



## THE EFFECT OF TEAMWORK AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE AT PT.RAIZEN DIGITAL MARKETING MEDAN

Sinta Kristiani Sipayung<sup>1\*</sup>, Gita Sonia Sinaga<sup>2</sup>, Roni Hasudungan Sitorus<sup>3</sup>, Toman Sony Tambunan<sup>4</sup>  
<sup>1,2,3,4</sup> Management Study Program, Faculty of Economics and Business, Universitas HKBP Nommensen Medan

### ARTICLE INFO

#### Article history:

Received : December 27, 2024

Revised : December 29, 2024

Accepted : December 31, 2024

#### Keywords:

Teamwork;  
Discipline;  
Employee Performance;  
Digital Marketing.

### ABSTRACT

This study aims to determine the effect of teamwork on employee performance at PT. Raizen Digital Marketing Medan, to determine the effect of work discipline on employee performance at PT. Raizen Digital Marketing Medan, and to determine the effect of teamwork and work discipline together on employee performance at PT. Raizen Digital Marketing Medan. This study is a quantitative study. The subjects of the study were all employees of PT. Raizen Digital Marketing Medan. The data collection technique used descriptive observation. The instrument used was a questionnaire. Furthermore, the data was tested with classical assumptions. Data analysis techniques with multiple regression analysis. The results of the study found findings about teamwork that can be seen from employee motivation, employee innovation and creativity in completing work and the appropriateness of time in completing work, this discipline is seen from the arrival of employees during working hours, simultaneously cooperation and discipline can be seen from the concern and rewards from the company. teamwork and work discipline have a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan. Based on the results of the simultaneous F test, it can be concluded that all independent variables of work discipline and teamwork simultaneously can have a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



#### Corresponding Author:

\*Sinta Kristiani Sipayung

Management Study Program, Faculty of Economics and Business, Universitas HKBP Nommensen Medan,  
Indonesia

Email: [sinta.sipayung@student.uhn.ac.id](mailto:sinta.sipayung@student.uhn.ac.id)

### 1. INTRODUCTION

Teamwork can run well if each member can do the work and has the ability to: take the initiative to discuss (active), seek information and opinions, propose procedures to achieve goals, expand opinions, conclude, compromise and be creative in resolving differences, try to reduce

tension within the group, and express group feelings that will improve employee performance in the future so that the team can work effectively in developing motivation, closeness, and productivity, many organizations view team building as one aspect of employee work performance. In addition to teamwork, work discipline factors are very important in an organization, because with employee work discipline, an organization can achieve effective goals from the work program it is working on. Work discipline is a very important part or variable in the development of human resource management; therefore, discipline is needed in an organization so that there is no negligence, deviation or negligence and ultimately waste in doing work. High work discipline from employees in a company can show the integrity and responsibility of the employee to the company.

With high work discipline, it is easier for the company to achieve its goals, if employees have work discipline, employees will work effectively and can be efficient in working time so that there will be no deviations that can harm the company and can improve the work performance of the employees themselves. After the researcher conducted a previous survey and interview at the PT. Raizen Digital Marketing Medan office to the human resource management, the results obtained were closely related to employee work performance, namely it can be seen from the phenomena related to teamwork and work discipline, including the lack of employee unity in the work given, Lack of employee responsibility in being responsible for work, lack of mutual contribution between workers so that it is difficult to adjust the reports received are correct or not, and employees are not working optimally, they often postpone work and relax in order to treat the work given.

Table 1: Data on the Number of Employees of PT Raizen Digital Marketing

No	Division	Description
1	Manager	2
2	HR	1
3	HRD	1
4	Warehouse staff	5
5	SPV	4
6	Admin Staff	5
7	Customer Service	50
8	CRM Admin	2
9	Marketplace Admin	2
	Total	72

Source: PT. Raizen Digital Marketing Medan

The purpose of the research that will be conducted to compile this article is as follows: First, To find out and analyze whether teamwork has an effect on employee work discipline at PT Raizen digital marketing medan. Second, to find out how much responsibility and contribution of employee work at PT Raizen digital marketing medan. Third, to find out how employee performance runs optimally with effective time.

