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Measuring Private Higher Education Electronic Service Quality in Bandung

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Abstract

The purpose of this study was to measure the quality of electronic services and examine the relationship of the dimensions of the electronic quality services to the satisfaction of the students. The data were collected by distributing questionnaires with a total sample of 293 respondents and using a quantitative descriptive approach. Statistical analysis which used for data analysis is multiple linear regresion. Using analyzing by dimensional electronic Quality Service that information quality, security, website functionality, customer relationship and responsiveness and fulfillment. Furthermore, this study identifies the relationship each of these dimensions on student satisfaction. This analysis reveals that all dimensions of electronic service quality have a strong connection to the student satisfaction. So, the need to preserve electronic quality service as a form of maintaining the existing student.

Keywords: Service Quality Electronics, Private Higher Education, Student Satisfaction.

1. Introduction

The development of Private Higher Education in Indonesia is very rapid, especially Bandung there are plenty of Private Higher Education. According to Pardiyono, R., & Indrayani, R. (2019, April), it said that number of tertiary institusions is very large with variose forms sunh as universities, college, polytechnics and academies. Based on forlap.ristekdikti.go.id downloaded 2020, there are 3.087 private universities and 124 public universities. Competitive aspects must be considered in dealing with this dynamic where previously in 2017 the number of public universities was 122 and the number of private higher education was 3154. So that there are many choices of Private Higher Education can be selected or chosen by the prospective new students.

According to Indrayani.R., & Pardiyono, R. (2019, July), Private higher education in Indonesia are grouped into several cluster. This cluster is used as the basis for deteremining the rangking of the private higher education themselves. It is also one of the reasons why students choose this Private Private Higher Education. Sstudents who choose one of the colleges would expect to get what to target and its ideals. One of the hopes is getting excellent service from the College of choose. This research is done in one of the private universities in the city of Bandung, a city where a lot of college - the college is growing. So, it needs very tight competition to acquire and retain a student.

In providing services to students, universities must think about many factors, including According to Barnes, SJ, & Vidgen, RT (2002), dimensions of e-service quality are the Usability, design, information, trust and empathy. According to Collier, JE, & Bienstock, CC (2006), dimensions of e-service quality consists of Process quality, outcome quality, recovery. E-service quality that will either give satisfaction to the student, the student satisfaction according to Kotler and Killer in the

study is feeling happy or disappointed customers that arise because customers compare the perceived performance of the product (or the results) to their expectations

In Indrayani, R. (2019), e-service quality consists of Three-factor solution: tangibles, combined dimension (responsiveness, reliability and assurance) and empathy. Meanwhile, according to Gefen, D. (2002). E-Service Quality consist of Web design, reliability, responsiveness, trust, and personalization and according to Parasuraman, A., Zeithaml, VA, & Malhotra, A. (2005) , E-Service quality consists of the following dimensions efficiency, fulfillment, system availability and privacy E-service-Quality, responsiveness, compensations and contact. In addition, Van Riel, air conditioning, Liljander, V., & Jurriens, P. (2001), reveals that the dimensions of e-service quality are core services, supplementary services and user interface and according to Wolfinbarger, M., & Gilly, MC (2003)., dimension E-Service Quality is Website design, fulfillment / reliability, security / privacy and customer service.

Quality of service is very influential on student satisfaction, is evidenced by the correlation obtained. The hope with the satisfaction that is felt, then the student will make recommendations to the family, his friends and relatives in order to become a student on campus. In sum, this study aims to: identify the key dimensions of Private Higher Education E- service quality; and Investigate the impact of the dimensions of e-service quality on the different types of customer satisfaction. According to Schanaars (in Pratiwi 1020), customer satisfactioan can be achieved by providing what gives hope through various ways that can be done by the company. So there are many ways that can be done by universities or the higher education.

Efforts to achieve total customer satisfaction is not easy. Even Ismail (2012; 10) states that customer satisfaction cannot be achieved even if only for a while. But efforts to repair or improvement of satisfaction can be done with various strategies. In principle, customer satisfaction strategy will cause competitors to work hard and requires a high cost in an effort to seize the consumer. One thing to note here is that customer satisfaction is a long strategy that requires both concerning the commitment of funds and human resources.

2. Methodology

Private Higher Education

According to law number 12 of 2012 cocerning higher education, tertiary institutions are tertiary institutions that are stablished and organized by the comunity by forming a non profit legal entity, for examples, a foundation. The difference with state universities, univesities are not establish by the goverment or the state. Private higher education can be in the form of academy, polytechnic, college, institute or university.

E-Service Quality

E-Service quality is a service provided on the internet network as an extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently. (Wu, 2014). E-Service Quality is defined as the degree to which a website facilitates efficient and effective shopping, purchasing, and delivery (Zeithaml et al, 2009, p.115). In their book distingueshes the seven dimensions of es-qual into four core dimensions that customers use to assess websites where they do not experience questions or problem are efficient. There are several dimension that can be used to measure how good a campus electronic service is, anda can facilitate the willingness of students. Because generally students want electronic service tha re complete, easy, and accommodate their needs.

Customer Satisfaction

According Kotler and Killer, in Indrayani.R (2019) customer satisfaction is a feeling of pleasure or disappointment customers who show up because customers compare the perceived performance of the product with their expectations

3. Methodology

In this study, the dimensions of which will be used in measuring the E-Service Quality is information quality, security, website functionality, customer relationship and responsiveness and fulfillment Fianto et al (2014), this dimension is considered to represent other dimensions that can be used to measure e-Service Quality in private colleges in the Private Higher Education. In order to test Reviews These research hypotheses, this research was conducted as a two-step study. The first phase focused on developing a scale through an iterative process of purification and design of the instrument. The second study was conducted to assess the scale 's reliability and validity as Discussed in the following section. Here is a model research to be conducted.
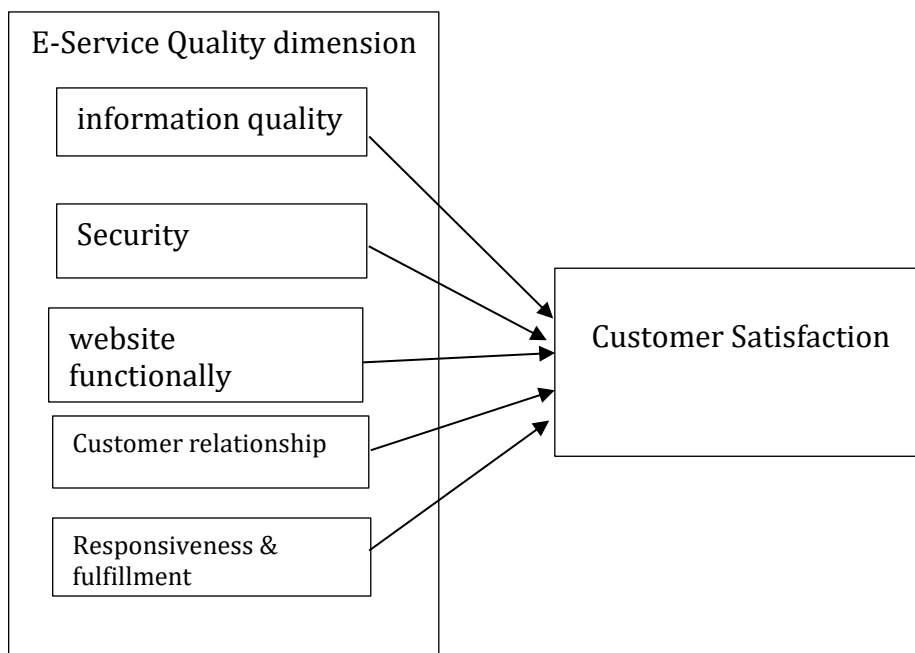
Figure 1. Research Model

The hypothesis of this study:
H1: E-service quality dimensions information quality is correlated to Customer Satisfaction
H2: E-service quality dimensions Security is correlated to Customer Satisfaction
H3: E-service quality dimensions functionally Website is correlated to Customer Satisfaction
H4: E-service quality dimensions Customer relationship is correlated to Customer Satisfaction
H5: E-service quality dimensions Responsiveness and fulfillment is correlated to Customer Satisfaction

In the research method used is linear regression is a statistical tool used to determine the effect of one or several variables to a single variable. Variables that affect the so-called independent variables, and the variable that is affected is called the dependent variable or dependent variable. The

independent variables in this study are the dimensions of the E-service Quality is information quality, security, website functionality, customer relationship and responsiveness and fulfillment. The dependent variable is customer or student satisfaction.

4. Result and Discussion

Based on the results of this research data that has been done. Data analysis can be done using SPSS software which aims to measure how much influence E-Service Quality (X), which consists of information Quality (X1), security (X2), and Website Functionality (X3), Customer Relationship (X4), Responsiveness. & Fulfillment (X5), Against Customer Satisfaction (Y), following the table below:

Table 1. Result SPSS Value

No.	Dimension	R	R Square	F	t value	t table
1	information Quality	0370	0137	46 101	6,790	1.6501
2	Security	0244	0:59	18 374	4,287	1.6501
3	website Functionality	0379	0144	48 929	6,995	1.6501
4	Customer Relationship	0262	0.69	21,490	4,636	1.6501
5	Responsiveness & fulfillment	0358	0128	42.85	6,549	1.6501

Source: Authors' own research

Information Technology has a value equal to 6,790 t > t 1.6501 Security have a value equal to 4,287 > 1.6501, Functional Website has a value of 6,995 t > 1.6501, Customer Relationship own t value equal to 4.636 > 1.6501, Responsiveness & fulfillment have t value 6549 > 1.6501. Based on the above table, it can be seen that for every dimension of E-Service quality t value greater than t table, then each dimension has a strong relationship or significant. This means that the dimensions have an influence on student satisfaction.

5. Conclusion

Based on the results of the study, it was found that the values of the electronic quality service dimensions used had positive values. It can be concluded that each dimension has a strong relationship with student satisfaction. Based on the description of the research results starting from theoretical exposure to data collection and data presentation as well as analysis and discussion, it can be concluded that partially. E-Service Quality variable has a positive and significant effect on the customer satsifaction of the regression analysis show that E-service quality dimensions information quality is correlated to Customer Satisfaction, E-service quality dimensions Security is correlated to Customer Satisfaction, E-service quality dimensions functionally Website is correlated to Customer Satisfaction, E-service quality dimensions Customer relationship is correlated to Customer Satisfaction and E-service quality dimensions Responsiveness and fulfillment is correlated to Customer Satisfaction.

