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Examining the Effects of Work Discipline and Employee Loyalty on Employee Performance: A Quantitative Study in Indonesia

Padlan Syafrin Azwir [1], Rahmi syahriza [2], Nurbaiti [3]
Universitas Islam Negeri Sumatera Utara
Corresponding Author: padlansyafrinazwir@gmail.com, rahmi.syahriza@uinsu.ac.id, nurbaiti@uinsu.ac.id

Abstract

This study aims to analyze the influence of work discipline and loyalty on employee performance at PT. Media Swara Prima Rantau Prapat. This research method uses a quantitative approach with a causal associative research type. The population in this study were all 36 employees. Data collection techniques were carried out through questionnaires. Data analysis included validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis with hypothesis testing using the T test (partial), F test (simultaneous), and coefficient of determination (R2). The results showed that work discipline had a positive and significant effect on employee performance. Loyalty also had a positive and significant effect on employee performance. Simultaneously, work discipline and loyalty had a positive and significant effect on employee performance. The coefficient of determination value showed that both variables were able to explain 59.6% of the variation in employee performance, while the rest was influenced by other variables. Thus, work discipline and loyalty have an important role in improving employee performance at PT Media Swara Prima Rantau Prapat.

Keywords: Performance, Discipline, Loyalty

Introduction

Human resources are one of the primary factors determining the success of an organization or company in achieving its stated goals. Companies require not only technology and capital but also high-performing employees to ensure effective and efficient operations. Therefore, sound human resource management is crucial for any company. Employees are the assets that contribute most to a company's progress; improper management will hinder the achievement of organizational or company goals (Saraka, 2021).

A company certainly needs employees as a workforce to improve product quality. Employee performance is the work results achieved by an individual in carrying out their assigned tasks and responsibilities. Employee performance can be influenced by various factors, including work discipline and employee loyalty to the company. Employees are required to have a high level of discipline and adhere to established rules.

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In an increasingly competitive business environment, companies are required to continuously improve their ability to manage human resources effectively. Technological developments and changes in the business environment require employees to have adequate knowledge, skills, abilities, and attitudes. However, the availability of advanced technology and sufficient financial resources alone is not enough to guarantee the achievement of company goals. These resources must be managed and utilized by employees who possess strong competencies and are able to carry out their duties and responsibilities effectively. Therefore, employees play a crucial role in determining whether a company's operational activities can run according to established plans.

A company certainly needs employees as a workforce to improve the quality of products and services. Employees are directly involved in various company activities, from planning and implementing operational activities, providing customer service, to evaluating work results. The quality of work produced by employees ultimately impacts the achievement of company targets. Therefore, companies need to pay attention to employee performance, as good employee performance can support the effectiveness and efficiency of organizational activities (Sumarjiansyah et al., 2025).

Employee performance refers to the work results achieved by individuals in carrying out their assigned tasks and responsibilities. Employee performance can be reflected in the quality and quantity of work, the timeliness of task completion, the ability to achieve established targets, and the responsibility they display in carrying out their duties. Employees with good performance are generally able to complete their work according to established standards and contribute positively to the achievement of organizational goals. Conversely, low employee performance can result in delays in completing work, decreased productivity, decreased service quality, and difficulties for the company in achieving established targets.

Employee performance does not occur automatically but is influenced by various internal and external factors. One important factor that can influence employee performance is work discipline. Work discipline reflects an employee's willingness and awareness to comply with company rules and regulations. Discipline can be seen through employee attendance, punctuality, compliance with applicable regulations, responsibility for work, and adherence to established work procedures. Employees with good work discipline tend to be more organized in completing their tasks and are better able to utilize their work time effectively (Azwir et al., 2026).

Table 1. Number of Employees of PT. Media Swara Prima in Rantau Prapat 2020-2025

Year	Man	Woman	Amount
2020	19	18	37
2021	18	16	34
2022	18	15	33
2023	18	14	32
2024	19	15	34
2025	25	11	36

Source: employee data of PT. Media Swara Prima

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Discipline is a person's awareness and willingness to comply with all company regulations and their duties and responsibilities (Hasibuan, 2011). Good discipline reflects a strong sense of responsibility for the tasks assigned to them. This fosters work enthusiasm, work spirit, and the achievement of company, employee, and community goals (Suandani, 2018).

For employees to have high loyalty, they need a strong desire, individual abilities or skills, and a good work environment to carry out their work. Good service for customers who want to buy a product, from the moment of selection through the completion of the purchase transaction, has a significant impact on the intimacy of the purchase made by consumers (Batubara et al., 2022). High employee loyalty to the company will not grow if the company's conditions and treatment of employees are not mutually supportive. If a company has employees with low or declining loyalty, the company should reflect on and introspect the factors that influence it (Ishak, 2018). Because loyal employees will be easy to develop, take initiatives for the company's progress, will support company programs, can participate in solving problems currently facing the company, maintain company secrets, are willing to accept criticism for future company improvements, respect leaders, and easily collaborate with colleagues in the company (Sitti, 2020). The role of work discipline is very influential in the level of company progress. By implementing work discipline well, it will produce employees who are obedient, responsible, respect time, effective and efficient.

