performance, economic literacy, social media, employee performance**

### **INTRODUCTION**

This paper reveals the influence of economic literacy on employee performance, social media on employee performance at the Walenrang Health Center, Luwu Regency, a problem that is often found is the lack of health facilities which

include medical devices, drugs, and operating fund budgets. Resource management is a common problem in every agency including health centers, the use of manpower, consumables and budgets must be effective in achieving organizational goals. Human Resources have a major role in carrying out an activity in the company, although at this time the development of increasingly sophisticated facilities and infrastructure is increasingly sophisticated, but it is all inseparable from the role of humans as resources who will later manage these facilities and infrastructure. Utilization of labor that is not optimal makes the organization lose money because workers who do not provide maximum performance will get the same salary or even a lack of labor will pile up a lot of work so that it will burden the absent workforce, the need to conduct periodic evaluations of the organization is the reason that economic literacy is needed for planning and managing resources properly.

The resources owned by the company will not provide optimal results if they are not supported by human resources who have optimal performance. According to Japelli in (Sina, 2012) suggests that economic literacy is important for making decisions about how to invest appropriately. Of course, in the formation of a critical personality is something that greatly influences a person in every decision making, information processing and skepticism about something, providing differentiating things in activities and work in the office (Sahroh, 2018). At the Walenrang Health Center, Luwu Regency, things like the above were found, namely the availability of insufficient manpower, the availability of medicines and so on, which is the reason why the health center was chosen as the object of this research. Furthermore, the economic, social and environmental dimensions influence on performance (Madinah et al., 2023).

With the rise of social media use in all societies, social media has become something that almost everyone has, easier access and the attachment to connect with each other is what makes social media today, including health centers. Social media has positive and negative impacts depending on how wisely someone uses social media, dependence on social media can cause someone to neglect their work and even social media can be a means of speeding up information between employees.

Social media gives a certain level of effectiveness of working time which is greatly influenced by the length of effective time an employee works. Where most employees access social media while they work so that it can reduce working hours and waste effective work time. The things obtained in social media will certainly affect a person's psychology at work so that it will interfere with and affect enthusiasm, motivation and work ethic. In terms of work, social media is very helpful and makes it easier to send messages to fellow coworkers or to superiors. However, if you are not able to use it at the right time and place, it will have a negative impact on employees. Because by using social media someone will become addicted and even forget about time and forget about the work that should be done so that there is a buildup of work. This will result in a work environment that is not conducive because there will be

mutual blame among coworkers regarding work that is not completed on time (Kartini & Andalia, 2022).

According to Edy Sutrisno in (Basyit et al., 2020) Performance is the quality and quantity of work achieved by an employee in carrying out his functions in accordance with the responsibilities given to him. Good performance is certainly supported by sufficient resources and the ability of employees to prioritize between work and entertainment. Through the explanation above, the authors are interested in conducting research with the title "The Influence of Economic Literacy and Social Media on Employee Performance at the Walenrang Health Center, Luwu Regency".

## THEORETICAL FRAMEWORK

### Economic Literacy

According to Burjhardt et al., in (Kusnina & Ernajati, 2021) announced that economic skills are the skills to manage economic problems, alternatives, costs and benefits in analyzing an economic situation and the changing economic conditions of public policy. Accumulate and adjust economic facts and measure costs and then make it a decision that is taken. Meanwhile, Japelli in (Kusnina & Ernajati, 2021) states that economic skills are vital in decision making to sort investment, loan and risk management options for all economic information obtained.

Based on some of the descriptions above, it can be concluded that economic literacy is a person's knowledge and ability that is used as a tool to identify economic problems that make a person behave intelligently in making the right economic decisions to achieve welfare by applying economic concepts with critical thinking methods so as to produce economic policies according to the economic conditions that occur (Solihat & Arnasik, 2018). This certainly gives an employee added value in his performance because with an understanding of basic problems in behavioral economics in work is expected to be able to boost performance.

The characteristic that can be used as a measuring instrument is that the indicator can be something that provides clues or information on a variable so that it can be measured. As for economic literacy according to Juliana in (Kusnina & Ernajati, 2021), there are five indicators in economic literacy, namely understanding of needs, understanding of scarcity, understanding of economic principles, understanding of economic motives and understanding of consumption activities.

### Social Media

(Rohmadi, 2016) Social media, as the name implies, is a medium that allows its users to socialize and interact with each other, various information and establish cooperation. According to (Arifianto & Judita, 2017) Social media is a representation of technology or applications that people use to create or maintain their social networks.

(Nasrullah, 2021) defines social media as an intermediary on the internet that allows users to portray themselves by interacting, cooperating, sharing and communicating with other users and forming virtual social bonds. Social media allows

information shared between users to be easier, honest, sincere, trustworthy and accountable.

In measuring social media, there are four measuring tools, namely attention, appreciation, duration, and frequency (Hidayatun, 2015).

### **Performance**

According to (Amir, 2015) performance is an assigned task that has a link to a given set of work. According to (Wirawan, 2009) performance is the result of work that has been completed by workers and given a value for the work that has been given within a certain time period. According to (Moeheriono, 2012) performance is a description of the achievement of the implementation of activities in realizing the goals, targets, vision and mission of the company given in the company's strategic planning.