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Hubungan Religiusitas dengan Self-Awareness Siswa Sma Bodhicitta Buddhis School Medan

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Abstract

This study aims to determine the relationship between religiosity and self- awareness of students in Bodhicitta Buddhis Senior High School Medan. The hypothesis in this study is that there is positive relationship between religiosity and self-awareness of students in SMA Bodhicitta Buddhist School Medan. The research subjects used in this study were 137 students in class XII using the proportionate stratified random sampling method. This research uses quantitative methods, the research data collected using the scale of religiosity with 44 items and self-awareness scale with 31 items. The assumption test used consists of a normality test and a linearity test. Data were analyzed using Pearson Product Moment correlation test with the help of SPSS 20 for Windows. The results of data analysis showed a positive relationship between religiosity and self-awareness in SMA Bodhicitta Buddhist School Medan students with a Pearson Product Moment correlation coefficient of $r = 0.355$ with sig. 0,000 ($p < 0.005$). The results of this study indicate that the contributions made by the variable of religiosity on self-awareness was 12,6 percent, while the remaining 87,4 percent was influenced by other factors that were not examined. From these results, it is concluded that the hypothesis, which stated that there is a positive relationship between religiosity and self-awareness, is acceptable.

Keywords: Religiosity, Self-Awareness, Senior High School, Indonesia.

1. Pendahuluan

Pendidikan merupakan upaya yang terencana dalam proses pembimbingan dan pembelajaran bagi individu agar berkembang dan tumbuh menjadi manusia yang mandiri, bertanggung jawab, kreatif, berilmu, dan sehat dan baik dilihat dari aspek jasmani maupun rohani. Yusuf (2017) menyatakan bahwa "Sekolah merupakan lembaga pendidikan formal yang secara sistematis melaksanakan program bimbingan, pelajaran, dan latihan dalam rangka membantu siswa agar mampu mengembangkan potensinya, baik yang menyangkut aspek moral-spiritual, intelektual, emosional maupun sosial." Oleh karena itu, "Pendidikan keagamaan menjadi sangat penting dalam membentuk perilaku agar pelajar memiliki akhlak yang mulia dan luhur," (Khotimah, 2019).

Di Indonesia pada saat ini, sekolah berbasis keagamaan berkembang pesat. Hal ini dapat dilihat dari Data Kementrian Agama yang menyebutkan pada tahun 1977 jumlah pesantren hanya sekitar 4.195 buah dengan jumlah santri sekitar 677.394 orang. Dua dasawarsa kemudian, tahun 1997, Kementerian Agama mencatat jumlah pesantren sudah mengalami kenaikan mencapai 224 persen atau 9.388 buah, dan kenaikan jumlah santri mencapai 261 persen atau 1.770.768 orang. Sistem Informasi, dan Hubungan Masyarakat Sekretariat Direktorat Jenderal Pendidikan Islam Kementerian Agama mencatat pada tahun 2016 terdapat 28,194 pesantren yang tersebar baik di wilayah kota maupun pedesaan dengan 4,290,626 santri, dan semuanya berstatus swasta. Data ini belum termasuk sekolah berbasis keagamaan yang lain seperti Kristen dan Buddha karena pada umumnya sekolah ini terdata sebagai sekolah umum (Kementerian Agama RI, 2020).

Harapan dari orang tua yang menyekolahkan anaknya ke sekolah berbasis keagamaan adalah agar anak tersebut dapat memiliki moral yang baik dan berperilaku sesuai dengan nilai-nilai keagamaan yang dianut. Akan tetapi harapan tersebut belum tentu dapat terpenuhi. Hal ini dapat dilihat dari kasus yang terjadi di SMK Icthus Manado, Senin (21/10/2019), seorang siswa menikam guru agama Kristen nya hanya karena guru tersebut menegur murid tersebut ketika ketahuan merokok di lingkungan sekolah (Kompas, 2019).

Berdasarkan hasil observasi dan wawancara yang dilakukan peneliti pada sebuah sekolah swasta berbasis keagamaan Buddhis, SMA Bodhicitta Buddhis School Medan, didapati banyak kasus-kasus seperti bolos sekolah, berkelahi dan melawan guru ketika pelajaran sedang berlangsung. Kasus-kasus di atas menunjukkan bahwa siswa-siswa yang bersekolah di sekolah berbasis keagamaan belum tentu dapat mengenali dirinya sendiri dan orang lain. Kemampuan dalam mengenali diri adalah termasuk dalam ciri *self-awareness*.

Self-awareness menurut Goleman (2018) adalah "kemampuan seseorang dalam mengenali dan memahami perasaan diri sendiri ketika perasaan tersebut sedang berlangsung." Hal senada juga disampaikan dalam *Pathway to Happiness* (Monat, 2017) bahwa *self-awareness* adalah "memiliki persepsi yang jelas tentang kepribadian, termasuk kekuatan, kelemahan, pemikiran, kepercayaan, motivasi dan emosi." *Self-awareness* memungkinkan bagi diri kita untuk memahami orang lain, bagaimana orang lain memandang diri kita dan respon diri terhadap situasi pada saat itu.

Adapun aspek-aspek self-awareness menurut Goleman (2018) adalah *emotional self-awareness*, *accurate self-assessment* dan *self-confidence*. Aspek *emotional self-awareness* berarti kesadaran untuk mengenali emosi atau perasaan yang sedang dirasakan serta efek dari emosi tersebut, individu bukan hanya mengenali emosi dan perasaan saja tetapi juga dapat membedakan keduanya. Aspek *accurate self- assesment* adalah memiliki pengetahuan tentang kekuatan dan kelemahan diri sendiri, individu yang mengenali dirinya sendiri akan dapat memahami potensi yang ada didalam dirinya. Aspek *self-confidence* adalah kesadaran yang kuat tentang kekuatan yang kuat tentang harga diri dan kemampuan diri. Individu yang memiliki *self-confidence* yang kuat cenderung memiliki pemahaman yang mantap tentang diri. Hal ini disebabkan karena adanya refleksi tentang kekuatan dan kelemahan diri mereka sehingga mereka dapat menyusun strategi untuk mengatasi hal tersebut.

Baron, Branscombe, dan Byrne (2012) membagi *self-awareness* dalam tiga kategori yaitu *subjective self-awareness*, *objective self-awareness* dan *symbolic self-awareness*. *Subjective self-awareness* adalah kemampuan diri seseorang untuk membedakan dirinya dengan lingkungan fisik dan sosialnya, atau bagaimana seorang individu dalam bersikap yang membuat orang lain bisa menilai dirinya berbeda dengan yang lainnya. *Objective self-awareness* adalah kemampuan diri seseorang untuk menjadi objek perhatiannya sendiri, kesadaran diri akan tugas dan tanggung jawabnya. *Symbolic self- awareness* adalah kemampuan diri seseorang dalam membentuk konsep abstrak dari diri melalui kemampuan berkomunikasi, menjalin hubungan, menetapkan tujuan, mengevaluasi diri dan membangun sikap yang berhubungan dengan dirinya serta membelanya terhadap ancaman dari luar.

Terdapat banyak faktor yang mempengaruhi *self-awareness*, salah satunya adalah religiusitas. Menurut penelitian yang dilakukan oleh Akbar, Amalia, Fitriah (2018) dengan judul "Hubungan relijiusitas dengan *self-awareness* mahasiswa program studi bimbingan penyuluhan Islam (konseling) UAI" menunjukkan bahwa ada hubungan positif antara religiusitas dengan *self-awareness* respondennya, hal ini disebabkan karena dimensi religiusitas dapat meningkatkan kesadaran diri, lebih peka sebagaimana agama adalah untuk menata kehidupan manusia agar lebih baik, bahagia dan selamat dunia akhirat.

Stark dan Glock (1968) serta dijelaskan kembali oleh Hubert (2014) dalam bukunya mendefinisikan religiusitas sebagai "gambaran diri individu secara fenomenologis terhadap berbagai macam cara guna menunjukkan adanya komitmen terhadap agamanya." Komitmen beragama menjadikan individu yang menganut sebuah agama akan memiliki ketaatan terhadap agama yang dianutnya. Hal tersebut terjadi karena "individu telah mengetahui agamanya secara utuh, dengan adanya komitmen dalam sikap keagamaan, ketatatan pada diri individu akan menjadi gambaran dalam sikap religiusitas individu tersebut," (Khairunnisa, 2019).

Stark dan Glock (1968) serta dijelaskan kembali oleh Hubert (2014) membagi religiusitas dalam dimensi ideologi, ritual, pengalaman, konsekuensi dan intelektual. Dimensi ideologi berarti setiap individu pemeluk agama diharapkan dapat memahami dan menyetujui pemahaman yang biasanya tidak dapat dibuktikan secara empiris. Dimensi ritual adalah seorang individu menjalankan ritual dan kewajiban yang ada dalam agamanya masing- masing, misalnya umat Islam mengerjakan Sholat, umat Kristen ke gereja pada hari minggu. Dimensi pengalaman adalah pengalaman pribadi yang dirasakan oleh seorang individu dengan penciptanya baik secara langsung maupun tidak langsung. Dimensi konsekuensi yaitu sejauh mana seorang individu dalam berperilaku berdasarkan ajaran agama yang dianutnya. Dimensi intelektual melingkupi sejauh mana seorang individu dapat memahami pengetahuan keagamaan yang berasal dari kitab suci agamanya.

Self-awareness yang dimiliki seseorang sangat erat kaitannya dengan religiusitas yang dimiliki. Berdasarkan teori Stark dan Glock (1968) serta dijelaskan kembali oleh Hubert (2014) bahwa ada beberapa dimensi dalam religiusitas yang menjadi komponen dalam menguatkan *self-awareness*. Pemahaman yang mendalam tentang agama akan menciptakan batasan moral dan memahami konsekuensi dalam berperilaku menurut ajaran agamanya. Hal senada juga disampaikan oleh Kaukua (2015) bahwa "*self-awareness* murni adalah berasal dari jiwa serta pemahaman agama seseorang, *self-awareness* menunjukkan identitas diri seseorang berdasarkan perilakunya."

Hipotesis penelitian yang diajukan adalah adanya hubungan positif antara religiusitas dengan *self-awareness* siswa SMA Bodhicitta Buddhis School Medan, dimana semakin tinggi tingkat religiusitas maka akan semakin tinggi tingkat *self-awareness* dan semakin rendah tingkat religiusitas maka akan semakin rendah tingkat *self-awareness*.