Business development is experiencing rapid changes. This factor supporting business in Indonesia is part of a phenomenon that shows that people have a great ability to improve business performance in the face of various competitors (Aisyah et al., 2023). PT. Media Swara Prima Rantauprapat is a private company engaged in the retail sale of mobile phone credit products, both physical and electronic. Currently, it has two branch offices serving several outlets in their respective regions. The rapid advancement of communication technology, especially mobile phones, makes the business sector undertaken by this company has a very high profit opportunity. As a company that distributes mobile phone credit products from a well-known cellular operator in Indonesia, the sales, inventory, and product distribution systems are key business processes that have a significant impact on one of the company's main business goals, namely financial profit, so that good data processing can support the achievement of this goal (Rachmaningtyas, 2016). Trust is one of the elements that can develop customer interest in a business when deciding which brand or product to purchase (Dharma et al., 2022). It is important for companies to produce good and quality products, as well as provide a good image so that customers feel confident and have confidence in the products offered (Imsar et al., 2022).

This is consistent with research conducted by Agus Salim (2019) entitled "The Influence of Work Discipline on Employee Performance at PT. PLN (Persero) Distribution Makassar." The background of this study was the continued lack of discipline among some employees, and the persistence of late arrivals during working hours. The results of this study indicate that work discipline has a dominant influence on employee performance.
The problem that occurs at PT. Media Swara Prima Rantau Prapat, that the level of discipline is still low, where there are still employees who are late, employee discipline is something that needs to be paid close attention to by employees. In the researcher's observation that employees at PT. Media Swara Prima still trivialize time management for discipline towards the company. Lateness can be seen on fingerprints or fingerprint devices at the company every day. Employees can be said to have discipline if they meet the criteria based on attitudes, norms and responsibilities towards the company PT. Media Swara Prima Rantau Prapat.

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Table 2. Employee Lateness Rate at PT. Media Swara Prima

Month	Amount Employee	Total Delay	Total Exact Time
April	36	7	29
May	36	5	31
June	36	7	29
July	36	3	33

Source: PT. Media Swara Prima attendance data

The attendance data above shows that there are many delays or indiscipline from a company, PT. Media Swara Prima, Rantau Prapat. It can be seen that the most prominent or most late in April and June 2025. And it can also be seen in the attendance data of PT. Media Swara Prima, Rantau Prapat that there is attendance data starting from April, May, June and July. Then the problem that occurred at PT. Media Swara Prima Rantau Prapat is the lack of employee loyalty which shows that the lack of loyalty to the position entrusted to him and results in a lack of responsibility for his position. Employee loyalty is an employee's mental attitude shown by a loyal attitude towards the company even though the company is in good or bad condition. Employee loyalty is needed by every company, but employee loyalty does not appear by itself, but is formed by the company itself. Employees who have high loyalty, because with high loyalty from employees, employees can work according to the standards set by the company and can increase work productivity (Huda, 2020) .

Table 3. Employee Loyalty at PT. Media Swara Prima

Question	Answer
How long do you want to work at this company?	7 people answered 3-4 years
	15 answers 1-2 years
	14 people answered 5-6 years
When the company starts to decline, will you still stay here?	19 people answered "yes"
	17 people answered "no"
Have you done your best in carry out all duties and responsibilities properly for this Company?	20 people answered "Yes"
	16 people answered "Not yet"
Have you carried out the SOP properly and correctly?	30 people answered "Yes"
	6 people answered "Not yet"

Source: employee loyalty interview data from PT. Media Swara Prima

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From the questions above, it can be seen how the level of loyalty of 36 employees of PT Media Swara is, where there are several employees who have a high level of loyalty and several others have a low level of loyalty. Based on the factors that have been revealed, it can be seen that each factor has its own impact on the survival of the company, so that the demands of loyalty expected by the new company will be met if employees have the characteristics, as has been expected, there are several factors that can increase employee loyalty, including; 1) Decisions on work 2) Provision of appropriate compensation 3) Good relationships and communication between employees and superiors 4) Motivation provided by the company 5) Comfortable work environment and preparation of complete work facilities 6) Career development 7) Provision of employee training and education 8) Participation in work 9) Implementation of occupational health and safety.

Literature Review

Employee performance

Performance is the result of an employee's work achievement or the results of an employee's work based on the quantity and quality they desire to achieve in carrying out their functions in accordance with their responsibilities (Husna & Prasetya, 2022). Performance is defined as the quality and quantity of work achieved by an employee in carrying out their duties in accordance with the responsibilities assigned to them. Many motivations drive a person to work, especially when the household's economic conditions are not very good (Nasution et al., 2020). Performance measures should be able to provide evidence of whether or not the desired results have been achieved and the extent to which the job holder has achieved those results. This serves as a basis for providing feedback information that will be used to monitor themselves. Based on the definition of performance from several experts, it can be concluded that employee performance is the result of the level of achievement of tasks and responsibilities given to employees, measured through quality and quantity within a certain range. Mellysa Pusparani, (2021).