According to Bachtiar (2009:58) states that "Cooperation is the synergy of the strength of several people in achieving a desired goal. Cooperation will unite the power of ideas that will lead to success". A team is a group consisting of two or more people who interact and coordinate their cooperation to achieve a common goal. This definition has 3 (three) components. First, two or more people are needed. Second, people in a team have regular interactions. Third, people in a team have the same goal. Stephen and Timothy (2008:59) state that teamwork is a group whose individual efforts produce higher performance than the sum of individual inputs. Work discipline is explained (Muchlisa & Nuridin, 2019) as a condition that causes/motivates employees to act and carry out all activities in accordance with established norms/regulations. Work discipline is an attitude, behavior and actions that are in accordance with company regulations, both written and unwritten. It can be concluded that work discipline is perseverance, obedience, activities, a very respectful attitude that

appears in accordance with the rules that have been agreed upon between the organization and employees.

Employee performance functions to measure the extent to which employees are able to complete their work effectively and efficiently. Employee performance according to Mangkunegara (2010) that employee performance (work performance) is the result of work in terms of quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. While employee performance according to Stephen & Stephen (2016) is "Employee performance is a term typical to the human resource field where employee performance can refer to the ability of employees to achieve organizational goals more effectively and efficiently". This understanding can be interpreted that employee performance is a term typical of the human resources field where employee performance can refer to the ability of employees to achieve organizational goals more effectively and efficiently. Likewise, according to Sulistiyani & Rosidah (2003) stated that performance is the result of work carried out by employees during a certain period of time.

According to Enni Istanti (2017), *The Influence of Teamwork, Motivation on Employee Work Performance at PT. Delta Jaya Mas Gresik*, the results of the study showed that there were variables of Teamwork, Motivation had a positive and significant effect on Employee Work Performance of PT. Delta Jaya Mas Gresik. Second, According to Payl Silitonga (2015), *The Effect of Teamwork on Work Performance at PT. Ekoristi Berkaryawan*, the results of the study showed that the variable of Teamwork had a positive and significant effect on Work Performance at PT. Ekoristi Berkaryawan. Third, according to Azhar (2017), *The Effect of Work Discipline on Work Performance of Employees of the Palm Oil Factory of PT. Multimas Nabati Asahan*. The results of the study showed that there were variables of Work Discipline that had a positive and significant effect on Work Performance of Employees of the Palm Oil Factory of PT. Multimas Nabati Asahan.

## 2. RESEARCH METHOD

The research method used is a quantitative research method. According to Sugiyono (2018:15) quantitative method is a method based on the philosophy of positivism aimed at describing and testing the hypothesis made by the researcher. Quantitative research contains many numbers starting from collection, processing, and results that are dominated by numbers. The research conducted by the researcher uses a questionnaire as the main data collection tool. The research approach with quantitative research, namely a method that is empirical, objective, measurable, rational and systematic. The subjects in this study were employees of PT Raizen Digital Marketing which focused on the production department, while the objects of research were variables that were of concern in the study including teamwork, work discipline and employee performance. The researcher used an interval scale on the questionnaire. The interval scale is the ranking of respondents' answers, which can be preferences, behavior, and so on. Questions given to correspondents with a measurement scale of 1-5. Correspondents were asked to fill out the questionnaire by giving a check mark (✓) for each question. The smaller the scale chosen by the respondent, the more the correspondent disagrees with a question, and vice versa. The population of the study was all employees at PT Raizen Digital Marketing, totaling 72 employees. The determination technique was simple random sampling.

This study uses primary data and secondary data. According to Sugiyono, (2017) explains that primary data is information data obtained directly from the research location. In this process, respondents provide data to data collectors. This primary data is related to variables such as teamwork and discipline, which are taken directly from the source, namely respondents. According to Sugiyono, (2017.) secondary data is information that is not obtained directly at the research location, but is given to data collectors by other sources. In this study, the data is regarding the number of employees and the company profile of PT Raizen Digital Marketing Medan. This data is important in research because it comes from articles, journals, and other sources that are still relevant to the topic of the study.

There are four data collection techniques, namely: first, Questionnaire: Data collection by distributing a list of questions to several employees at PT Raizen Digital Marketing regarding the influence of teamwork and performance discipline. A good questionnaire must meet the requirements, namely valid and reliable. Second, Observation: According to Abdussamad (2021: 147), observation is a data collection technique carried out by observing and recording, and is carried out intentionally on research objects at PT Raizen Digital Marketing Medan. Third, Interview: According to Sugiyono, (2017.) an interview is a process of relationship between the interviewer and the source, where direct communication is a means of obtaining the necessary information. So, in an interview, information is obtained through dialogue between the researcher and the interviewee. Fourth, Literature Study: Conducting research by directly observing units that are related to the object being investigated and making notes without participating directly.