Berdasarkan uraian di atas, maka peneliti tertarik untuk melakukan penelitian dengan judul "Hubungan Religiusitas dengan *Self-Awareness* siswa SMA Bodhicitta Buddhis School Medan" dengan rumusan masalah sebagai berikut, apakah ada hubungan religiusitas terhadap self-awareness? Bagaimana religiusitas mempengaruhi perilaku self-awareness?

Tujuan dari penelitian ini adalah untuk mengetahui hubungan religiusitas dengan self-awareness. Adapun manfaat dari penelitian ini adalah memberikan sumber informasi bagi disiplin ilmu psikologi dan pengetahuan yang lebih mendalam mengenai tingkat religiusitas dan self-awareness yang dimiliki oleh subjek penelitian serta sebagai landasan bagi penelitian selanjutnya.

2. Metode Penelitian

Penelitian ini termasuk penelitian kuantitatif, dimana populasi yang diteliti berupa peserta didik kelas XII di SMA Bodhicitta Buddhis School Medan. Menurut Ghozali (2018), "populasi merupakan kelompok subjek yang hendak dikenai generalisasi hasil penelitian." Sampel yang hendak diteliti

dalam penelitian ini yaitu sebanyak 137 orang peserta didik kelas XII di SMA Bodhicitta Buddhis School Medan. Seperti yang telah diutarakan oleh Ghozali (2018), "sampel merupakan sebagian dari populasi yang memiliki ciri-ciri yang dimiliki oleh populasinya."

Teknik pengambilan sampel menggunakan teknik proportionate purposive sampling, yang menurut Lind *et al.* (2018) adalah "prosedur pengambilan sampel dengan pendekatan proporsional, banyaknya subjek dalam setiap subkelompok harus diketahui perbandingannya terlebih dahulu." Dalam hal ini, pertimbangan yang ditentukan adalah peserta didik kelas XII di SMA Bodhicitta Buddhis School Medan. Variabel bebas yang digunakan adalah religiusitas, yang mana menurut Saunders *et al.* (2009), "variabel bebas yaitu suatu variabel yang variasinya mempengaruhi variabel lain," dapat pula dikatakan variabel bebas adalah variabel yang pengaruhnya terhadap variabel lain yang ingin diketahui.

Variabel terikat, yang menurut Saunders *et al.* (2009) adalah "variabel penelitian yang diukur untuk mengetahui besarnya efek atau pengaruh variabel lain," dalam penelitian ini yaitu *self-awareness*. Metode pengumpulan data dalam penelitian ini menggunakan skala berupa kuesioner yang mengukur self-awareness, variabel ini diukur berdasarkan aspek yang dikemukakan oleh Goleman (2018) yaitu *emotional self-awareness*, *accurate self-assessment* dan *self-confidence*. Serta skala berupa kuesioner untuk mengukur religiusitas, Variabel ini diukur berdasarkan aspek yang dikemukakan oleh Stark dan Glock (1968) serta dijelaskan kembali oleh Hubert (2014) yaitu dimensi ideologi, ritual, pengalaman, konsekuensi dan intelektual.

Skala *self-awareness* terdiri dari 48 butir pernyataan, dengan 24 butir pernyataan *favorable* dan 24 butir pernyataan *unfavorable*. Butir pernyataan dapat dilihat pada tabel 1 di bawah ini:.

Tabel 1. Blueprint Skala *Self-Awareness*

No	Aspek Perilaku Prososial	Butir-Butir Pernyataan		Jumlah
		Favourable	*Unfavourable*	
1	*Emotional Self-Awareness*	1,7,13,19,25,31, 37,43	4,10,16,22,28, 34,40,46	16
2	*Accurate Self-Assesment*	2,8,14,20,26,32, 38,44	5,11,17,23,29, 35,41,47	16
3	*Self Confidence*	3,9,15,21,27,33, 39,45,	6,12,18,24,30, 36,42,48	16
	Total	24	24	48

Sumber: Data Peneliti (2020).

Skala religiusitas terdiri dari 50 butir pernyataan, dengan 25 butir pernyataan *favorable* dan 25 butir pernyataan *unfavorable*. Butir pernyataan dapat dilihat pada tabel 2 di bawah ini:

Tabel 2. *Blueprint* Skala Religiusitas

No	Dimensi Religiusitas	Butir-Butir Pernyataan		Jumlah
		Favourable	*Unfavourable*	
1	Ideologi	1,11,21,31,41	6,16,26,36,46	10

2	Ritual	2,12,22,32,42	7,17,27,37,47	10
3	Pengalaman	3,13,23,33,43	8,18,28,38,48	10
4	Konsekuensi	4,14,24,34,44	9,19,29,39,49	10
5	Intelektual	5,15,25,35,45	10,20,30,40,50	10
Total		25	25	50

Sumber: Data Peneliti (2020).

Dalam sebuah penelitian, validitas dan reliabilitas memiliki peran yang penting. Sebelum sebuah alat ukur digunakan, tingkat validitas setiap butir dan reliabilitas alat ukur harus dipastikan. Semakin tinggi validitas dan reliabilitas, maka informasi yang diberikan mengenai keadaan subjek yang diteliti akan makin baik.

Setelah diperoleh, data tentu harus dianalisis lebih lanjut. Analisis data dalam penelitian ini yaitu menggunakan teknik korelasi Pearson product moment. Menurut Lind *et al*. (2018) tehnik korelasi ini digunakan untuk "mencari hubungan dan membuktikan hipotesis hubungan dua variabel bila data kedua variabel berbentuk interval atau ratio, dan sumber data dari kedua variabel adalah sama."

3. Hasil dan Pembahasan

Pelaksanaan uji coba dilaksanakan pada tanggal 6 Juni 2020-12 Juni 2020 secara online melalui media google form di Sekolah Kalam Kudus Medan. Uji coba dilakukan pada 120 orang siswa kelas XII. Skala yang digunakan ada dua, yakni, skala Self-awareness, jumlah aitem yang diuji adalah sebanyak 48 aitem. Hasil uji coba validitas menunjukkan bahwa 31 dari 48 aitem sahih, yaitu aitem nomor 1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 16, 17, 18, 19, 21, 22, 24, 26, 28, 31, 32, 37, 38, 39, 40, 43, 44, 47, 48. Hal tersebut didukung oleh pernyataan Lind *et al*. (2018) yang menyatakan bahwa jika koefisien validitas (r) lebih dari 0,30 biasanya dianggap memuaskan.

Uji validitas ini menggunakan metode *Corrected Item Total Correlation*, dimana aitem sahih dapat dilihat dari tabel *Corrected Item Total Correlation* berdasarkan nilai r minimal 0,30 dengan nilai r bergerak dari 0,308-0,637. Dari nilai tersebut maka dapat dinyatakan aitem nomor 2, 14, 15, 20, 23, 25, 27,29, 30, 33, 34, 35, 36, 41, 42, 45, 46 tidak valid. Pada pengujian reliabilitas digunakan teknik *Alpha Cronbach*. Pada skala *self-awareness* diperoleh koefisien reliabilitas *Alpha Cronbach* sebesar 0,914. Hal tersebut menunjukkan bahwa skala ini layak digunakan sebagai alat pengumpulan untuk data penelitian.

Skala Religiusitas, jumlah aitem yang diuji adalah sebanyak 50 aitem. Hasil uji coba validitas menunjukkan bahwa 44 dari 50 aitem sahih, yaitu aitem nomor 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 17, 18, 20, 21, 23, 24, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 43, 44, 45, 46, 47, 48,4 9, 50. Hal tersebut didukung oleh pernyataan Sekaran dan Bougie (2016) yang menyatakan bahwa jika koefisien validitas (r) lebih dari 0,30 biasanya dianggap memuaskan.

Uji validitas ini menggunakan metode *Corrected Item Total Correlation*, dimana aitem sahih dapat dilihat dari tabel *Corrected Item Total Correlation* berdasarkan nilai r minimal 0,30 dengan nilai r bergerak dari 0,316-0,665. Dari nilai tersebut maka dapat dinyatakan aitem nomor 12, 16, 19, 22, 25, 42 tidak valid. Pada pengujian reliabilitas digunakan teknik *Alpha Cronbach*. Pada skala religiusitas diperoleh koefisien reliabilitas *Alpha Cronbach* sebesar 0,938. Hal tersebut menunjukkan bahwa skala ini layak digunakan sebagai alat pengumpulan untuk data penelitian.

Penelitian dilakukan pada tanggal 17 Juni 2020 – 19 Juni 2020 pada 137 orang siswa kelas XII di Bodhicitta Buddhis School Medan. Pengumpulan data dilakukan secara online dengan pemberian

skala berupa *google form* yang terdiri dari skala *self-awareness* dan religiusitas. Berikut tabel penomoran baru skala *self- awareness* dan religiusitas.

Metode analisis data yang digunakan adalah analisis korelasi *Pearson product moment* menggunakan bantuan SPSS Statistic 20 for windows. Metode ini digunakan untuk mengetahui hubungan antara religiusitas terhadap *self-awareness* pada siswa Bodhicitta Buddhis School Medan. Dalam penelitian uji asumsi dilakukan untuk mengetahui ada tidaknya penyimpangan data yang diperoleh dari alat pengumpulan data. Uji asumsi yang dilakukan adalah uji normalitas dan uji linearitas.

Uji normalitas dilakukan untuk mengetahui apakah data sudah terdistribusi normal atau tidak. Pengujian normalitas sebaran menggunakan uji *One-Sample Kolmogorov Smirnov Test*. Kriteria pengujian normalitas dapat dilihat dari nilai signifikansi *Asymp Sig* (1-tailed) di atas 0.05 maka dapat dinyatakan data berdistribusi normal. Hasil uji normalitas yang telah dilakukan pada variabel *self-awareness* diperoleh koefisien KS-Z (*Test Statistic*) = 0.723 dengan Sig (2-tailed) sebesar 0.673 dan pada variabel religiusitas diperoleh koefisien KS-Z (*Test Statistic*) = 0.722 dengan Sig (2- tailed) sebesar 0.674. Akan tetapi, dikarenakan penelitian ini memiliki hipotesis satu arah maka nilai yang digunakan adalah uji Sig (1-tailed) yakni pada variabel *self-awareness* sebesar 0.336 ($p > 0.05$) dan pada variabel religiusitas sebesar 0.337 ($p > 0.05$) yang berarti bahwa data kedua variabel tersebut terdistribusi secara normal.