Employee Performance Indicators

According to (Moeheriono, 2010) in general, performance indicator measures can be grouped into the following six categories:

a. Effective.
   This indicator measures the degree to which the resulting output matches the desired outcome. This effectiveness indicator answers the question of whether we're doing the right thing.
b. Efficient.
   This indicator measures the minimum use of resources to achieve optimal results. This indicator indicates that the correct objectives have been set and attempts to find the best way to achieve them.
c. Quality.
   This indicator measures the degree of conformity between the quality of the product or service produced and the needs and expectations of consumers.
d. Punctuality.
   This indicator measures whether the work has been completed correctly and on time. Therefore, it is necessary to determine criteria that can measure how long it should take to achieve the goal.
e. Safety.
   This indicator measures the overall health of the organization and the work environment of its employees from a safety perspective.

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Work Discipline

Discipline is obeying, respecting, appreciating, following, and complying with applicable regulations and norms, both written and unwritten, and being prepared to accept sanctions for violations (Abubakar et al., 2021). Work discipline can be defined as the implementation of management to strengthen organizational guidelines. Sometimes, employee behavior in an organization can be very disruptive, resulting in decreased performance. Therefore, discipline is essential in such conditions. In organizations, there are still employee habits of slowing down, ignoring safety procedures, not following specified instructions, or getting into trouble with coworkers. Discipline is defined as employees being willing to comply with existing regulations, carrying out their duties and responsibilities properly, and always returning home on time. According to (Harahap et al., 2024), work discipline is a tool used by managers to change behavior and as an effort to increase awareness and willingness to comply with all company regulations and applicable social norms. Discipline is a form of organizational management process in the implementation of strengthening organizational guidelines.

Discipline is the most important function of human resource management (HRM) and the key to achieving goals because without good discipline, it is difficult to achieve goals in an organization. If all work environments are disciplined, then an employee will be disciplined, but conversely, if the work environment is not disciplined, an employee will not be disciplined. Therefore, it is very difficult for an undisciplined work environment but wants to implement employee discipline, because the work environment becomes a role model for employees (Musdalifah, 2025). Low levels of discipline can be seen from frequent delays in completing work, employees often being absent from work or work results achieved that do not meet predetermined standards, and slow service provided by employees (Yulius, 2021).

Work Discipline Indicators

Indicators that influence the level of employee discipline in an organization according to Hasibuan (2018) in (Agusria et al., 2020) include:

a. Goals and Abilities
   Goals and abilities influence an employee's level of discipline. Goals to be achieved must be clear, defined in an ideal manner, and sufficiently challenging for the employee's abilities. This means that the goals (work) assigned to an employee must be in line with their abilities, so they will work diligently and with discipline.
   Example
   Leadership role models play a significant role in determining employee discipline, as they serve as role models and role models for their subordinates. Leaders must set a good example, be disciplined, honest, fair, and consistent in their actions.
b. Remuneration
   Rewards (salary and welfare) also influence employee discipline because rewards will give employees satisfaction and love for the company/work.
c. Justice
   Justice also helps to create employee discipline, because human ego and nature always feel important and demand to be treated the same as other humans.
d. Penalty Sanctions

Punishment plays a crucial role in maintaining employee discipline. With increasingly severe penalties, employees will become more fearful of violating regulations, and disciplinary attitudes and behavior will decrease.

Employee Loyalty

Loyalty comes from the word loyal, which means faithful. Employee loyalty is reflected in the employee's willingness to maintain and defend the organization both inside and outside of work from the undermining of irresponsible people (Mahmuda et al., 2024). Employee health is not only physical, but non-physical loyalty, which means their thoughts and attention to the company (Mochamad Mochklas, 2022). Loyalty can be defined as loyalty, devotion, and trust given or shown to a person or organization in which there is a sense of love and responsibility to strive to provide the best service and behavior (Zul Fauzan, 2021). Loyalty to the company as an attitude, namely the extent to which an employee identifies with the workplace, which is shown by the desire to work and try their best. Second, loyalty to the company as behavior, namely the process by which an employee makes a definite decision not to leave the company if they make a mistake (Asep Saepul Ma'ruf, 2021).

Employee loyalty is characterized by a level of emotional attachment to the company, belief in the organization's vision and mission, and a drive to safeguard the company's reputation and interests beyond formal obligations. Loyal employees tend to demonstrate high levels of dedication, are willing to work extra hours without complaint, and serve as role models for work ethics and discipline (Faeni et al., 2025). The higher employee loyalty in a company, the easier it will be to improve performance and achieve company goals. Employee work activities are inseparable from loyalty, resulting in employees performing their jobs well and carrying out their duties with a sense of enjoyment (Yenni Samri Nasution, 2022).

Employee Loyalty Indicators

Employee loyalty doesn't just develop within a company; there are indicators within the company that demonstrate it. Each indicator is part of company management, relating to both the employee and the company. Trianasari, in Sutriniasih (2017), suggests that individual indicators of employee loyalty include:

Obey the rules

Every policy implemented within an organization to facilitate and regulate the execution of tasks by the organization's management is adhered to and implemented properly. This situation will create discipline that benefits the organization both internally and externally.

