

Analysis of Factors Affecting Interpersonal Communication Employees at the Provincial Agriculture, Food Crops and Horticulture Office South Sumatra

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ABSTRACT

The purpose of this study was to test the hypothesis of the analysis of factors that influence employee interpersonal communication at the Department of Food Crops and Horticulture of South Sumatra. The population in this analysis was 1,232 all workers at the Department of Food Crops and Horticulture. The sampling method in this analysis was purposive sampling. Sugiyono (2023) stated that purposive sampling is a technique based on determining samples with certain considerations based on certain characteristics or criteria that are relevant to the objectives of the study, not randomly. The researcher took samples with the criteria of permanent employees, namely 67 ASN, so it can be concluded that the sample of this study was 67 people. In this analysis, the

technique used is multiple linear regression analysis and determination coefficient analysis (R²). Independent variables are self-image and physical work environment while interpersonal communication is the dependent variable. Hypothesis testing proves that partially self-image and physical work environment have a significant effect on interpersonal communication. While simultaneous analysis shows a significant effect of self-image and physical work environment variables as independent variables on interpersonal communication.

A. INTRODUCTION

Improving the skills of farmers by means of Training and counseling on modern agricultural technologies, integrated pest management and sustainable farming practices can help improve productivity and yield quality Agriculture, The development of basic data systems with accurate and complete data systems allows for more elective planning and better monitoring of agricultural production, Production facilities and infrastructure with the provision of facilities such as superior seeds, fertilizers, and agricultural equipment, as well as infrastructure such as irrigation and agricultural roads, are essential to support agricultural activities. Cooperation and partnerships with Collaboration between the private sector can bring new technologies, investment, and wider markets for local agricultural products, Coordination and consultation, namely strengthening coordination with stakeholders such as farmers, local governments, and related industries can ensure more targeted policies.

Interpersonal communication is a form of interpersonal or interpersonal communication that involves a small number of individuals by interacting exclusively and directly. According to Harapan & Ahmad (2019), interpersonal communication is direct interaction. Therefore, interpersonal or interpersonal communication has the ability to tailor a person's message specifically to another as a forum to get interpretation from them Interpersonal communication is one of the company's ways to improve the quality of employee work Good communication will support individuals to better understand the situation and situations clearly. make it easier to deal with differences, as well as build mutual trust and respect. It also creates an atmosphere that encourages the birth of ideas, problem-solving, influence, and meaning.



According to Suwatno (2023), self-image is a descriptive term that refers to the characteristics that oneself has. In addition to self-image that affects interpersonal communication, the physical work environment is one of the factors that affect interpersonal communication. Sudaryo, et al. (2018) stated that the physical work environment refers to all substances around the work area that have the potential to affect the workforce, both explicitly and implicitly. Regina, et al (2022) The correlation relationship between self-image and interpersonal communication of individuals who internalize affirmative self-esteem tend to display high-quality interpersonal communication. In contrast, disvaluative self-image is often associated with disrupted interpersonal communication. This confirms that self-representation plays a fundamental function in modulating the efficacy of interpersonal communication.

B. THEORETICAL STUDY

Suwatno (2023) states that self-image is a descriptive term referring to the characteristics possessed by oneself. Self-image can include the roles played and the words used to describe oneself. Meanwhile, according to Maxwell Maltz (2019), self-image is the basis, the foundation upon which all personality, behavior, and even circumstances are constructed.