Tabel 3. Uji Normalitas

	SAwareness	Religiusitas
N	137	137
Normal Parameters Mean	85.35	122.50
Std. Deviation	6.471	14.641
Absolute	.062	.062
Most Extreme Differences Positive	.062	.040
Negative	-.040	-.062
Kolmogorov-Smirnov Z	.723	.722
Asymp. Sig. (2-tailed)	.673	.674

Sumber: Olah Data Peneliti (2020).

Uji linearitas digunakan untuk melihat apakah variabel bebas mempunyai pengaruh linear atau tidak pada variabel terikatnya. Variabel religiusitas dan self-awareness dikatakan memiliki hubungan jika nilai $p < 0.05$. Nilai yang diperoleh dalam pengujian adalah sebesar 0.000 dimana $p < 0.05$, hal tersebut menunjukkan bahwa variabel religiusitas dan *self- awareness* memiliki hubungan yang linear.

Setelah uji asumsi diterima, selanjutnya dilakukan pengujian hipotesis. Pengujian hipotesis dilakukan untuk mengetahui ada tidaknya pengaruh antara variabel bebas dan variabel terikat. Hiptotesis dalam penelitian ini adalah terdapat hubungan positif antara religiusitas terhadap *self-awareness* pada siswa Bodhicitta Buddhis School Medan. Analisis menggunakan teknik korelasi *Pearson Product Moment*. Berdasarkan hasil analisis diperoleh nilai *Pearson Correlation* sebesar 0.355 dengan Sig sebesar 0.000 ($p < 0.05$). Hal tersebut menunjukkan adanya korelasi positif antara variabel religiusitas dengan self-awareness dan dikategorikan memiliki korelasi yang sedang. Dari hasil ini maka dapat dinyatakan bahwa hipotesis diterima dimana terdapat hubungan positif antara religiusitas terhadap *self-awareness* pada siswa Bodhicitta Buddhis School Medan. Berikut tabel hasil uji korelasi *Pearson Product Moment*.

Tabel 4.*Pearson Product Moment*

		SAwareness	Religiusitas
	Pearson Correlation	1	.355[**]
SAwareness	Sig. (1-tailed)		.000
	N	137	137
	Pearson Correlation	.355[**]	1
Religiusitas	Sig. (1-tailed)	.000	
	N	137	137

Berdasarkan tabel di bawah, tampak bahwa nilai R Square = 0.126. Dari nilai tersebut dapat disimpulkan bahwa religiusitas memberikan sumbangan efektif sebesar 12,6 persen terhadap self-awareness dan sisanya 87,4 persen dipengaruhi oleh faktor lain yang tidak diteliti.

Tabel 5. *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.355[a]	.126	.120	6.072

Hasil penelitian pada 137 orang orang siswa kelas XII di Bodhicitta Buddhis School Medan yang menjadi subjek penelitian menunjukkan bahwa ada hubungan positif yang signifikan antara religiusitas dan *self-awareness*, dengan nilai Pearson correlation sebesar 0.355 dan Sig sebesar 0.000 ($p < 0.05$). Sumbangan efektif religiusitas sebesar 12,6 persen mempengaruhi *self-awareness*.

Seseorang yang memiliki tingkat religiusitas yang tinggi akan memiliki *self-awareness* yang tinggi juga dalam menjalani kehidupan sehari-hari. Seseorang yang memiliki emotional self-awareness yang tinggi akan dapat mengenali emosi-emosi dan perasaaan serta efek yang terjadi sehingga seseorang yang religius akan berhati-hati dalam mengambil tindakan atau keputusan atas kondisi tersebut berdasarkan prinsip-prinsip yang ada didalam agamanya. Seseorang yang memiliki pengetahuan diri tentang kekuatan dan kelemahan yang ada didalam dirinya disebut dengan *accurate self-assessment*, sehingga orang seperti ini tidak akan merendahkan orang lain serta akan berusaha sesuai kapasitas yang dimilikinya.

Self-confidence atau kepercayaan diri merupakan sebuah aspek yang mutlak dimiliki oleh seseorang yang memiliki keyakinan terhadap agamanya sehingga apapun yang dilakukan akan berdasarkan ajaran agama yang dianutnya. Beberapa aspek- aspek tersebut sejalan dengan wawancara yang dilakukan oleh peneliti kepada guru BK dan Kepala sekolah Bodhicitta Buddhis School Medan, dimana sekolah ini menerapkan prinsip-prinsip agama Buddha dalam pengajaran sehari-harinya, sehingga murid-murid mempunyai kesadaran diri (*self-awareness*) akan tindakan yang mereka lakukan di sekolah maupun di rumah.

Penelitian ini juga sejalan dengan hasil penelitian yang dilakukan oleh Nascimento dan Roazzi (2017) yang menunjukkan bahwa tingkat religiusitas seseorang menjadi faktor dalam pengembangan kognitif, mengintervensi tingkat *self-awareness* serta menjadi sebuah media protektif dalam perilaku seseorang dalam kehidupan sehari-hari. Hasil penelitian lain dari Nascimento dan Roazzi (2017) menunjukkan tingkat religiusitas seseorang menyebabkan kondisi *auto-focus* atau fokus yang spesifik dalam kondisi mentalnya sehingga mempengaruhi tingkat *self-awareness*.

Hasil penelitian Vonk dan Pitzen (2017) menyatakan keyakinan beragama mempengaruhi *self-awareness*, menjadi sebuah fondasi yang memungkinkan manusia untuk bernalar tentang perasaan kita sendiri dan perasaan orang lain, penilaian tersebut memfasilitasi perbedaan antara pikiran yang nyata dengan yang dibayangkan. Hasil penelitan Oxhandler, Polson, dan Achenbaum (2018) terhadap

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Licensed clinical social worker (LCSW) menunjukkan pandangan beragama (*religious view and spirituality*) menjadi prediktor utama dalam praktek *self-awareness*.

Berdasarkan hasil uraian di atas, dapat disimpulkan bahwa terdapat hubungan positif antara religiusitas dengan *self-awareness*. Tingkat religiusitas mempengaruhi faktor mental di dalam diri seseorang dalam kaitannya dengan tingkat *self-awareness*, seseorang yang religius akan mempunyai *self-awareness* yang baik dalam tindakan dan perilaku sehari-hari karena didasarkan atas keyakinan beragama dan ajaran agama yang dianutnya.

4. Kesimpulan

Berdasarkan hasil-hasil yang telah didapatkan dalam penelitian ini, maka dapat disimpulkan sebagai berikut. Hasil uji korelasi Pearson product moment pada uji hipotesis menunjukkan bahwa ada hubungan positif antara religiusitas dengan self-awareness pada siswa kelas XII di Bodhicitta Buddhis School Medan, dengan nilai koefisien korelasi Pearson product moment $=0.355$ dan $p = 0.000$. Artinya semakin tinggi religiusitas, maka semakin tinggi *self-awareness*, atau sebaliknya jika semakin rendah religiusitas, maka semakin rendah *self-awareness*. Hasil penelitian ini menunjukkan bahwa sumbangan efektif yang diberikan variabel religiusitas terhadap *self-awareness* adalah sebesar 12,6 persen, selebihnya 87,4 persen dipengaruhi oleh faktor lain yang tidak diteliti.

Agar para siswa dapat mengembangkan dan mempraktekkan religiusitas dalam kehidupan sehari-hari berdasarkan ajaran agama yang telah dipelajari di sekolah maupun dirumah karena hal ini menjadi dasar moralitas dalam kehidupan sehari-hari, sehingga para siswa mempunyai *self-awareness* dalam berprilaku dan bertindak secara benar berdasarkan norma-norma yang berlaku dimasyarakat. Pihak sekolah hendaknya selain mengajarkan pengetahuan tentang agama, juga mengajarkan praktik nyata dalam contoh-contoh kehidupan nyata, serta memfasilitasi siswa dengan pengalaman religius seperti berdiskusi dengan pemuka agama agar siswa dapat mengembangkan *self-awareness* secara nyata dalam kehidupan mereka sehari- hari

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Kedisiplinan Ditinjau dari *Self-Awareness* pada Siswa Kelas XI di SMK Telkom 2 Medan

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Abstract

The purpose of this study was to find out the association between self-awareness and dicipline of eleventh grade students in SMK Telkom 2, Medan. There were 110 students from two eleventh grade classes of SMK Telkom 2, which were chosen using purposive sampling method. The hypothesis of this study were self-awareness had association with dicipline. This study used quantitative method. The data were collected using the Dicipline Scale with 34 items and self-awareness scale with 23 items. Normality test and Linearity test were used as the assumption test. Data collected was analyzed using Pearson Correlation Product Moment, using SPSS 2.0 version for Windows. The result shown that there was a significant positive correlation between self-awareness and dicipline in eleventh grade students in SMK Telkom 2 Medan with the coefision of Pearson Correlation Product Moment R = 0.355 with Sig 0.000 (p < 0.005). This study result has shown that self-awareness had given 35.5% effective contribution in dicipline, the rest of 64.5 % were influenced by other factors that were not included in this study with this result, it was concluded that the hypothesis of this study was accepted.

Keywords: Self-Awareness, Discipline.

1. Pendahuluan

Pendidikan merupakan dasar terbentuknya kehidupan yang lebih baik dan seharusnya dilewati oleh setiap individu. Dengan mengeyam pendidikan, maka individu akan memperoleh pengembangkan diri, mental, pola pikir dan juga kualitas diri. Pendidikan formal di Indonesia dibedakan menjadi dua yaitu pendidikan formal dan pendidikan non-formal (Baron, Branscombe, & Byrne, 2012). Pendidikan formal memiliki jenjang pendidikan yang jelas, mulai dari pendidikan dasar, pendidikan menengah, sampai pendidikan tinggi, sedangkan pendidikan non-formal adalah jalur pendidikan diluar pendidikan formal yang juga dapat dilaksanakan secara terstruktur (*home schooling*).