In this study, data analysis used multiple linear regression. Before conducting multiple linear regression analysis, a validity test and a reliability test were first carried out. Validity measures the extent to which a measurement instrument can measure what should be measured, while reliability measures the extent to which the instrument is consistent in providing the same results under different conditions. After that, it was continued by conducting a classical assumption test on the data to be processed. The classical assumption test aims to eliminate deviations that may occur in regression analysis so that the results obtained can be more accurate and closer to or the same as reality.

### 3. RESULT AND DISCUSSIONS

The discussion could be made in several sub-chapters. Respondent Data Totaling 72 employees consisting of 60 women and 12 men. The ages of respondents were selected from the youngest age of 18 years.

Table 2. Respondent Data Based on Age

No	Age	Total	Percent %
1	18-20	14	19,4%
2	20-25	55	76,3%
3	25-30	3	4,17%
Total		72	

Based on the respondent's age data, it is known that the average worker at PT Raizen Digital Marketing Medan is 20-25 years old as much as 76.3%, 18-20 years old as much as 19.4% and 25-30 years and above as much as 4.17%. Younger ages are needed more, because work in the plant assembly must be productive and requires creativity and innovation from young people who are guided by seniors or commonly referred to as leaders. Validity testing is carried out to assess the validity of an instrument, in this case a questionnaire. A questionnaire is said to be valid if the questions or statements in it are able to measure the aspects that the questionnaire wants to measure. Validity testing usually involves correlating the score of the question or statement with the total score of the construct measured by the questionnaire. If the r-count value is greater than the r-table at a significance of 0.05, then the question or statement is considered valid.

#### Validity Test Results

Validity testing is carried out to meet the level of suitability and speed of the measuring instrument (instrument) in assessing a research object. An instrument is said to be valid if it is able to measure what is to be measured and desired accurately. The high or low validity of the instrument indicates the extent to which the collected data does not deviate from the description of the intended variable. Usually the minimum requirement for a validity test to be considered qualified is if the rs

table = 0.58 So, if the correlation between the statement items and the total score is less than 0.58, the statement items in the instrument are not valid.

Table 3: Validity Test Results

Correlations

		Teamwork	Work Discipline	Employee Performance
Teamwork	Pearson Correlation	1	,057	,224
	Sig. (2-tailed)		,632	,058
	N	72	72	72
Work Discipline	Pearson Correlation	,057	1	,148
	Sig. (2-tailed)	,632		,214
	N	72	72	72
Employee Performance	Pearson Correlation	,224	,148	1
	Sig. (2-tailed)	,058	,214	
	N	72	72	72

Reliability Test

Furthermore, the instrument items that have been validated above are tested for reliability using the cronbuch alpha technique, namely comparing the instrument values. The following presents the reliability values for the three variables (Employee Performance, Teamwork, Work Discipline), namely.

Table 4: Reliability Test Results

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Teamwork	38,47	9,464	,171	,251
Work Discipline	42,93	9,446	,125	,361
Employee Performance	42,51	10,394	,255	,109

Based on the table above, all variables are declared reliable. This can be seen from the value of the work performance variable of 0.10394 > 0.60 for the teamwork variable (X1) of 09.464 > 0.60 and the dependent variable of work discipline (X2) of 09.446 > 0.60 for. Based on these results, if the reliability value is getting closer to 1, then the research instrument is getting better. The reliability value of the instrument above shows that the level of reliability of the research instrument is adequate because it is approaching 1 (> 0.60).

## Normality Test

For testing the normality of the data in this study, it was detected through graphical and statistical analysis produced through regression calculations with SPSS 20.00.

a. Histogram, which is a test using the provision that normal data is bell-shaped. Good data is data that has a normal distribution pattern. If the data skews to the right or skews to the left, it means that the data is not normally distributed. The results of the normality test using a histogram can be seen in the image below:

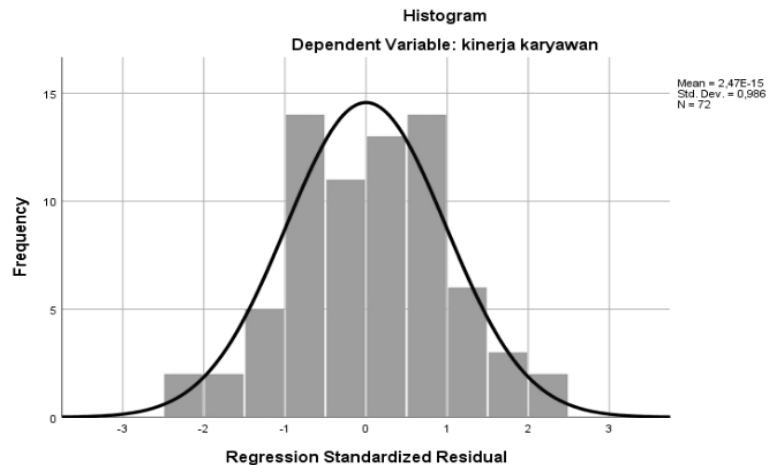


Figure 1. Histogram

The histogram image above shows that the data is normally distributed because the shape of the curve has a slope that tends to be balanced and the curve resembles a bell. So it can be concluded that the data is normal.