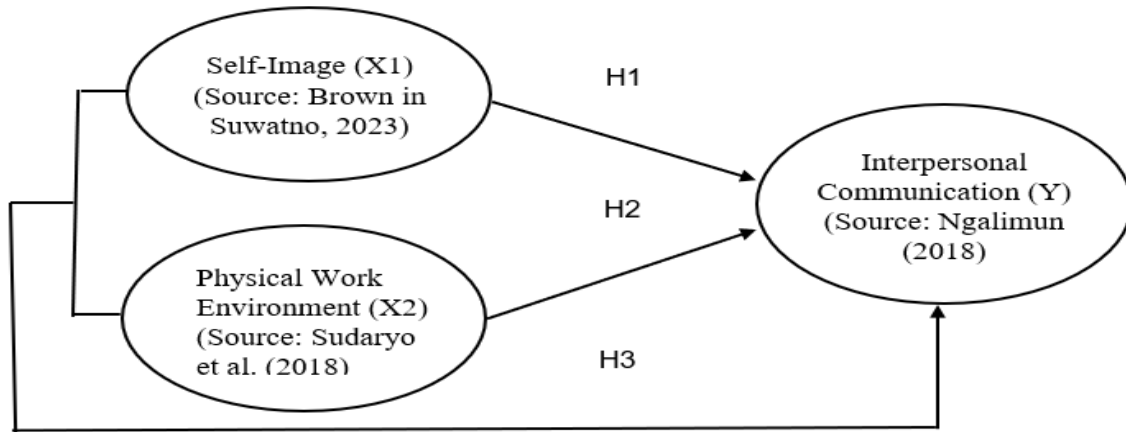
Based on the reviews of various experts, self-image can be defined as the construction of characteristics or personal representations formed by an individual.

This construction aims to gain validation or appreciation from external parties. Furthermore, this self-perception has a significant impact on how individuals internalize their views of themselves and how they interact with their social environment.

According to Setiana (2019), the physical condition of the workplace encompasses all conditions correlated with the modus operandi and work governance, both on an individual and communal scale. On the other hand, Sudaryo et al. (2018) state that the physical work environment refers to all substances surrounding the work area that have the potential to influence the workforce, either explicitly or implicitly. Thus, the physical work environment can be articulated as the spatial configuration or conditions surrounding the workplace that play a role in influencing the execution of tasks and work towards achieving organizational goals.

According to Suwatno (2023), interpersonal communication is a unique and "transactional" form of human communication that involves reciprocal influence (feedback) and aims to foster mutual interaction. Through interpersonal communication, interactions can be built to foster healthy relationships.

Meanwhile, according to Ngalmun (2018), interpersonal communication is face-to-face communication, which can be verbal or nonverbal. From the above description, it can be concluded that interpersonal communication is a face-to-face or reciprocal interaction aimed at managing relationships. Sugiyono (2023) formulated a conceptual framework as an epistemological construct or conceptual model that serves to articulate the theoretical interrelationships between a series of variables that have been emancipated as significant problematics. Within this framework, the essence of a theoretically valid framework lies in its ability to:



(Source Developed By Researchers, 2025)

The framework presented above articulates the empirical proposition that self-image has a partial causal influence on interpersonal communication. Similarly, the physical work environment is also hypothesized to contribute partially to the dynamics of interpersonal communication. Furthermore, this framework postulates the simultaneous or collective effects of self-image and the physical work environment, which together influence interpersonal communication. This implies a complex multivariate interaction in shaping the quality of communication between individuals.

C. RESEARCH METHODS

Sugiyono (2023) defines a research method as a systematic procedure for acquiring information with a specific teleological intention (purpose and objective). In the context of this investigation, the design implemented is a quantitative approach. The application of this design fundamentally aims to test the validity of previously formulated hypotheses.

This study involved 67 employees from the Department of Agriculture, Food Crops, and Horticulture of South Sumatra Province, comprising a non-probability sample. The sampling method used conceptualization and purposive sampling in this study, which selected the sample based on specific considerations. In this study, the State Civil Apparatus (ASN) consisted of 67 employees. Therefore, the total sample size was 67 employee respondents at the Department of Agriculture, Food Crops, and Horticulture of South Sumatra Province. The questionnaire used a Likert scale.