Proses belajar di dalam pendidikan formal akan menghasilkan perubahan dalam ranah kognitif, peningkatan kompetensi, serta pemilihan dan penerimaan secara sadar terhadap nilai, sikap, penghargaan dan perasaan. Di Indonesia terkhususnya pada pendidikan formal, kedisiplinan sangat penting untuk perkembangan pelajar demi masa depan yang cerah, karena dengan kedisiplinan, pelajar akan termotivasi untuk mencapai apa yang pelajar inginkan dan cita-citakan. Salah satu tugas dari sekolah dan pendidik adalah mengajarkan peserta didik untuk memiliki moral yang baik. Akan tetapi, tidak semua peserta didik menunjukkan moral yang sesuai dengan norma atau aturan dalam berperilaku (Creswell, 2013).

Beberapa bentuk perilaku sebagai bentuk pelanggaran terhadap norma yang berlaku di masyarakat, seperti tawuran, merokok, berkelahi, perilaku yang melanggar norma sekolah seperti bolos dari sekolah, berkata kasar, menyontek, dan tidak memperhatikan pelajaran, hal ini tidak hanya terjadi di kota besar saja namun didaerah-daerah pun perilaku membolos sudah menjadi hal yang umum. Hal ini dibuktikan oleh sebuah kasus tertangkapnya 48 siswa di Rembang yang membolos ke warung kopi oleh Satpol ketika jam sekolah sedang berlangsung dan para siswa ini tertangkap ketika mengkonsumsi minuman keras dan merokok (Syaefudin, 2019).

Sebuah survei yang dilakukan Satpol PP ketika menggelar razia pada bulan juni 2002 di Surabaya menunjukkan bahwa 59,6% siswa pernah membolos dan sisanya menyatakan tidak pernah membolos, pernyataan para siswa juga mempertteguh temuan tersebut dengan persentase data yang sedikit berbeda, yakni siswa yang membolos sekolah sebesar 53,6% dan sisanya 46,4% menyatakan tidak pernah membolos (Baihaqi, 2019)

Berdasarkan observasi dan wawancara yang dilakukan oleh peneliti di SMK Telkom 2 Medan, ditemukan sebgaian siswa melakukan pelanggaran terhadap peraturan di sekolah, seperti terlambat dan berkata tidak sopan kepada guru ketika pelajaran dikelas sedang berlangsung. Pelanggaran yang dilakukan siswa SMK Telkom 2 Medan ini juga disebabkan oleh peraturan sekolah yang memperbolehkan siswa menggunakan *smartphone* ketika pelajaran berlangsung, hal ini menyebabkan banyak siswa yang tidak memperhatikan guru ketika pelajaran berlangsung. Bentuk-bentuk pelanggaran tersebut merupakan bagian dari bentuk ketidakdisiplinan. Kedisiplinan seharusnya menjadi suatu faktor yang harus ditanamkan, dikembangkan, serta dilaksanakan dalam kehidupan sehari-hari.

Kedisiplinan menurut Ekosiswoyo dan Rachman (2000) adalah "pernyataan sikap mental individu maupun masyarakat yang mencerminkan rasa ketaatan, kepatuhan, yang didukung oleh kesadaran untuk menunaikan tugas dan kewajiban dalam rangka pencapaian tujuan". Hal senada juga disampaikan oleh Rini (2015) bahwa kedisiplinan adalah "suatu tata tertib yang dapat mengatur tatanan kehidupan pribadi dan kelompok, kedisiplinan mempunyai peranan penting dalam mencapai tujuan pendidikan."

Aspek-aspek kedisiplinan menurut Bahri (2011) yaitu sikap mental, pemahaman yang baik mengenai sistem aturan tingkah laku serta sikap dan tingkah laku. Aspek sikap mental merupakan sikap taat dan tertib sebagai hasil atau pengembangan dan latihan pengendalian pikiran dan pengendalian watak. Aspek pemahaman yang baik mengenai system aturan tingkah laku berarti pemahaman tersebut menumbuhkan kesadaran untuk memahami disiplin sebagai suatu aturan yang membimbing tingkah laku. Aspek sikap dan tingkah laku adalah sikap dan tingkah laku yang secara wajar menunjukkan kesungguhan hati untuk menaati segala hal secara cermat.

Faktor yang mempengaruhi kedisiplinan adalah *self-awareness.* Menurut penelitian yang dilakukan oleh Sudarmono, Apuanor, dan Kurniawati (2020) dengan judul "Pengaruh kesadaran diri terhadap kedisiplinan belajar siswa kelas IX SMPN 9 Sampit" menunjukkan bahwa adanya pengaruh *self-awareness* terhadap kedisiplinan belajar siswa. Hal ini disebabkan karena aspek *self-awareness* dapat meningkatkan kedisiplinan, Siswa harus mempunyai kesadaran diri dalam belajar yakni berkenaan tentang pengendalian siswa terhadap permasalahan belajar yang dialaminya dengan kemampuan tersebut siswa dapat mengatasi permasalahan yang dihadapinya.

Menurut Kusumaningrum dan Dewi (2017) *self-awareness* adalah "perhatian yang berlangsung ketika seseorang mencoba memahami keadaan internal dirinya." Prosesnya berupa semacam refleksi dimana seseorang secara sadar memikirkan hal-hal yang ia alami berikut emosi-emosi mengenai pengalaman tersebut. Dengan kata lain *self-awareness* adalah keadaan ketika kita membuat diri sendiri sadar tentang emosi yang sedang kita alami dan juga pikiran- pikiran kita mengenai emosi tersebut. Sedangkan menurut Widiatmoko dan Ardini (2018) *self-awareness* diartikan sebagai "kemampuan untuk melihat, memikirkan, merenungkan dan menilai diri sendiri." Kesadaran diri

tidak hanya memberikan pengaruh terhadap sikap dan tingkah laku individu, melainkan dapat mempengaruhi cara pandang individu terhadap sesuatu yang berada diluar dirinya.

Boyatzis dan Goleman (1999) menjabarkan aspek-aspek self-awareness yang dimiliki seseorang yaitu *emotional awareness, accurate self-assessment* dan *self-confidence.* Aspek *emotional awareness* adalah mengenali emosi diri yang dirasakan dan pengaruh dari emosi yang muncul, individu dapat mengenal dan membedakan emosi dan perasaan yang ada. Aspek *accurate self-assessment* adalah mengetahui kekuatan dan kelemahan dalam diri, sehingga individu dapat mengetahui batasan dirinya sendiri. Aspek *self-confidence* adalah pengertian yang mendalam akan kemampuan diri.

Kedisiplinan sangat erat kaitannya dengan *self-awareness*. Berdasarkan pendapat Widiatmoko dan Ardini (2018) bahwa "sikap disiplin peserta didik juga berhubungan dengan kesadaran diri dalam diri peserta didik (*self-awareness),* peserta didik dinilai baik dalam belajar apabila mereka melaksanakan secara sadar dan terus menerus hal-hal yang telah ditetapkan atau telah di programkan oleh sekolah."

Adapun faktor lain yang mempengaruhi kedisiplinan adalah pelaksanaan tata tertib sekolah. Berdasarkan penelitian yang dilakukan oleh Hadianti (2017) yang berjudul "Pengaruh pelaksanaan tata tertib sekolah terhadap kedisiplinan belajar siswa", pelaksanaan tata tertib sekolah memiliki korelasi yang sangat kuat dengan tingkat kedisiplinan siswa, hal ini disebabkan apabila peraturan sekolah tanpa tata tertib, akan muncul perilaku yang tidak tertib, tidak teratur, tidak terkontrol, yang pada gilirannya mengganggu kegiatan pembelajaran. Dalam hal ini, penerapan dan pelaksanaan peraturan sekolah, menolong para siswa agar dilatih dan dibiasakan hidup teratur, bertanggung jawab dan disiplin.

Hipotesis penelitian yang diajukan adalah adanya hubungan positif antara self- awareness dengan kedisiplinan peserta didik di SMK Telkom 2 Medan, dimana semakin tinggi self-awareness maka akan semakin tinggi kedisiplinan dan semakin rendah self-awareness maka akan semakin rendah kedisiplinan.

Berdasarkan uraian di atas, maka peneliti tertarik untuk melakukan penelitian dengan judul "Kedisiplinan Ditinjau dari Self-Awareness Peserta Didik di SMK Telkom 2 Medan". Dengan rumusan masalah seperti apakah ada hubungan self- awareness terhadap kedisiplinan? Dan bagaimana self-awareness mempengaruhi kedisiplinan?

Tujuan dari penelitian ini adalah untuk mengetahui hubungan self-awareness dengan kedisiplinan. Adapun manfaat dari penelitian ini adalah memberikan sumber informasi bagi disiplin ilmu psikologi dan pengetahuan yang lebih mendalam mengenai self-awareness dan kedisiplinan yang dimiliki oleh subjek penelitian serta sebagai landasan bagi penelitian selanjutnya.

2. Metode Penelitian

Penelitian ini termasuk penelitian kuantitatif, dimana populasi yang digunakan dalam penelitian ini adalah 160 orang peserta didik kelas XI di SMK Telkom 2 Medan. Populasi menurut Sugiyono (2013) adalah "wilayah generalisasi yang terdiri dari objek atau subjek yang mempunyai kualitas dan karakteristik tertentu yang ditetapkan oleh peneliti untuk dipelajari dan kemudian ditarik kesimpulannya." Taraf kesalahan pada peneitian ini adalah 5%, merujuk pada tabel penentuan jumlah sampel Isaac dan Michael, maka sampel penelitian ini berjumlah 110 orang peserta didik kelas XI di SMK Telkom 2 Medan.

Sampel menurut Saunders, Lewis, dan Thornhill (2009) merupakan "bagian dari jumlah dan karakteristik yang dimiliki oleh populasi tersebut sampel yang diambil dari populasi tersebut harus betul-betul representative (mewakili)." Ukuran sampel merupakan banyaknya sampel yang akan diambil dari suatu populasi. Metode pengambilan sampelnya yaitu Stratified random sampling.

Variabel bebas menurut Ghozali (2018), "variabel yang mempengaruhi atau yang menjadi sebab perubahannya atau timbulnya variabel dependen." Variabel bebas yang digunakan dalam penelitian ini adalah self-awareness. Variabel terikat menurut Ghozali (2018), "variabel yang dipengaruhi atau yang menjadi akibat, karena adanya variabel bebas." Variabel terikat yang digunakan adalah kedisiplinan.