According to (Rivai & Sagala, 2013) performance is the event of a change in outcomes that are affected by the company's activities in using resources. According to (Mangkunegara, 2013) states: "the quality and quantity of work achieved by a person in managing and completing the work given in accordance with the responsibilities assigned to the worker". According to (Wibowo, 2013) Stating "Performance is the result of work that has a strong relationship with the organization's strategic goals, customer satisfaction, and contributes to the economy". According to (Hasibuan, 2019) performance is the result of a person's work that has been carried out and or completed for the effort and opportunity given to them. Performance is able to provide efficiency and effectiveness of government organizations in service delivery (Ridwan & Mus'id, 2019).

According to Sutrisno on (Telaumbanua, 2022) there are five indicators of performance, namely work results, job knowledge, initiative, mental dexterity, time discipline and attendance.

### **Hypothesis**

H1 : Economic literacy has a positive and significant influence on employee performance

H2 : Social media has a positive and significant influence on employee performance

H3 : Economic literacy and social media simultaneously have a positive and significant effect on employee performance.

## **METHODS**

The research design used is a quantitative approach. This means that the research conducted aims to examine data from existing populations or samples, which are obtained from research in the form of numbers that can be calculated using a formula (Khair, 2020). Quantitative methods are research conducted to examine data on selected populations and samples with data collection using research instruments, statistical data analysis, which aims to test existing hypotheses (Sugiyono, 2017). This research was conducted at the Walenrang Health Center, Luwu Regency. Population is

all the elements to be analyzed or states the research target of the entire research object (Juliandi et al., 2014). There are 35 employees at the Walenrang Health Center in Luwu Regency. According to Sugiyono (2017) saturated sampling is a way of determining the sample if all elements of the population are considered as samples, so the authors took samples with saturated sampling techniques due to the relatively small population. So that the sample used in this study amounted to 35 people.

In this research, the authors used a questionnaire with a Likert scale as a tool to measure the opinions and perceptions of a person or group based on social phenomena. The results of each instrument in the questionnaire have their respective values. The Likert scale has answer choices including, strongly agree, agree, neutral, disagree, strongly disagree. the value given is 5,4,3,2,1. The Likert scale is based on a question or statement in the form of a multiple choice or checklist table (Juliandi et al., 2014). This study uses multiple linear regression analysis. This analysis is used to measure the strength of two or more variables and also shows the direction of the relationship between the dependent variable and the independent variable.

## RESULT

### Multiple linear regression analysis

Multiple linear regression analysis is used to determine the effect of economic literacy variables and Social Media on employee performance variables. From this model, it can be seen how much influence the economic literacy variable has on the employee performance variable, the effect of Social Media on employee performance and simultaneously economic literacy and Social Media on employee performance at the Walenrang Health Center, Luwu Regency.

**Table 1** Multiple Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.837	2.681		.685	.498
Economic Literacy	.632	.131	.600	4.825	.000
Social Media	.296	.123	.300	2.411	.022

a. Dependent Variable: Performance

Source : SPSS 22 (2023)

Based on the analysis results in the Coefficients Table above, the multiple linear regression equation is obtained as follows:

$$Y = 1,837 + 0,131X_1 + 0,123X_2 + e$$

From the simple regression equation above, it can be concluded as follows:

1.  $\alpha$  (Constant). The analysis results show that the constant value is zero. This means that employee performance is 1.837 units. If the economic literacy and Social Media variables are zero or nonexistent.
2. b (regression coefficient) Economic Literacy. The regression coefficient value of economic literacy is 0.131, this value can mean that if economic literacy increases by 0.131 units, assuming other variables remain. Then employee performance will increase by 0.131 and if the coefficient value of Social Media is 0.123, this value can be interpreted if Social Media increases by 0.123 units, assuming other variables are constant. Then employee performance will increase by 0.123.

#### Partial Test (t test)

The t test is conducted to see the effect of the independent variables partially on the independent variables, where in this study the independent variables are economic literacy and social media.

Based on the data in table 1 Coefficients above, the value of economic literacy on employee performance is the value of t count (4,825) > t table (2,037) and 0.000 < 0.05, it is concluded that economic literacy has a significant effect on the performance of Walenrang Health Center employees.

Based on the data on Coefficients above, the value of social media on employee performance is the value of t count (2.411) > t table (2.037) and 0.022 < 0.05, it is concluded that social media has a significant effect on the performance of Walenrang Health Center employees.

#### Simultaneously Test (F test)

The F statistical test shows whether all independent or independent variables included in the model have a joint influence on the dependent or bound. The F Statistical Test is used to determine the effect of all independent variables included in the regression model together on the dependent variable tested at a significant level of 0.05 (Sugiyono, 2017).