Responsibility to the company/organization

The characteristics of the job and the execution of its duties have consequences for the employee. An employee's ability to carry out their duties to the best of their ability and awareness of the risks involved will provide a sense of courage and awareness of responsibility for the risks of their work.

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Willingness to cooperate

Working together with people in a group will enable organizations to achieve goals that would be impossible for individuals to achieve.

A sense of belonging

The sense of belonging of employees to the organization will make employees have an attitude of taking part in maintaining and being responsible for the organization so that in the end it will create loyalty for the sake of achieving organizational goals.

Passion for work

Organizations must be able to face the reality that their employees come every day to work together as whole human beings in terms of doing work that will be done happily as an indicator that can be seen from: employee excellence in work, employees never demand what they receive outside of their basic salary.

Research Method

The approach in this study is a quantitative approach, because this research is presented with numbers or types of data that can be measured or calculated directly, which are in the form of information or explanations expressed in numbers or in numerical form (Rahmani, 2018). The type of data used in this study is quantitative data by distributing questionnaires to respondents and can be processed using statistics (SPSS).

Primary data is data obtained directly from the field. In this study, the primary data used came from respondents who were employees of PT Media Swara Prima Rantau Prapat. This data consisted of respondents' responses, work discipline, and work loyalty to employee performance through questionnaires, observations, and interviews. Secondary data is data that is not collected by the research itself, such as the number of employees, organizational structure, or company history. Secondary data is obtained from the company itself, which can be seen in company documentation, company-related information, and other information related to the research.

According to Arikunto (2006:130), population is the entire research subject. The population in this study were 36 employees at PT. Media swara prima rantau prapat. Meanwhile, the definition of a sample is a portion of the population being studied and is called a sample study if the researcher intends to generalize the results of the sample research. In sampling, it is based on the opinion of Arikunto (2006:134) who stated that if the subjects are less than 100, it is better to take all of them so that the research is a population study. Furthermore, if the number of subjects is large, between 10-15% or 20-25% or more can be taken depending at least on the researcher's ability in terms of time, energy and funds. Based on Arikunto's opinion, the population in this study is 36 people taken as respondents.

The data collection techniques in this study were questionnaires and interviews.

According to Sugiyono (2012), data collection techniques include:

1. Questionnaire

A questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to answer. Questionnaires are an efficient data collection technique when researchers know exactly which variables to measure and what to expect from

respondents. Questionnaires can be closed-ended or open-ended, and can be administered to respondents directly or indirectly.

2. Interview

Interviews are used as a data collection technique when researchers want to conduct preliminary studies to identify research problems, or when researchers want to learn more in-depth information from respondents and the number of respondents is small. This data collection technique relies on self-reports of employee loyalty to the company.

3. Observation

Observation is a data collection technique that involves direct observation of the research object. In this study, observations were conducted by observing the work conditions and activities of employees at PT Media Swara Prima Rantau Prapat, particularly those related to employee discipline, loyalty, and job performance.

The research instrument used in this study was a questionnaire using a Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. Before analyzing the research data, the research instrument was first tested. This instrument testing was conducted to determine whether the questionnaire met the requirements as a good measurement tool.

Data analysis techniques are methods used to process data collected from respondents to produce information and conclusions that align with the research objectives. In this study, data analysis was conducted quantitatively using the SPSS program. The data analysis used includes descriptive analysis, classical assumption testing, multiple linear regression analysis, hypothesis testing, and coefficient of determination.

Results and Discussion

1. Company Overview

PT. Media Swara Prima is a company engaged in the retail sector. PT. Media Swara Prima was established on July 27, 2005, founded by Mr. H. Nurzahedi, SE and is located at Jl. Jendral Sudirman No. 14 E Pekanbaru. PT. Media Swara Prima was founded by Mr. H. Nurzahedi, SE because he saw the very rapid progress in communication technology, in this case mobile phones, making the business sector undertaken by this company have very high profit opportunities. This is seen from the use of mobile phones which are no longer only as a means of long-distance communication and sending messages, but also for sending pictures, browsing, chatting, and even for video calls. This company is domiciled in Pekanbaru and can open branches and representatives in other places both inside and outside the territory of the Republic of Indonesia as determined by the Board of Directors with the approval of the Commissioner. This company was established for a period of 75 (seventy-five) years. Currently, this company has branches in the Sumatra region, namely in the Sumbagteng region and the Sumbagut region.

In addition to its branches, the company has also collaborated with several Telkomsel partners, hoping to assist in sales and product introduction to the wider community. The products sold by the company are Telkomsel products, including mobile credit and starter packs, with mobile credit divided into two categories: vouchers and M-Kios (electronic). The company's structure for 2025 can be seen below.