D. RESULTS AND DISCUSSION

Validity and Reliability Test Results

Self-Image Validity Test

Self-Image Validity Test Results Table (X1)

Item	Sig (2-tailed)	$\alpha < 0,05$	Remarks
X1.1	0,000	<0,05	Valid
X1.2	0,000	<0,05	Valid
X1.3	0,001	<0,05	Valid
X1.4	0,001	<0,05	Valid
X1.5	0,005	<0,05	Valid
X1.6	0,011	<0,05	Valid
X1.7	0,000	<0,05	Valid
X1.8	0,000	<0,05	Valid
X1.9	0,000	<0,05	Valid
X1.10	0,000	<0,05	Valid

Source: Processed Primary Data, 2025



The questions in this study on the self-image variable (X1) were declared valid.

Physical Work Environment Validity Test

Physical Work Environment Validity Test Results Table (X2)

Item	Sig (2-tailed)	$\alpha < 0,05$	Remarks
X2.1	0,000	<0,05	Valid
X2.2	0,000	<0,05	Valid
X2.3	0,000	<0,05	Valid
X2.4	0,001	<0,05	Valid
X2.5	0,000	<0,05	Valid
X2.6	0,000	<0,05	Valid
X2.7	0,000	<0,05	Valid
X2.8	0,000	<0,05	Valid
X2.9	0,000	<0,05	Valid
X2.10	0,001	<0,05	Valid

Source: Processed Primary Data, 2025

Based on the table above, it can be explained that all question items in the physical work environment variable show a significance value of <0.05, which means that all question items in the physical work environment variable are said to be valid.

Interpersonal Communication Validity Test (Y)

Interpersonal Communication Validity Test Results Table (Y)

Item	Sig (2-tailed)	α	Remarks
Y.1	0,000	<0,05	Valid
Y.2	0,002	<0,05	Valid
Y.3	0,000	<0,05	Valid
Y.4	0,000	<0,05	Valid
Y.5	0,000	<0,05	Valid
Y.6	0,000	<0,05	Valid
Y.7	0,000	<0,05	Valid
Y.8	0,000	<0,05	Valid
Y.9	0,000	<0,05	Valid
Y.10	0,000	<0,05	Valid

Source: Processed Primary Data, 2025

The results of the validity test in the table show that all questions on the interpersonal communication variable are declared valid with the value shown being >0.05.

Reliability Test Results

In this investigation, instrument reliability was assessed through the calculation of the Cronbach's Alpha coefficient. This coefficient is a measure of internal consistency that indicates the extent to which items within a scale coherently measure the same construct.

Reliability Test Results Table

Variabel	Cronbach's Alpha	Reliability acceptance limits	Remarks
Self Image	0,642	>0,60	Reliabel
Physical Work Environment	0,713	>0,60	Reliabel
Interpersonal Communication	0,701	>0,60	Reliabel

Source: Processed Primary Data, 2025

It can be said to be reliable, because based on the above criteria, the Cronbach's value for self-image is $0.642 > 0.60$, the Cronbach's value for physical work environment is $0.713 > 0.60$ and interpersonal communication is $0.701 > 0.60$, which means that all variables are stated to be reliable.

Classical Assumption Test Normality Test

Normality Test Results Table

variabel	Asymp sig(2-tailed)	$\alpha=0,05$	Remarks
Self Image (X_1)	0,117	$>0,05$	Normal
Physical Work Environment (X_2)	0,480	$>0,05$	Normal
Interpersonal Communication (Y)	0,217	$>0,05$	Normal

Source: Processed Primary Data, 2025

The data normality test shows that the variables of self-image, physical work environment, and interpersonal communication are normally distributed, so that statistical analysis can be carried out more accurately.

Multicollinearity Test

Aims to detect strong correlations between regression models. Multicollinearity can lead to uncertainty in regression coefficients and large standard errors. To detect multicollinearity, a Tolerance value (> 0.1) or Variance Inflation Factor ($VIF < 10$) can be used. Multicollinearity is indicated if these criteria are met.