**Table 2** Simultaneously Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	72.762	2	36.381	26.997	.000 <sup>b</sup>
	Residual	43.124	32	1.348		
	Total	115.886	34			

a. Dependent Variable: Peformance

b. Predictors: (Constant), Social Media, Economic Literacy

Source : SPSS 22 (2023)

Based on the data in the ANOVA above, the value of economic literacy and Social Media on employee performance is the value of Fcount (26.997) > Ftable (3.305) and 0.000 < 0.05, it is concluded that economic literacy and Social Media simultaneously

have a significant influence on the performance of employees of the Walenrang Health Center, Luwu Regency.

### The coefficient of determination analysis

The coefficient of determination analysis is used to determine how much percentage of the influence of economic literacy and Social Media on employee performance at the Walenrang Health Center, Luwu Regency.

**Table 3** Coefficient of Determination Test

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 <sup>a</sup>	.628	.605	1.161

a. Predictors: (Constant), Social Media, Economic Literacy

Source : SPSS 22 (2023)

Based on the data in the Model Summary Table above, the R Square value is 0.628. This shows that the economic literacy and Social Media variables have an effect of 62.8% on the employee performance variable at the Walenrang Health Center, Luwu Regency. While the remaining 37.2% is influenced by other factors not examined in this study.

## DISCUSSION

### Economic literacy on performance

Economic literacy can be explained as an understanding of wise decisions about resource allocation. Making a smart decision is a choice that requires effort, in addition to effort, individuals need to understand the right conditions to make daily economic decisions. Economic literacy also helps to change behavior from unintelligent to intelligent. Such as how to utilize income to save, invest, protect and meet life's needs (Ferdian et al., 2022).

From the results of the data analysis above, it is known that the t value of economic literacy is 4.825 with a significance of 0.000, it can be concluded that the economic literacy variable has a significant effect on employee performance. Economic literacy is a mediator to improve the character of the management policy to be wise, like using income to manage it to meet needs within a certain period of time (Sina, 2012). Meanwhile, according to Mathews in (Sina, 2012) states that "economic skills as a person's ability to identify and select concepts in economics and economic perspectives that aim to achieve future prosperity.

This is in line with research conducted by Islami (2022) economic literacy has a positive and significant effect on the performance of sub-district office employees in Kepenuhan Hulu District. In this case, the economic literacy of each employee is different, therefore problem solving for each task given will be different. The higher one's literacy, the better one's performance and vice versa. This is in line with research

conducted by [Dahman et al., \(2023\)](#), in this case, employee performance can be improved by increasing its advantage in the framework of competitiveness through increased literacy. In particular, it helps improve employee performance towards the company. Experience, expertise, knowledge, skills, and educational background that support an employee's career so that they can maximize their work performance.

### **Social Media on Performance**

Social media is not only used to communicate with others or spread entertainment content, social media is also often used to provide educational materials, for anyone who wants to try to manage their efforts diligently. If you're looking to learn new knowledge and insights, you can now easily find tutorials or related materials through social media. What's more, we can get these materials without the need to pay for those that are already available and just choose them according to our wishes. This will certainly be very beneficial for those who want to add skills, but cannot afford to attend special classes, because of the high cost ([Setyadi et al., 2023](#)).

From the results of the data analysis above, it is known that the t value of social media is 2.411 with a significance of 0.022, it can be concluded that the social media variable has a significant effect on employee performance. Social media makes a new contribution to the civilization of science. Science is no longer the monopoly of thinkers or scientists in scientific institutions, but everyone who is connected to global social networks can also contribute and enjoy it ([Kamil & Abdurrahim, 2014](#)).

This is in line with research conducted by [Marsal & Hidayati \(2018\)](#) which states that social media has a significant effect on employee performance at UIN Sultan Syarif Kasim Riau. In research ([Rachman, 2020](#)) announced the results of his research, namely the use of social media in the work environment has a positive influence on performance in BUMN Banking employees in Bandar Lampung City.

### **Economic literacy and Social media on performance**

From the results of the data analysis above, it is known that the calculated F value of economic literacy and social media is 26.997 with a significance of 0.000, it can be concluded that the hypothesis is accepted. So it can be concluded that economic literacy variables and social media have a significant effect on employee performance.

This is in line with research conducted by [Wahida & Madrianah \(2023\)](#) and [Sahroh \(2018\)](#), namely economic literacy and social media together affect performance. This study shows that economic literacy partially affects employee performance partially, the extent to which social media partially affects employee performance, economic literacy and social media on employee performance simultaneously.

## **CONCLUSION**



Based on the discussion above, the following conclusions are obtained: (1) Economic literacy has a positive and significant effect on employee performance, (2) Social media has a positive and significant effect on employee performance, (3) Economic literacy and social media have a positive and significant effect on employee performance.

### RECOMMENDATION

Based on the above conclusions, the authors provide suggestions, namely: 1) In economic literacy, employees of the walenrang sub-district health center can already understand economic literacy, but agencies must also create mentoring and socialization programs for economic literacy to employees. 2) On social media, walenrang sub-district health center employees can utilize social media well, but control is still needed in the form of regulations so that the use of social media does not cause dependence. 3) For further researchers, it is recommended that they increase accuracy both in terms of the completeness of the data obtained from respondents.

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