Metode pengumpulan data dalam penelitian ini menggunakan skala berupa kuesioner yang mengukur kedisiplinan, variabel ini diukur berdasarkan aspek yang dikemukakan oleh Bahri (2011) yaitu sikap mental, pemahaman yang baik mengenai sistem aturan tingkah laku serta sikap dan tingkah laku. Serta skala berupa kuesioner untuk mengukur *self-awareness*, variabel ini diukur berdasarkan aspek yang dikemukakan oleh Boyatzis dan Goleman (1999) yaitu emotional awareness, accurate self-assessment dan *self-confidence*. Skala kedisiplinan terdiri dari 48 butir pernyataan, dengan 24 butir pernyataan *favorable* dan 24 butir pernyataan *unfavorable*. Butir pernyataan dapat dilihat pada tabel 1 di bawah ini:

Tabel 1. *Blueprint* **Skala Kedisiplinan**

No.	Aspek Kedisiplinan	Butir-Butir Pernyataan		Jumlah
		Favourable	*Unfavourable*	
1	Sikap Mental	1,7,13,19,25,31, 37,43	4,10,16,22,28, 34,40,46	16
2	Pemahaman yang baik mengenai system aturan tingkah laku	2,8,14,20,26,32, 38,44	5,11,17,23,29, 35,41,47	16
3	Sikap dan tingkah laku	3,9,15,21,27,33, 39,45	6,12,18,24,30, 36,42,48	16
	Total	24	24	48

Skala *self-awareness* terdiri dari 48 butir pernyataan, dengan 24 butir pernyataan *favorable* dan 24 butir pernyataan *unfavorable*. Butir pernyataan dapat dilihat pada tabel 2 di bawah ini:

Tabel 2. *Blueprint Skala Self-Awareness*

No.	Aspek *Self-Awareness*	Butir-Butir Pernyataan		Jumlah
		Favorable	*Unfavorable*	
1	*Emotional Awareness*	1,7,13,19,25,31, 37,43	4,10,16,22,28, 34,40,46	16
2	*Accurate Self-Assesment*	2,8,14,20,26,32, 38,44	5,11,17,23,29, 35,41,47	16
3	*Self Confidence*	3,9,15,21,27,33, 39,45,	6,12,18,24,30, 36,42,48	16

Total	24	24	48

Sebelum dilakukan analisa data, terlebih dahulu dilakukan uji asumsi, yakni uji normalitas dan linearitas. "Uji normalitas adalah pengujian data untuk melihat apakah nilai residual terdistribusi normal atau tidak" Uji linearitas dimaksudkan. untuk mengetahui ada tidaknya hubungan secara linear antara variabel dependen terhadap setiap variabel independen yang hendak diuji.

"Validitas digunakan untuk mengukur sah atau valid tidaknya item-item pertanyaan dalam kuesioner dengan cara menghitung masing-masing butir pertanyaan dengan skor total". Uji validitas instrumen menggunakan teknik korelasi antara aitem pertanyaan masing-masing kontruk dengan skor total. "Reliabilitas adalah alat untuk mengukur apakah suatu item pertanyaan kuesioner merupakan indikator dari suatu variabel atau konstruk" (Ghozali, 2018).

Dalam penelitian ini, teknik analisis data yang digunakan adalah teknik korelasi *pearson product moment* dengan bantuan SPSS versi 20. Menurut Priyatno (2013) tehnik korelasi ini digunakan untuk "mencari hubungan dan membuktikan hipotesis hubungan dua variabel bila data kedua variabel berbentuk interval atau ratio, dan sumber data dari kedua variabel adalah sama." Pelaksanaan uji coba dilaksanakan pada tanggal 15 Juni 2020–19 Juni 2020 secara *online* melalui media *google form* di SMK Kalam Kudus Medan. Uji coba dilakukan pada 80 orang siswa kelas XI. Skala yang digunakan ada dua, yakni:

Skala Kedisiplinan

Jumlah aitem yang diuji adalah sebanyak 48 aitem. Hasil uji coba validitas menunjukkan bahwa 34 dari 48 aitem sahih, yaitu aitem nomor **1, 2, 3, 4, 5, 6, 8, 9, 10, 11, 12, 14, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 29, 30, 33, 36, 39, 41, 44, 45, 46, 47, 48.** Hal tersebut didukung oleh pernyataan Azwar (2015) yang menyatakan bahwa jika koefisien validitas (r) lebih dari 0,30 biasanya dianggap memuaskan.

Uji validitas ini menggunakan metode *Corrected Item Total Correlation*, dimana aitem sahih dapat dilihat dari tabel *Corrected Item Total Correlation* berdasarkan nilai r minimal 0,30 dengan nilai r bergerak dari **0,323-0,729**. Dari nilai tersebut maka dapat dinyatakan aitem nomor **7, 13, 15, 19, 28, 31, 32, 34, 35, 37, 38, 40, 42, 43** tidak valid. Pada pengujian reliabilitas digunakan teknik *Alpha Cronbach*. Pada skala kedisiplinan diperoleh koefisien reliabilitas *Alpha Cronbach* sebesar **0,913**. Hal tersebut menunjukkan bahwa skala ini layak digunakan sebagai alat pengumpulan untuk data penelitian.

Tabel 3. Perincian Butir-Butir Skala Kedisiplinan yang Sahih dan Gugur

No.	Aspek Kedisiplinan	Butir-butir pernyataan				Jumlah valid
		Favourable		*Unfavourable*		
		Sahih	Gugur	Sahih	Gugur	
1	Sikap mental	1,25	7,13,19,31,37,43	4,10,16,22,46	28,34,40	**7**
2	Pemahaman yang baik mengenai sistem aturan tingkah laku	2,8,14,20,26,44	32,38	5,11,17,23,29,41,47	35	**13**

3	Sikap dan tingkah laku	3,9,21,27,33,39,45	15	6,12,18,24,30,36,48	42	**14**
	Total	**15**	**9**	**19**	**5**	**34**

Skala *Self-Awareness*

Jumlah aitem yang diuji adalah sebanyak 48 aitem. Hasil uji coba validitas menunjukkan bahwa 23 dari 48 aitem sahih, yaitu aitem nomor **4, 5, 6, 8, 9, 13, 14, 15, 16, 20, 21, 23, 26, 29, 34, 36, 38, 40, 41, 44, 45, 46, 48.** Hal tersebut didukung oleh pernyataan Azwar (2015) yang menyatakan bahwa jika koefisien validitas (r) lebih dari 0,30 biasanya dianggap memuaskan.

Uji validitas ini menggunakan metode *Corrected Item Total Correlation*, dimana aitem sahih dapat dilihat dari tabel *Corrected Item Total Correlation* berdasarkan nilai r minimal 0,30 dengan nilai r bergerak dari **0,312-0,531**. Dari nilai tersebut maka dapat dinyatakan aitem nomor **1, 2, 3, 7, 10, 11, 12, 17, 18, 19, 22, 24, 25, 27, 28, 30, 31, 32, 33, 35, 37, 39, 42, 43, 47** tidak valid. Pada pengujian reliabilitas digunakan teknik *Alpha Cronbach*. Pada skala *self- awareness* diperoleh koefisien reliabilitas *Alpha Cronbach* sebesar **0,826**. Hal tersebut menunjukkan bahwa skala ini layak digunakan sebagai alat pengumpulan untuk data penelitian.

Tabel 4. Perincian Butir-Butir Skala *Self-awareness* yang Sahih dan Gugur

No.	Aspek *Self-Awareness*	Butir-butir pernyataan				Jumlah valid
		Favourable		*Unfavourable*		
		Sahih	**Gugur**	**Sahih**	**Gugur**	
1	*Emotional Awareness*	13	1,7,19,25,31,37,43	4,16,34,40,46	10,22,28	**6**
2	*Accurate Self-Assesment*	8,14,20,26,38,44	2, 32	5,23,29,41	11,17,35,47	**10**
3	*Self Confidence*	9,15,21,45	3,27,33,39	6,36,48	12,18,24,30,42	**7**
	Total	**11**	**13**	**12**	**12**	**23**

Penelitian dilakukan pada tanggal 14 Juli 2020–20 Juli 2020 pada 110 orang siswa kelas XI di SMK Telkom 2 Medan. Pengumpulan data dilakukan secara *online* dengan pemberian skala berupa *google form* yang terdiri dari skala kedisiplinan dan *self-awareness*. Berikut tabel penomoran baru skala kedisiplinan dan *self-awareness*.

Tabel 5. Penomoran Baru Skala Kedisiplinan

No.	Aspek Kedisiplinan	Butir-butir pernyataan		Jumlah
		Favourable	*Unfavourable*	
1	Sikap mental	1,21	4,9,13,18,32	7
2	Pemahaman yang baik mengenai sistem aturan tingkah laku	2,7,12,16,22,30	5,10,14,19,24,29, 33	13
3	Sikap dan tingkah laku	3,8,17,23,26,28,31	6,11,15,20,25,27, 34	14
	Total	**15**	**19**	**34**

Tabel 6. Penomoran Baru Skala *Self-Awareness*

No.	Aspek *Self-Awareness*	Butir-butir pernyataan		Jumlah
		Favourable	*Unfavourable*	
1	*Emotional Awareness*	6	1,9,15,18,22	6
2	*Accurate Self-Assesment*	4,7,10,13,17,20	2,12,14,19	10
3	*Self Confidence*	5,8,11,21	3,16,23	7
	Total	**11**	**12**	**23**

3. Hasil dan Pembahasan

Metode analisis data yang digunakan adalah analisis korelasi *pearson product moment* menggunakan bantuan *SPSS Statistic 20 for windows*. Metode ini digunakan untuk mengetahui hubungan antara *self-awareness* terhadap kedisiplinan pada peserta didik SMK Telkom 2 Medan. Dalam penelitian uji asumsi dilakukan untuk mengetahui ada tidaknya penyimpangan data yang diperoleh dari alat pengumpulan data. Uji asumsi yang dilakukan adalah uji normalitas dan uji linearitas. Uji Normalitas dilakukan untuk mengetahui apakah data sudah terdistribusi normal atau tidak. Pengujian normalitas sebaran menggunakan uji *One-Sample Kolmogorov Smirnov Test*.