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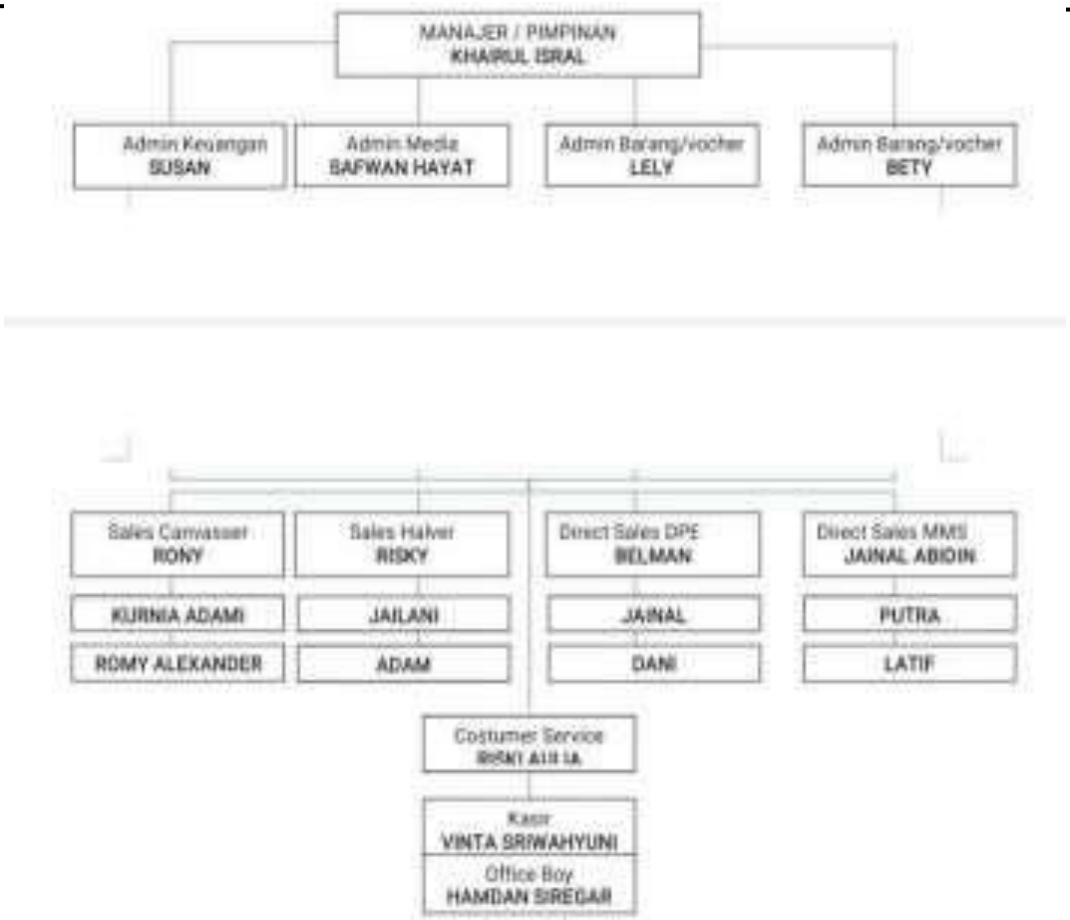


Figure 1 Company Structure

The organizational structure of PT. Media Swara Prima consists of 36 people, both men and women. The organizational structure starts from the Head Manager, Khairul Isral. Next, the financial admin is Susan, the media admin is Safwan Hayat and Rizky Darma Ananda, the goods admin is Lely and Bety, the sales campaigner (field) consists of Rony, Kurnia Adami, Romy Alexander, Farhan Muzakir PJT, Riky SIP, Anggi Oprianda Sianipar, Laili Indriati. Sales halver Risky, Jailani, Adam, Raja Inal Siregar, Ahmad Zailani Lubis and Zahratun Nisa. Sales DPE Direct Product Executive (delivering goods to consumers) consists of Belman, Jainal, Dani, Irwansyah Putra, Roewaldi Hasibuan and Nurramadani Sinambela. Sales MMS Mobile Marketing Services (message-based) consists of Jainal Abidin, Putra, Latif. Customer service Riski Aulia. The warehouse section consists of Budi Alamsyah Siregar, Ardi Yansyah, and Khairani Nasution. The cleaning service consists of Toni Susanto and Hamdan Siregar. The cashiers are Vinta Sriwahyuni and Lilik Hermawan. Based on gender, the composition of employees consists of 25 men and 11 women, so that the total number of employees is 36 people. This organizational structure shows a clear division of tasks and supports the effectiveness of card and voucher sales activities at PT. Media Swara Prima Rantau Prapat.

2. Data Analysis Methods

a. Validity and Reliability Test

Validity Test

Essentially, validity testing is used to determine the similarity between collected data and the actual data within the research object, ensuring that the data obtained is truly valid. Validity

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testing can be calculated by comparing the calculated r value with the table r value. The criteria used for assessing validity testing are:

1) If the calculated r is greater than the table r, then the questionnaire component is declared valid.
2) If the calculated r is smaller than the table r, then the questionnaire component is declared invalid.