b. Normality Probability Plot graph, the provisions used are:

- 1) If the data is spread around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption.
- 2) If the data is spread far from the diagonal and/or does not follow the direction of the diagonal line, the regression model does not meet the normality assumption. The results of the normality test using the normality probability plot graph can be seen in the image below:

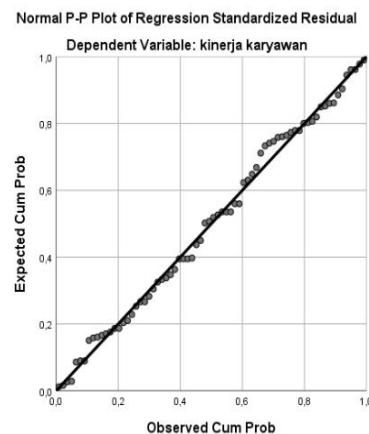


Figure 2. Normal Distribution

The image above shows that the probability plot has a normal distribution pattern because the data emission is around the diagonal line and follows the diagonal line. Thus, it can be said that this study meets the assumption of normality.

### Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. If there is a correlation, then there is a multicollinearity problem. In a good regression model, there is no correlation between independent variables. The results of the multicollinearity test of the data in this study using the SPSS tool, the results can be seen in the following table:

#### Coefficients<sup>a</sup>

Model	Collinearity Statistics	
	Tolerance	VIF
Teamwork	,997	1,003
Work Discipline	,997	1,003

a. Dependent Variable: Employee Performance

The results of the analysis show that the VIF value for the independent variable below 5 is 1.003 and the tolerance value below 1 is 0.997, which means that there is no multicollinearity so that the model is reliable as a basis for analysis.

### Heteroscedasticity Test

This test aims to see whether there is inequality in the regression model of variables from the residuals of one observation to another. If the residual variable remains the same, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is homoscedasticity (Ghozali, 2005:105). The presence or absence of heteroscedasticity can be done by looking at the scatterplot graph between the predicted values of the independent variables and their residual values. The basis used to determine heteroscedasticity includes:

- 1) If there is a certain pattern, such as the existing points form a certain regular pattern (wavy, widening then narrowing), then it indicates that heteroscedasticity has occurred.
- 2) If there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, then there is no heteroscedasticity. The results of the heteroscedasticity test can be seen in the following scatterplot graph:

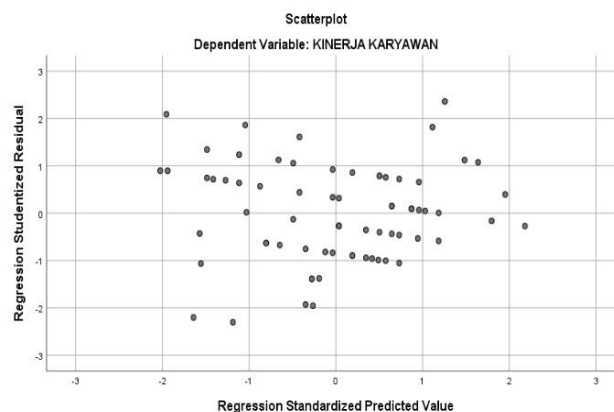


Figure 3. Scatterplot Graph

The image above shows that the scatterplot graph shows that the points are spread randomly with no clear pattern and are spread both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity, so this model is suitable for use in predicting based on the input of independent variables.

### Hypothesis Test

a. Partial Test (t-Test) The t-test statistic is intended to test the partial effect between independent variables on dependent variables with the assumption that other variables are considered constant, with a 95% confidence level ( $\alpha = 0.05$ ). The test criteria are:

Where:

$t_{count} > t_{table}$  = If the independent variable has an effect on the dependent variable.

$t_{count} < t_{table}$  = If the independent variable has no effect on the dependent variable.