Kriteria pengujian normalitas dapat dilihat dari nilai signifikansi *Asymp Sig (1-tailed)* di atas 0.05 maka dapat dinyatakan data terdistribusi normal. Hasil uji normalitas yang telah dilakukan pada variable kedisiplinan diperoleh koefisien KS-Z *(Test Statistic)* = 1.148 dengan *Sig (2-tailed)* sebesar 0.143 pada variabel *self- awareness* diperoleh koefisien KS-Z *(Test Statistic)* = 0.761 dengan *Sig (2-tailed)* sebesar 0.609. Akan tetapi, dikarenakan penelitian ini memiliki hipotesis satu arah maka nilai yang digunakan adalah uji *Sig (1-tailed)* yakni pada variable kedisiplinan sebesar 0.071 (p > 0.05) dan pada variabel *self- awareness* sebesar 0.304 (p > 0.05) yang berarti bahwa data keda variabel tersebut terdistribusi secara normal.

Uji linearitas digunakan untuk melihat apakah variabel bebas mempunyai pengaruh linear atau tidak pada variabel terikatnya. Variabel *self-awareness* dan kedisiplinan dikatakan memiliki hubungan jika nilai $p < 0.05$. Nilai yang diperoleh dalam pengujian adalah sebesar 0.000 dimana p <

0.05, hal tersebut menunjukkan bahwa variabel *self-awareness* dan kedisiplinan memiliki hubungan yang linear. Berikut tabel hasil uji linearitas.

Setelah uji asumsi diterima, selanjutnya dilakukan pengujian hipotesis. Pengujian hipotesis dilakukan untuk mengetahui ada tidaknya pengaruh antara variabel bebas dan variabel terikat. Hipotesis dalam penelitian ini adalah terdapat hubungan positif antara self-awarenss terhadap kedisiplinan pada siswa SMK Telkom 2 Medan.

Tabel 7. Uji Korelasi

		Kedisiplinan	Self_Awareness
	Pearson Correlation	1	.596[**]
Kedisiplinan	Sig. (1-tailed)		.000
	N	110	110
	Pearson Correlation	.596[**]	1
Self_Awareness	Sig. (1-tailed)	.000	
	N	110	110

Analisis menggunakan teknik korelasi *Pearson Product Moment*. Berdasarkan hasil analisis diperoleh nilai *pearson correlation* sebesar 0.596 dengan Sig sebesar 0.000 ($p < 0.05$). Hal tersebut menunjukkan adanya korelasi positif antara variabel *self-awareness* dengan kedisiplinan. Dari hasil ini maka dapat dinyatakan bahwa hipotesis diterima dimana terdapat hubungan positif antara *self-awareness* terhadap kedisiplinan pada siswa SMK Telkom 2 Medan.

Tabel 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.596[a]	.355	.349	8.202

Berdasarkan tabel di atas, tampak bahwa nilai R Square = 0.355. Dari nilai tersebut dapat disimpulkan bahwa *self-awareness* memberikan sumbangan efektif sebesar 35,5 persen terhadap kedisiplinan dan sisanya 64,5 persen dipengaruhi oleh faktor lain yang tidak diteliti.

Hasil penelitian pada subjek sebanyak 110 orang siswa-I kelas XI di SMK Telkom 2 Medan menunjukkan bahwa ada hubungan positif yang signifikan antara self-awareness dan kedisiplinan, dengan nilai *pearson correlation* sebesar 0.596 dan Sig sebesar 0.000 ($p < 0.05$). Sumbangan efektif *self-awareness* sebesar 35,5 persen mempengaruhi kedisiplinan.

Seseorang yang memiliki tingkat *self-awareness* yang tinggi akan memiliki kedisiplinan yang tinggi juga. Siswa harus mempunyai kesadaran diri dalam belajar yakni berkenaan tentang pengendalian siswa terhadap permasalahan belajar yang dialaminya dengan kemampuan tersebut siswa dapat mengatasi permasalahan yang dihadapinya. Siswa dinilai baik dalam belajar apabila mereka melaksanakannya dengan sadar dan terus menerus hal-hal yang telah ditetapkan atau telah diprogramkan oleh sekolah. Siswa yang memiliki sikap taat dan tertib sebagai hasil atau pengembangan dan latihan pengendalian pikiran dan pengendalian watak dapat menumbuhkan *self-awareness* pada siswa, selain itu, pemahaman yang baik mengenai system aturan tingkah laku berarti pemahaman tersebut menumbuhkan kesadaran untuk memahami disiplin sebagai suatu aturan yang membimbing tingkah laku. Sikap dan tingkah laku siswa yang secara wajar menunjukkan kesungguhan hati untuk menaati segala hal secara cermat. Beberapa aspek-aspek ini sesuai dengan pernyataan guru pada saat dilakukan wawancara online.

Penelitian ini sejalan dengan hasil penelitian yang dilakukan oleh Maharani dan Mustika (2016) yang menunjukkan bahwa sikap disiplin peserta didik berhubungan dengan kesadaran diri dalam diri peserta didik. Hasil penelitian Sudarmono *et al*., (2020) menunjukkan bahwa dengan disiplin belajar yang muncul karena kesadaran diri yang kuat, maka siswa dapat mencapai hasil belajar yang maksimal. Sebaliknya siswa yang kerap kali melanggar ketentuan sekolah pada umumnya akan terganggu optimalisasi potensi dan prestasinya. Hasil penelitian lainnya yang dilakukan oleh Mumpuni (2018) yang menunjukkan bahwa variabel kesadaran diri dan kedisiplinan memiliki hubungan yang signifikan. Berdasarkan hasil uraian di atas, dapat disimpulkan bahwa terdapat hubungan positif antara self-awreness dengan kedisiplinan. Tingkat *self-awareness* mempengaruhi sikap taat dan tertib siswa ketika belajar yang dapat meningkatkan kedisiplinan siswa dalam belajar

4. Kesimpulan

Berdasarkan hasil-hasil yang telah didapatkan dalam penelitian ini, maka dapat disimpulkan hasil uji korelasi pearson product moment pada uji hipotesis menunjukkan bahwa ada hubungan yang signifikan antara *self-awareness* dengan kedisiplinan dengan nilai koefisien korelasi *pearson product moment* sebesar R = 0,355 dengan Sig 0,000 (p < 0,005). Dalam upaya menumbuhkan konsep diri dalam siswa agar dalam berperilaku disiplin, guru harapkan ataupun disarankan untuk dapat bersikap empatik, memiliki keterampilan dalam komunikasi agar mampu mengerti perasaan siswa, dan menunjukkan perilaku yang salah dan konsekuensinya agar siswa dapat merenungkan akibat-akibatnya. diharapkan semua sikap dan perilaku teladan yang diarahkan para guru dapat ditiru oleh siswa. Mematuhi peraturan tata tertib disekolah tidak hanya tata tertib dan sanksi namun juga mematuhi kewajiban sebagai pelajar. Bagi peneliti untuk penelitian selanjutnya diharapkan dapat menambah jumlah responden yang akan dijadikan sampel. Kemudian diharapkan juga untuk menambah serta melengkapi jika ada teori ataupun referensi yang lain.

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Information System Application Use on Blended Learning Readiness Analysis

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Abstract

Changing in learning method as a Covid-19 Pandemic effect force educational institution to modified learning system. Learning activity shift from face-to-face learning to online learning. This research aims to test and analyze the influence of using information system applications on blended learning readiness. Research data were collected by distributing the questionnaire through the student. This research conducts a purposive sampling technique. Research data were tested by conducting validity test, reliability test, and regression analysis. The research's result shows that there is a positive influence of information system application use on blended learning readiness. This research implies that using information systems application help student in accomplishing study by online learning. The readiness of student and institution needed to the successful of blended learning implementation. Future research should consider the student attitude as well as lecturer capabilities in blended learning.

Keywords: Information System Applications Use, Blended Learning Readiness, Covid-19 Pandemic.

1. Introduction

Technological advancements have entered the 4.0 era which prioritizes the use of various sophisticated information systems in the process of completing tasks. This motivates educational institutions to develop various learning methods that can take advantage of technological sophistication. Various application platforms are offered to simplify the learning process. So that the modification of learning methods also evolves. The learning method, which was initially carried out in a traditional face-to-face manner, then slowly shifted to a blended learning or e-learning method that involves elements of information technology to support the achievement of learning objectives.

Moreover, the pandemic that has affected all countries including Indonesia has forced the government to issue policies related to changes in learning processes and methods. Educational institutions are required to carry out an online education process in the middle of the ongoing semester. Unintentionally, Educational institutions implement the blended learning method at the beginning of the pandemic that occurred last March.

This research is motivated by this condition, so it tries to analyze how the influence of various information system applications use on the readiness of blended learning during the pandemic.

Various studies related to the blended learning method have been carried out by previous researchers. The results of research conducted by Yulia (2016) show that student is ready for studying using the blended learning method. Their readiness is the main stage of blended learning implementation readiness. While another finding shows that student readiness for blended learning motivates them to be more responsible in attaching study goals (Sriwichai & Chuanpit, 2020).

Furthermore, technology give a good impact on the readiness of blended learning implementation. This readiness of the institution can be shown by providing academic staff and a well-prepared information system in running blended learning adoption (Qazaq, 2012). Information systems use ease users in gaining the latest information effectively and efficiently. Advance information technology offer in the learning process helps students in gaining the advantage of simplifying their way to reach study goals (Shaibi & Rusli, 2017).

The novelty of this research is analyzing the impact of information systems application use that support blended learning that is familiar during the pandemic and also their impact on the blended learning readiness method implementation which was decided accidentally when the pandemic punched.

2. Literature Review

Information System Use

The initial use of various information systems in the world of education is still rarely used. However, the pandemic has become a new starting point for significant changes in the world of education. Various applications are offered to students to support the learning process. Some of the familiar applications used such as Google Class Room, Google Meet, Zoom Meeting, WhatsApp Group, e-mail, etc.

Information system use has made the blended learning process easier. Research related to the usefulness of information systems has been carried out by many researchers such as Shaibi & Rusli (2017) research showed that student really interest in using technology while doing learning process. It became effective factor in increasing their performance. This indicate that students are ready to use technology and implementing blended learning method. While the easier and more familiar each information technology used will be a main successful key in implementing Blended Learning (Harris, 2009). In addition, there is no impediment in using technology which means student is more adaptable learning by using advance technology. Therefore, students are ready in implementing blended learning (Yulia, 2016).

Blended Learning Readiness

Blended learning defines as a combination of traditional learning and online learning. As a hybrid learning, blended learning defines in three criteria by Whitelock (2013) which are:
(1) a mixture of traditional learning and online web-based learning
(2) a mixture of information system and technology platform offered to run blended learning
(3) a mixture of curriculum approach which is nit affected by information technology use.