Table 4 Validity Test

Variables	Item	Rhitung	Rtable	Information
Discipline (X1)	X1.1	0.767	0.3291	VALID
	X1.2	0.782	0.3291	
	X1.3	0.821	0.3291	
	X1.4	0.720	0.3291	
Loyalty (X2)	X2.1	0.860	0.3291	VALID
	X2.2	0.848	0.3291	
	X2.3	0.863	0.3291	
	X2.4	0.838	0.3291	
	X2.5	0.831	0.3291	
	Y1	0.866	0.3291	
Employee Performance (Y)	Y2	0.847	0.3291	VALID
	Y3	0.830	0.3291	
	Y4	0.779	0.3291	

Reliability Test

The variables in this study are considered reliable if the Cronbach's Alpha value is > 0.60. The results of the reliability test for each variable are as follows:

Table 5 Reliability Test

Variables	*Cronbach's Alpha*
Discipline (X1)	0.775
Loyalty (X2)	0.902
Employee Performance (Y)	0.845

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b. Classical Assumption Test

Normality Test

Normality testing for regression requires that the data used be normal. In this study, to determine the normality of data distribution, we examine the residual values in the regression model being tested. Normally distributed residual variables will lie around the horizontal line (not far from the diagonal line). This can be seen in the following figure:

Table 6 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized d Residual
N		36
Normal Parameters [a]	Mean	.0000000
	Standard Deviation	1.50282666
Most Extreme Differences	Absolute	.101
	Positive	.065
	Negative	-.101
Kolmogorov-Smirnov Z		.604
Asymp. Sig. (2-tailed)		.859

a. Test distribution is Normal.

Source: *SPSS Output* (Processed Data)

It can be seen from the image above that the one sample Kolmogorov Smirnov test value shows a sig value of 0.859 > 0.05 which can be concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is conducted to determine whether there is a correlation between the independent variables in a regression model. A good regression model should have no correlation between the independent variables. The multicollinearity test can be conducted by looking at the magnitude of the Variance Inflation Factor (VIF) and Tolerance Value with the following criteria:

a. If VIF > 10 or Tolerance Value < 0.10 then multicollinearity occurs
b. If VIF < 10 or Tolerance Value > 0.10 then multicollinearity does not occur.

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Table 7. Multicollinearity Test

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,688	1,825		1,473	.150		
X1	.340	.142	.335	2,400	.022	.630	1,587
X2	.393	.105	.521	3,740	.001	.630	1,587

a. Dependent Variable: Y

Source: *SPSS Output* (Processed Data)

There is no multicollinearity in the tolerance value of the discipline variable 0.630 > 0.1 and the VIF value 1.587 < 10. Loyalty 0.630 > 0.1 and the VIF value 2.069 < 1

Heteroscedasticity Test

The heteroscedasticity test is performed to determine whether there is inequality in the residual variance of one observation to another in a regression model. A good regression model is one that does not exhibit heteroscedasticity. The heteroscedasticity test is performed using a scatterplot, as shown in the following figure:

Table 8 Heteroscedasticity Test

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,021	1,094		.934	.357
X1	-.131	.085	-.323	-1,543	.132
X2	.106	.063	.352	1,682	.102

a. Dependent Variable: ABS_RES

There is no heteroscedasticity where the sig. value of the discipline variable is 0.132 > 0.05, loyalty is 0.102 > 0.05.

c. Multiple Linear Regression Analysis

This multiple linear regression analysis aims to determine the influence of the independent variables, namely Discipline (X1) and Loyalty (X2), on the dependent variable, namely Employee Performance (Y). The following are the results of the multiple regression analysis using the SPSS program.

The formula for the multiple linear regression equation is Y=a+b1.X1+b2.X2

Dinar
Jurnal Ekonomi & Keuangan Islam Vol 13, No 1: Januari 2026 38-58
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Table 9 Multiple Linear Regression Analysis Test

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,688	1,825		1,473	.150
	X1	.340	.142		2,400	.022
	X2	.393	.105	.335 .521	3,740	.001

a. Dependent Variable: Y

Source: *SPSS Output* (Processed Data)

Based on the results of the image above, it is known that the multiple linear regression equation is Y=2.688+0.340+0.393

The results of the multiple regression equation above can be seen as follows:

1. Coefficient Value (β0)

The coefficient value of β0 is (2.688), this figure shows that if the value of discipline (β1) and loyalty (β2) is (0) or constant, then employee performance is 2.688.

2. Discipline (X1)

The regression coefficient on the income variable (X1), which is 0.340, is positive. This means that if discipline (X1) increases by 1%, employee performance (Y) will also increase by 0.340%. This is in accordance with the previous hypothesis that discipline has a positive and significant effect on employee performance.

3. Loyalty (X2)

The regression coefficient on the Loyalty variable (X2), which is 0.393, is positive, this means that if Loyalty (X2) increases by 1%, employee performance (Y) will also increase by 0.272%.

d. Hypothesis Testing

Hypothesis testing is a temporary answer to the problem formulation in research:

T-test

The t-test is used to test the significance of the influence of independent variables on the dependent variable in the resulting regression model. Therefore, the t-test is used to test each independent variable against the dependent variable. If the calculated t-value is greater than the t-table value and the significance value is less than 0.05, then the independent variable significantly influences the dependent variable.