Multicollinearity Test Results Table

Variabel	Tolerance	VIF	Remarks
Self Image	0,784	1,276	There is no multicollinearity
Physical Work Environment	0,784	1,276	There is no multicollinearity

Source: Processed Primary Data, 2025

The non-multicollinearity assumption is met, which is crucial for the validity and efficiency of the regression coefficient estimates in subsequent analyses.

Heteroscedasticity Test

The heteroscedasticity test aims to identify whether there is a non-constant residual variance in the regression model, so that it can affect the accuracy of the analysis results.

Heteroscedasticity Test Results Table

Variabel	Sig	$\alpha=0,05$	Remarks
Self Image (X_1)	0,332	$>0,05$	There is no heteroscedasticity
Physical Work Environment (X_2)	0,594	$>0,05$	There is no heteroscedasticity

Source: Processed Primary Data, 2025

Based on the results of the heteroscedasticity test, it can be concluded that the homoscedasticity assumption is met, meaning that there is no heteroscedasticity in the model involving the variables of self-image and physical work environment. This inference is based on the significance values (p-values) of both variables that consistently exceed the threshold of 0.05. Specifically, the significance value for self-image is 0.332 and for physical work environment is 0.594. This finding indicates that the residual variance in the regression model is constant across the range of predictor variable values, thus validating the efficiency of the regression coefficient estimation.



Data Analysis Results
Multiple Linear Regression

The correlation coefficient is defined as a statistical measure that indicates the strength (magnitude) and direction (direction) of the associative relationship between two or more variables. This correlation analysis can be implemented using statistical software such as SPSS, to:

Multiple Linear Regression Test Results Table

Variabel	B	Std. Error	Beta
(Constant)	7,877	4.642	
Self Image	0,358	0,101	0,354
Physical Work Environment	0,463	0.098	0,471

Source: Processed Primary Data, 2025

From the results of the multiple linear regression value calculations above, the following equation can be formulated:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 7,877 + 0,358X_1 + 0,463 X_2$$

Based on the results of the multiple linear regression analysis, a constant value of 7.877 was obtained. This value indicates that if the variables self-image and physical work environment are not included or have a value of zero, interpersonal communication will also be negative. However, this constant value cannot be interpreted as an inverse relationship between the variables. This value is only part of the mathematical regression model, indicating the intercept value of the regression line when all independent variables are zero. This means that the constant value has no direct influence on the direction of the relationship between the variables.

The results of the multiple linear regression analysis indicate that the variables self-image and physical work environment have a positive and significant influence on interpersonal communication. Self-image has a regression coefficient of 0.358 with a significance value of 0.001, while the physical work environment has a regression coefficient of 0.463 with a significance value of 0.000. This means that the better the self-image and physical work environment, the better the interpersonal communication between employees.

Correlation Coefficient Analysis

The correlation coefficient (R) is used to evaluate the strength, direction, and significance of the relationship between the variables analyzed.

Correlation Coefficient Analysis Test Results Table

Variabel	Sig	R	Remarks
Self Image	0,000	0,573	Strong relationship level
Physical Work Environment	0,000	0,635	The level of relationship is very strong

Source: Processed Primary Data, 2025

The correlation between the self-image variable and the physical work environment variable is 0.000 with a sig value of 0.000, which is said to be correlated. Meanwhile, the level of closeness of the relationship between self-image and interpersonal communication is 0.573, which is in the strong category, then the physical work environment is 0.635, which is in the very strong category.

Analysis of the Coefficient of Determination (R²)

Table of Results of Analysis of Coefficient of Determination of Self-Image (X₁) Physical Work Environment (X₂) on Interpersonal Communication (Y)

Variabel	R	R Square	Adjusted Squered	Std.Error Of The Estimate
Self Image				
Physical Work Environment	0,768	0,502	0,486	2.242

Source: Processed Primary Data, 2025

The coefficient of determination obtained was 0.502, which means that the variables of self-image and physical work environment contributed 50.2% to the interpersonal communication variable. The remaining 49.2% was influenced by other factors not examined.