### One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Teamwork	92,440	71	,000	23,486	22,98	23,99
Work Discipline	70,924	71	,000	19,028	18,49	19,56
Employee Performance	93,778	71	,000	19,444	19,03	19,86

Based on the results of the SPSS calculation, it is obtained:

#### 1. Independent Variable X1 (Teamwork)

The calculated value is 23.486 where the  $t_{table}$  value at  $\alpha$  5% is 1.679, which means positive. Where the significance level of  $\alpha$  5%, the t-value is  $23.486 > t_{table}$  1.679 and the p-value in the sig column is  $0.000 < 0.05$ , which means significant. This explains that teamwork has a positive and significant effect on the performance of PT.Raizen Digital Marketing Medan employees.

#### 2. Independent Variable X2 (Work Discipline)

The calculated value is 19.028 where the  $t_{table}$  value at  $\alpha$  5% is 1.679, which means positive. Where the significance level  $\alpha$  5%  $t_{count}$  value  $19.028 > t_{table}$  1.679 and the p-value in the sig column  $0.000 < 0.05$  means significant. This explains that work discipline can have a positive and significant effect on employee performance at PT.Raizen Digital Marketing Medan.

#### b. Simultaneous Test (F Test)

F test, with the intention of testing whether the independent variables simultaneously affect the dependent variable, with a confidence level of 95% ( $\alpha = 0.05$ ), The test criteria are:

Where:

$F_{count} > F_{table}$  = If The Independent Variable Affects The Dependent Variable.



$F_{count} < F_{table}$  = If the independent variable does not affect the dependent variable.

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	15,102	2	7,551	2,545	,086 <sup>b</sup>
Residual	204,676	69	2,966		
Total	219,778	71			

a. Dependent Variable: Employee Performance

b. Predictors: (Constant), Work Discipline, Teamwork

The  $F_{count} > F_{table}$  value is obtained  $2.545 > 3.20$  which means positive. While the p-value is obtained in the sig column  $0.000 < 0.05$  which means significant. Thus it can be concluded that teamwork and work discipline simultaneously can have a positive and significant effect on the performance of PT.Raizen Digital Marketing Medan employees.

Coefficient of Determination.

The results of the Coefficient of Determination (R<sup>2</sup>) test are:

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,262 <sup>a</sup>	,069	,042	1,722

a. Predictors: (Constant), Work Discipline, Teamwork

b. Dependent Variable: Employee Performance

Based on the calculation of the coefficient of determination, it can be seen that the Adjusted R Square value obtained is 0.042. This figure shows that it is 4.2%. Work performance (dependent variable) can be explained by the teamwork and work discipline factor variables. The remaining 29.9% is influenced by other factors such as motivation factors, training and work facilities that are not explained in this study.

#### Teamwork on employee performance

Teamwork has a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan by 92.4%. A good organization is an organization that strives to improve the capabilities of its human resources. This is a key factor in improving employee performance so that it can bring organizational progress related to teamwork. Therefore, it can be said that good teamwork is needed to realize a good organization. Teamwork is a necessity in an effort to realize successful performance and work achievements. Cooperation in a work team will be one of the driving forces that has integration and synergy for individuals who are members of the team. Thus, it can be understood that all members of the organization cannot be said to be able to work together if they do not have individual awareness in organizing, building hope and responsibility, determination to maintain communication and coordination in the organization, and holding commitments from each member of the organization.

#### Work discipline on employee performance

Work discipline has a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan by 70.9%. Discipline is an attitude, behavior and actions that are in accordance with company regulations, both written and unwritten. Employee discipline is an attitude of willingness to comply with all existing rules and norms in carrying out their duties as a form of responsibility for their work. Work discipline is when employees always come and go home on time. Do all work well, comply with all company regulations and applicable social norms. With good work discipline from employees such as arriving on time, carrying out work according to what

has been determined by the company, obeying company regulations, it will be able to improve the performance of these employees so that the company's targets will be achieved.

### **Teamwork and work discipline simultaneously on employee performance**

Teamwork and work discipline have a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan 93.7%. Teamwork and work discipline are two important factors that are interrelated in improving employee performance in an organization. Teamwork is the ability of employees to work together with their colleagues in achieving common goals. The success of one team member also has an impact on the success of others. This encourages a sense of mutual support and strong cooperation. Conflicts within the team can arise. Discipline in resolving conflicts in a constructive manner is very important to maintain good cooperation. Work discipline is the ability of employees to carry out their duties diligently, consistently, and in accordance with applicable regulations. Disciplined employees will maintain order in their workplace. They will manage their time well to increase productivity. Active involvement in a team requires strong discipline to comply with the rules, deadlines, and norms that have been set by the team and organization.