Dinar
Jurnal Ekonomi & Keuangan Islam Vol 13, No 1: Januari 2026 38-58
https://journal.trunojoyo.ac.id/dinar/index ISSN: 2460-9889 (Print)
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Table 10 t-test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,688	1,825		1,473	.150
X1	.340	.142	.335	2,400	.022
X2	.393	.105	.521	3,740	.001

a. Dependent Variable: Y

Source: *SPSS Output* (Processed Data)

From the table above, the first regression equation can be determined, namely the t-value of discipline 2.400> t-table 2.034 and a significance value of 0.022 <0.05, meaning H1 is accepted so it can be said that discipline has an effect on employee performance. The t-value of loyalty 3.740> t-table 2.034 and a significance value of 0.001 <0.05, meaning H2 is accepted so it can be said that loyalty has an effect on employee performance.

Coefficient of Determination Test

The coefficient of determination is used to analyze the regression model. The results of the coefficient of determination test can indicate the extent of the influence of the independent variable on the dependent variable.

Table 11 Test of Determination Coefficient
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 [a]	.596	.571	1.54770

a. Predictors: (Constant), X2, X1

Source: *SPSS Output* (Processed Data)

The results of calculations using the SPSS version 16 program as shown in the image above can be seen that the R square value is 0.596 or 59.6%. This means that the influence of all independent variables is 59.6% and the remaining 40.4% is influenced by other variables.

Dinar
Jurnal Ekonomi & Keuangan Islam Vol 13, No 1: Januari 2026 38-58
https://journal.trunojoyo.ac.id/dinar/index ISSN: 2460-9889 (Print)
(DOI: https://doi.org/10.21107/dinar.v8i2.9954 ISSN: 2580-3565 (Online)

F Test (Model Feasibility) of the Effect of Work Discipline and Loyalty on Employee Performance

Table 12 Simultaneous Test Table (F Test)

Model	F Count	F Table	Sig	Note
Regression	**24,337**	**3.28**	**0.000**	Significant

Table 13 Simultaneous Test Results
Work Discipline and Loyalty to Employee Performance

Model	Df	F	Sig.
Regression	**2**	**24,337**	**.000** [a]
Residual	**33**		
Total	**35**		

The ANOVA table (Simultaneous Test/F Test) shows the results of testing the influence of the variables Work Discipline (X1) and Loyalty (X2) together on Employee Performance (Y) .
The information from the table is as follows:

1. The Source of Regression Variation shows the variation in data caused by the influence of the independent variables, namely Work Discipline and Loyalty on Employee Performance. In this section, the df (degree of freedom) value is 2 , which indicates the number of independent variables in the study.
2. The residual variation source shows the variation in data that cannot be explained by the independent variables. The residual df value of 33 is obtained by calculating the number of samples minus the number of independent variables and subtracting one ($n - k - 1$).
3. The total shows the overall variation of data in the study with a total df value of 35 , which is obtained from the number of samples minus one ($n - 1$).
4. value of 24.337 with a significance value of 0.000 indicates that the regression model used in this study has a significant influence.
5. value of 3.28 was obtained from the F distribution table at a significance level of $\alpha = 0.05$ with degrees of freedom df1 = 2 and df2 = 33 .

Because the calculated F value (24.337) is greater than the F table (3.28) and the significance value (0.000) is less than 0.05 , it can be concluded that Work Discipline (X1) and Loyalty (X2) simultaneously have a significant effect on Employee Performance (Y).

Dinar
Jurnal Ekonomi & Keuangan Islam Vol 13, No 1: Januari 2026 38-58
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Table 14 F Test

ANOVA [b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	116,592	2	58,296	24,337	.000 [a]
	Residual	79,047	33	2,395		
	Total	195,639	35			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: *SPSS Output* (Processed Data)

From the output results in table 1.9, the calculated F value is 24.222 with a significance level of 0.000 because the significance level of 0.000 <α = 0.05, then there is a simultaneous influence of the F test that has been carried out resulting in a calculated F value of 24.337> Ftable 3.28 and a *sig value* of 0.000 <0.05. This shows that the independent variables simultaneously or together have a significant effect on the dependent variable.

Discussion

This research aims to analyze the influence of discipline and loyalty on employee performance at PT. Media Swara Prima Rantau Prapat. Based on the statistical analysis, three research hypotheses can be discussed as follows:

Hypothesis 1: The Effect of Work Discipline on Employee Performance, the t-test results for the Work Discipline variable (X1) show a calculated t-value of 2,400, which is greater than the t-table value of 2.034, with a significance value of 0.022 <0.05. The X1 regression coefficient of 0.340 indicates a positive influence on Employee Performance. This finding supports the hypothesis that Work Discipline has a positive and significant effect on Employee Performance. This shows that increasing employee work discipline can directly improve their performance. The implication is that management at PT. Media Swara Prima Rantau Prapat needs to maintain and improve policies and regulations that can provide work discipline encouragement to optimize employee performance.