Hypothesis Testing

t-Test Results

A partial test is conducted to determine whether the independent variable has a significant influence on the dependent variable individually. The test criteria use a significance level of 0.05, where if the sig value < 0.05 then the null hypothesis (H₀) is rejected and the alternative hypothesis (H_a) is accepted, whereas if the sig value > 0.05 then H₀ is accepted and H_a is rejected.

Partial Test Results Table (t-test) of Self-Image

Variabel	$\alpha=0,05$	t-hitung	Signifikan
Self Image (X ₁)	0,05	5,632	0,000

Source: Processed Primary Data, 2025

The partial test (t-test) proves that self-image has a significant impact on interpersonal communication at the Food Crops and Horticulture Agriculture Service of South Sumatra Province, with a very low significance value (0.000).

Partial Test Results Table (t-test) Physical Work Environment

Variabel	$\alpha=0,05$	t-hitung	Signifikan
Physical Work Environment	0,05	6,635	0,000

Source: Processed Primary Data, 2025

The physical work environment was proven to have a significant impact on interpersonal communication at the Food Crops and Horticulture Agriculture Service of South Sumatra Province, based on a very low t-test significance value (0.000).

F Test

Uji simultan digunakan untuk mengetahui atau membuktikan secara bersamaan apakah citra diri dan lingkungan kerja fisik berpengaruh terhadap komunikasi interpersonal. Dasar pengambilan Keputusan pada uji simultan (uji-F) sebagai berikut:

1. If the sig value > 0.05, then the null hypothesis (H₀) is accepted and the alternative hypothesis (H_a) is rejected.
2. If the sig value < 0.05, then the alternative hypothesis (H_a) is accepted and the null hypothesis (H₀) is rejected.

The following are the results of the simultaneous test (F-test) of the variables of self-image and physical work environment on interpersonal communication presented in the following table:



Simultaneous Test Results Table (F-test)

Variabel	$\alpha=0,05$	t-hitung	Signifikan
Self Image	0,05	3,551	0,001
Physical Work Environment		4,727	0,000

Source: Processed Primary Data, 2025

The simultaneous test (F-test) proves that self-image and the physical work environment simultaneously have a significant influence on interpersonal communication, with a very low significance value (0.000).

Discussion

The Influence of Self-Image on Interpersonal Communication

The results of the validity test on the self-image construct measurement instrument showed that all questionnaire items (in a sample of 103 respondents) empirically had significance values below the 0.05 threshold. This confirms that each item accurately measures the intended dimension, thus the instrument has adequate construct validity and is reliable for obtaining data on self-image variables.

In line with validity, the reliability test using the Cronbach's Alpha coefficient also confirmed the instrument's internal consistency. The self-image variable obtained a Cronbach's Alpha value of 0.642, which exceeds the acceptability criterion of 0.60. This indicates that the questionnaire items are internally consistent and reliable in measuring the self-image construct, supporting measurement stability. Regression analysis showed that self-image has a positive and significant influence on interpersonal communication, as indicated by a regression coefficient of 0.358. This coefficient is interpreted as meaning that every one standard unit increase in self-image correlates with a 0.358 standard unit increase in interpersonal communication. Substantively, this indicates that positive self-perception significantly contributes to improving the quality of interpersonal interactions. This finding was further confirmed through a partial hypothesis test (t-test), which showed that the influence of self-image on interpersonal communication was statistically significant.