## **4. CONCLUSION**

Based on the results and discussion above, it can be concluded that teamwork and work discipline have a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan. Based on the results of the simultaneous F test, it can be concluded that all independent variables of work discipline and teamwork simultaneously have a positive and significant effect on employee performance at PT Raizen Digital Marketing Medan. Based on the calculation of the coefficient of determination, the Adjusted R Square value obtained is 0.042. This figure shows that 4.2% of employee performance (dependent variable) can be explained by the teamwork and work discipline factor variables. The remaining 29.9% is influenced by other factors not explained in this study. To overcome the level of work discipline, there are several employee work violations that need to be improved, especially concerning work discipline which is still lacking.

Teamwork problems, PT. Raizen Digital Marketing Medan also needs to form a management team that is able to carry out job design, decision-making processes and problem solving. To overcome the level of work discipline, there are several employee work violations that need to be improved, especially subordinates in the PT Raizen Digital Marketing Medan environment.

## **REFERENCES**

- Azhar. 2017. Pengaruh Disiplin Kerja Terhadap Prestasi Kerja Karyawan Pabrik Kelapa Sawit PT. Multimas Nabati Asahan. Dalam *Jurnal Ekonomi Dan Bisnis*
- Alridho. 2016. Pengaruh Disiplin Kerja Terhadap Prestasi Kerja Karyawan Pada PT. Suka Fajar Ltd Cabang Pekanbaru. Dalam *Jurnal Ekonomi Dan Bisnis*
- E. S. ; B. T. Lawas, "Pengaruh Komunikasi, Motivasi dan Kerja Sama Tim terhadap Peningkatan Kinerja Karyawan," *J. Manaj. Kewirausahaan*, pp. 274–282, 2020.
- Enni Istanti 2017. Pengaruh Kerjasama Tim Terhadap Efektivitas Kerja Pada PT Bank Perkreditan Rakyat Solider Pancur Batu. Dalam *Jurnal Ekonomi Dan Bisnis*
- F. Indah, "Pengaruh Kerjasama Tim terhadap Kinerja Karyawan pada CV. Sinar Utama Niagatani Kecamatan Sukamaju," p. 29, 2022.
- I. A. Wijaya, R. A. Shahirah, and M. E. Yuliana, "Analisis Pengaruh Komunikasi dan Kerjasama Tim terhadap Peningkatan Kinerja Karyawan," *Citiz. J. Ilm. Multidisiplin Indones.*, vol. 2, no. 3, pp. 393–402, 2022, doi: 10.53866/jimi.v2i3.109.

- Payl Silitonga 2015. Pengaruh Kerjasama Tim Terhadap Prestasi Kerja Pada PT. Ekoristi Berkaryawan. Dalam Jurnal Ekonomi Dan Bisnis
- S. B. Riono, Pengembangan Sumber Daya Manusia. Klaten: Penerbit Lakeisha, 2021.
- Tambunan, Toman Sony. 2021. Prinsip-Prinsip Penanaman Modal di Indonesia. Penerbit Graha Ilmu, Yogyakarta.
- Tambunan, Toman Sony. 2021. Kumpulan Risalah Perspektif Teoritis. Penerbit Yayasan Pusaka Thamrin Dahlan, Jakarta.
- Tambunan, Toman Sony. 2021. Pemberdayaan Masyarakat Menuju Masyarakat Cerdas. Penerbit Graha Ilmu, Yogyakarta.
- Tambunan, Toman Sony. 2021. Berdaya Melalui Konsep Pemberdayaan Masyarakat. Penerbit Yayasan Pusaka Thamrin Dahlan, Jakarta.
- Tambunan, Toman Sony. 2023. Pengantar Bisnis. Penerbit Graha Ilmu, Yogyakarta.
- Tambunan, Toman Sony. 2023. Pengantar Manajemen. Penerbit Prenada Media, Jakarta.
- Tambunan, Toman Sony. 2020. SWOT Analysis for Tourism Development Strategy of Samosir Regency. The International Journal of Applied Business, Volume 4, Issue 2, pp. 90-105.
- Tambunan, Toman Sony. 2020. Analysis of Tourism Development Strategy in North Tapanuli District as City of Tourism. Proceedings of the 1 Unimed International Conference on Economics Education and Social Science, SCITEPRESS-Science and Technology Publications, Lda, pp. 202-207.