Hypothesis 2: The Effect of Loyalty on Employee Performance, the t-test results for the Loyalty variable (X2) show a calculated t-value of 3.740, which is greater than the t-table value of 2.034, with a significance value of 0.001 <0.05. The positive X2 regression coefficient of 0.393 indicates that Loyalty has a positive and significant influence on Employee Performance. These results support the hypothesis that Loyalty has a positive and significant influence on Employee Performance. Although its influence is smaller, employee loyalty remains an important factor in improving performance at PT. Media Swara Prima Rantau Prapat. The implication is that it is necessary to consider strategies to build and maintain employee loyalty, such as long-term development programs and creating a positive work culture.

Hypothesis 3: Simultaneous Effect of Work Discipline and Loyalty on Employee Performance The results of the F test show a calculated F value of 24,337, much greater than the F table of 3.28, with a significance value of 0.000 <0.05. This strongly supports the hypothesis that Work Discipline and Loyalty simultaneously have a positive and significant effect on Employee

Performance. The R Square value of 0.596 indicates that the two independent variables are able to explain 59.6% This means that the influence of all independent variables is 59.6% and the remaining 40.4% is influenced by other variables. These results indicate that the combination of the two variables has an important role in determining employee performance at PT. Media Swara Prima Rantau Prapat.

This research aligns with a study conducted by Mustofa & Wahid (2021) at PT. Pos Indonesia Cipondoh Office. Mustofa and Wahid found that work discipline significantly impacts employee performance. This finding reinforces the findings of this study, which demonstrated a significant simultaneous influence of discipline and loyalty on employee performance at PT. Media Swara Prima Rantau Prapat.

Work discipline is a fundamental factor in human resource management that plays a crucial role in improving employee performance. Through consistent discipline, such as adherence to organizational regulations, punctuality, responsibility for tasks, and adherence to operational standards, employees are encouraged to work more purposefully, effectively, and efficiently, ultimately improving the quality and quantity of work results and supporting the sustainable achievement of company goals. In this regard, when leaders offer services to staff to improve discipline, it can increase staff performance and responsibility for their work. One way to improve discipline is to strengthen work discipline rules and conduct discipline training. The goal is to harness the potential and abilities that already exist in individuals so they can become more independent and perform better and more disciplined, which will have a positive impact on both the business and the employees. Employee empowerment also gives workers a sense of importance, that they are capable and have choices in what they do. Employee empowerment helps give them greater influence over how well they perform and how they handle stress. Because they will be able to recognize and feel psychological ownership of their work, empowered workers also tend to show more personal initiative.

Staff loyalty will also have an impact on organizational success. In the corporate context, employee loyalty has a strategic role in influencing employee performance, because the level of employee loyalty, commitment, and emotional attachment to the company encourages the emergence of positive work behaviors, such as the willingness to maintain high performance standards, minimize absenteeism and turnover rates, and improve work quality and productivity, so that simultaneously employee loyalty not only has an impact on improving individual performance, but also contributes to operational efficiency and the achievement of company goals in a sustainable manner, therefore every business strives to increase staff productivity to meet the established group goals. In Wirawan's definition, Loyalty is the result created during work or action and an indication of work. (As'ad, 2005), performance refers to how well a person does his job. Two elements, namely Loyalty and discipline, can affect employee performance. The use of Loyalty in a company can spur performance. This is intended so that there are no strong barriers between leaders and employees who describe themselves as friends to employees. On the other hand, performance will be influenced by strong Loyalty that is highly respected by employees. The amount of dedication, both from the company to its employees and from the employees to the company, is very important because it will help foster a professional work environment.

Dinar
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Conclusion

Based on research conducted at PT. Media Swara Prima Rantau Prapat, it can be concluded that Discipline and Loyalty have a positive and significant influence on Employee Performance, both partially and simultaneously. The results of the study indicate that there is an influence of Work Discipline on Employee Performance, with the results of the t-test (partial) for the Work Discipline variable (X1) showing a calculated t-value of 2,400, which is greater than the t-table value of 2.034, with a significance value of 0.022 <0.05. The X1 regression coefficient of 0.340 indicates a positive influence on Employee Performance. While the influence of Loyalty on Employee Performance, with the results of the t-test for the Loyalty variable (X2) showing a calculated t-value of 3,740, which is greater than the t-table value of 2.034, with a significance value of 0.001 <0.05. The positive X2 regression coefficient of 0.393 indicates that Loyalty has a positive and significant influence on Employee Performance. As for the Simultaneous Influence of Work Discipline and Loyalty on Employee Performance, the results of the F test (simultaneous) show a calculated F value of 24,337, much greater than the F table of 3.28, with a significance value of 0.000 <0.05. The most dominant factor is Work Discipline which influences Employee Performance followed by Loyalty which also influences employee performance. This research model is able to explain 59.6% of the variation in employee performance, indicating a substantial contribution from both independent variables. The research findings emphasize the importance of implementing a holistic approach in human resource management, where companies do not only focus on one aspect partially, but need to simultaneously strengthen work discipline, and build employee loyalty in an integrated manner to optimize employee performance and support the achievement of company goals. However, there is still 40.4% of the variation in employee performance explained by factors outside the research model, which indicates limitations in the variables analyzed and emphasizes the need for further research to identify and examine other variables that have the potential to influence employee performance, especially in the context of companies engaged in the distribution and sales of telecommunication products.

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