The consistency of these results is reinforced by previous studies, such as the study by Regina et al. (2022), which found a positive correlation between self-image and interpersonal communication, where a positive self-image was consistently associated with better interpersonal communication quality. Based on the synthesis of these findings, it can be theoretically concluded that optimizing effective and smooth communication among fellow employees and with external parties requires substantial support from a positive self-image. Constructing this affirmative self-image is essential for facilitating constructive assessment and appreciation from others, which in turn strengthens the dynamics of interpersonal communication. The implication is that developing a healthy self-image is a fundamental prerequisite for fostering quality social interactions in an organizational context.

The Influence of the Physical Work Environment on Interpersonal Communication

The validity test results indicated that each question item measuring the physical work environment variable was valid. This was evident from the significance values below 0.05 for all items in the sample of 67 respondents. This confirms that the physical work environment measurement instrument has sufficient accuracy to measure the intended construct.

Furthermore, the reliability test showed that the physical work environment variable had a Cronbach's Alpha value of 0.713, which exceeded the threshold of 0.60. This implies that all questions on this variable are reliable, indicating high internal consistency in the measurement. Regression analysis showed that the physical work environment had a positive impact on interpersonal communication, with a regression coefficient of 0.463. This means that every one-unit increase in the physical work environment contributes to a 0.463-unit increase in interpersonal communication. Substantively, an optimal physical work

environment can directly improve the quality of interpersonal interactions. A partial t-test confirmed this finding, with a significance value of 0.000, which is less than 0.05. The analysis results rejected H_0 and accepted H_a , proving that the physical work environment has a significant effect on interpersonal communication.

This finding is consistent with research by Muhammad Raihan Ali (2024), which showed that a comfortable and supportive work environment has a positive impact on employee performance. Specifically, this study demonstrated that a conducive physical work environment can improve employee performance in Bojonggede District, Bogor Regency. More broadly, a better physical work environment leads to more optimal communication between employees, which ultimately accelerates employee performance.

The Influence of Self-Image and Physical Work Environment on Interpersonal Communication

Data analysis shows that the interpersonal communication variables have a normal distribution and are valid. The F-test results demonstrate that self-image and the physical work environment simultaneously significantly influence interpersonal communication at the Food Crops and Horticulture Department of South Sumatra Province. Therefore, H_0 is rejected and H_a is accepted.

According to Suwatno (2023), interpersonal communication is a unique and transactional form of human communication that involves reciprocal influence (feedback) and aims to manage relationships. Through interpersonal communication, communication interactions can be built to foster healthy relationships.

Ngalimun (2018) defines interpersonal communication as direct communication between individuals, conducted verbally and nonverbally. Therefore, interpersonal communication can be defined as an interaction process aimed at building relationships and understanding each other.

Therefore, it can be concluded that in this study, the variables of self-image and the physical work environment simultaneously and significantly influence interpersonal communication at the Food Crops and Horticulture Department of South Sumatra Province.

E. CONCLUSION AND SUGGESTIONS

Conclusion

1. Self-image partially has a significant influence on employee interpersonal communication.
2. The physical work environment partially and significantly influences interpersonal communication.
3. Simultaneously, there is a significant influence between the independent variables, namely self-image and the physical work environment, on interpersonal communication.

Suggestion

1. For the Company, it is hoped that it can provide direction to employees so that they can provide or show a good self-image to others and fellow coworkers. This is to support relationships between fellow employees and support the work process so that it can run smoothly and the information received can be conveyed well. Interpersonal communication is one way for companies to improve the quality of employee work with effective communication, a person can understand others and situations better, resolve differences more easily, and build relationships of mutual trust and respect, thus creating a productive and innovative environment. "Then it is hoped that the Company can provide a good physical work environment starting from space arrangement, coloring, lighting, and noise so that employees feel comfortable while working. A comfortable physical work environment, such as space arrangement, lighting, and noise control, can make employees feel more comfortable and prosperous while working. Thus, a harmonious work environment can foster closeness and familiarity between coworkers, as well as increase employee comfort and job satisfaction.



2. For future researchers, this research can be continued and developed further by adding variables or developing existing variables.

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