It can be referring that student were ready to join and implementing blended learning method if there is a support of information technology aspect. While Meng Tang & Lee (2013) stated that blended learning sucesful is on the readiness of students in adopting the new method. In implementing new method the readiness of student is really needed. Since implementing blended learning force student to become more independent in managing time and task. Student are demanded to have own

responsibility in managing study plan, time, attaching tasks, and achieving study goals of learning activities (Tsai, 2010).

Conceptual Framework

The conceptual framework of this research is depicted in the following Figure 1.
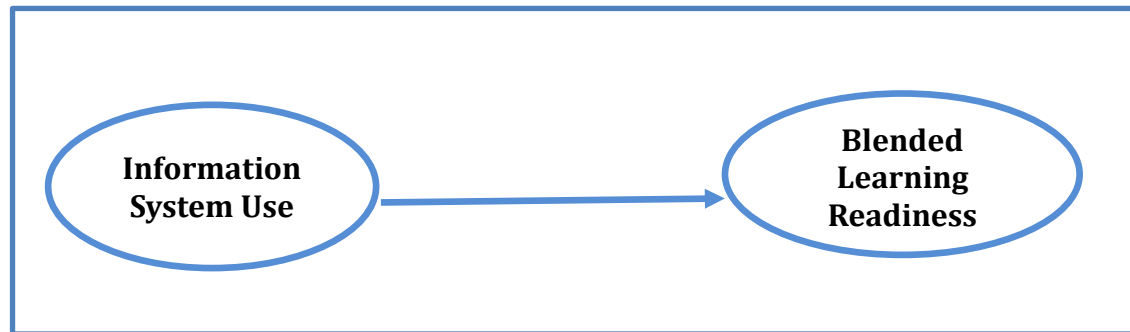
Figure 1. Conceptual Framework

This research conceptual framework figures out the main examination of this research which analyzing the effect of information system use to blended learning readiness. This research places a hypothesis (H1): Information System Use has positively influence on Blended Learning Readiness

3. Methodology

This research is quantitative research using a survey method. The instrument used is a questionnaire distributed to the respondents as a sample in this research. The population of this research is students majoring in accounting who use various applications offered by lecturers or departments to support blended learning. The sample was selected by purposive sampling. The data collected were 112 samples. The data is tested in several stages, validity testing to test whether the instrument used is valid or not. Reliability testing to test the reliability level of the research instrument, then regression test to test and prove the research hypothesis.

This research variable consists of the independent variable and the dependent variable. the independent variable in this study is the use of information systems, while the dependent variable is the blended learning readiness.

4. Results and Discussion

Validity Test

According to (Ghozali, 2016) validity test is a tool to measure a questionnaire instrument used in research, whether the research's indicator is valid or not. Here is the test result of the validity value both independent variable and dependent variable. Based on the Table 1. Validity Test Result, the r-test value is greater than the r-table value, so that all indicators variables in this study are valid with a significance level of 0.000.

Table 1. Validity Test Result

Variable	R Test	R Table	Sig. Value	Conclusion
ISUSE1	0.409	0.1840	0.000	**Valid**
ISUSE2	0.63	0.1840	0.000	**Valid**
ISUSE3	0.459	0.1840	0.000	**Valid**
ISUSE4	0.518	0.1840	0.000	**Valid**
ISUSE5	0.436	0.1840	0.000	**Valid**
ISUSE6	0.467	0.1840	0.000	**Valid**
ISUSE7	0.576	0.1840	0.000	**Valid**
ISUSE8	0.462	0.1840	0.000	**Valid**
ISUSE9	0.543	0.1840	0.000	**Valid**
BLR1	0.946	0.1840	0.000	**Valid**
BLR2	0.95	0.1840	0.000	**Valid**
BLR3	0.936	0.1840	0.000	**Valid**

Reliability Test

The results of the reliability test are shown in the following Table 2. Reliability Test Result.

Table 2. Reliability Test Result

Variable	Cronbach Alpha	Standard	Conclusion
ISUSE	0.64	> 0.6	Reliable
BLR	0.93	> 0.6	Reliable

These results indicate that the reliability of the Information System Application Use variable shows a Cronbach Alpha value of 0.64. This value is greater than 0.6, which means that the variable has good reliability. While the reliability value of the Blended Learning Readiness variable shows a value of 0.93, this value is more than 0.6, so it can be concluded that the reliability of the Blended Learning Readiness is very good. Therefore, all variables in this research are reliable and feasible.

Regression Analysis

Regression analysis is used to examine the correlation among variables. The regression result is figure out at Table 3. Regression Result Test.

Regression Test Result

Hypotheses	Causality	Prediction	t-value	Sig. Value	Result
H1	ISUSE --> BLR	Positive	3.596	0.000	Supported

Based on Table 3. Regression Test Result above shows that the t-value is 3.596 with a significance level of 0.000 < 0.05. This indicates that the hypothesis (H1) is accepted or supported. This result shows that the information system use positively influences blended learning readiness.

Various information system applications that are increasingly being used influence the level of implementation blended learning readiness at educational institution. This shows that the student enthusiastic to use information system application and ready to learn using the blended learning method.

5. Conclusion

This research finds that there is a positive influence of information system use on blended learning readiness. Therefore, H1 is accepted. This result indicates that student can adapt with the new method of learning by using such advance information system application offered. The easier the technology use the high intention of their use. Using those information system application helps them in running learning process. Students are ready enough to overcome the accidental shifting learning method. But then, education institution needs to provide more advance, comprehensive and integrated system to make a successful blended learning implementation.

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Organizational Commitment and Job Satisfaction as the Basis of Organization Buildingtional Citizenship Behaviour (OCB) and the Implications on Employee Performance

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Abstract

The purpose of this research is to analyze the influence of organizational commitment and job satisfaction as the basis for building Organizational Citizenship Behavior (OCB), and analyzing the effect of OCB employees on the performance of employees of the Notary Office in Bangli Regency. The population and research sample were collected through online surveys from 14 Notary Offices in Bangli Regency and appointed 45 employees as respondents. The data analysis technique used the Partial Least Square (PLS) approach. PLS is a component or variant based on Structural Equation Modeling (SEM) equation models.BB based on the hypothesis testing that has been done, it can be concluded: (1) Job satisfaction has a positive and significant effect on OCB, meaning that this indicates that the higher the level of employee job satisfaction, the employee's OCB will also increase; (2) Organizational commitment has a positive and insignificant effect on OCB. OCB has a positive and significant effect on employee performance, this shows that the higher the employee's OCB level, the higher the employee's performance at the Notary Office in Bangli Regency.

Keywords: Job Satisfaction, Organizational Commitment, OCB, Employee Performance.

1. Introduction

In the current era of globalization, Notary institutions play an important role in every development process, because a Notary is a position that carries out the legal profession and services and provides legal guarantees and certainty for the parties, especially in terms of smooth development processes. Notary as a public official, is one of the state organs equipped with legal authority to provide public services to the public, especially in making authentic deeds as perfect evidence with respect to legal actions in Indonesia as a rule of law. Notary is a public official who is authorized to make authentic deeds and has other powers as referred to in this Law or based on other laws.(Setiawan 2014). The development of the Notary Office in Bali Province seems to be still centered in Badung Regency and Denpasar City (57%), the rest spreads to other districts (43%) including Bangli Regency with the smallest number of Notary offices as many as 14 offices (3.85%)(Ratnaningtyas 2019). In initial observations, there are several Notary Offices in Bali Regency, making internal timeliness completing tasks, leaving work that is not ready and the public or public view of a decrease in employee productivity in providing community services. So with the lack of good employee service

to the community, it is necessary to evaluate and supervise its employees. With less than optimal employee performance, it is necessary to evaluate and take concrete action to evaluate and supervise employee performance in the form of job satisfaction surveys and employee commitment to the organization to see the extra-role performance of employees.

Notary office has sresources which include financial, physical, human (HR) resources, and technological and system capabilities, however the resources owned by the Notary Public are limited, so the leadership is required to be able to empower and optimize their use for the survival of the institution . HR occupies a strategic position among the resources owned by the institution, because without HR, other resources owned by the organization cannot be utilized, let alone to be managed into a product. A good organization, in its development, must focus on human resources in order to carry out its functions optimally, especially in dealing with changes in business and the environment that occur. So thus technical, theoretical, conceptual morals of organizational actors at all levels (levels) of work are needed. An organization will be able to continue to survive,Pradhiptya 2013). There are three categories of employee behavior that are needed in running an organization to be effective and efficient, namely: (a) Employees must be in a system, where when employees go through the recruitment process, employees have low absenteeism, and there is no turnover. (b) Employees perform roles in accordance with the job description set by the company. (c) Shows innovative and spontaneous behavior outside the job description that has been set to achieve goals. Job satisfaction is an interesting topic and is considered important because perceived job satisfaction can affect the running of the organization as a whole. Therefore, it is not surprising that Judge (1993) deep(Sijabat 2011) saw a close relationship between job satisfaction, absenteeism, organizational commitment and turnover. Basically, someone at work will feel comfortable and have high loyalty to the organization, if in his job he feels the satisfaction he wants.Handoko (2003) menyaemphasize that job satisfaction is a pleasant or unpleasant emotional state with which an employee views his or her job. If someone feels satisfaction from the work he has done so far, then that is enough motivation to stay and endure all the dire conditions that must be accepted or in other words the employee will commit to staying in the organization where he works.

Organizational commitment is an important point of concern based on the premise that individuals form a relationship with the organization. Luthans (2009)defines organizational commitment as an attitude that reflects employee loyalty to the organization and a continuous process where members of the organization express their concern for the organization and its continued success and progress. Employees who have organizational commitment will carry out tasks that are not only tasks that have become their obligations according to existing jobs, but also do other work (extra roles), where if there are employees who are unable to do a job, then this committed employee tend to help colleagues in achieving the goals expected by the organization without comparing their abilities with other employees. So the behavior expected by this organization is not only in-role behavior, but also extra-role behavior. This extra-role behavior is also known as Organizational Citizenship Behavior (OCB).(Organ, DW, Podsakoff, PM, & MacKenzie 2006). In short, OCB shows a voluntary behavior of individuals (in this case employees) which is indirectly related to the reward system but contributes to organizational effectiveness. OCB is an extra-role behavior (not listed in the job description and not related to an important reward system for individuals / employees to improve the efficiency and effectiveness of the organization or company. This behavior arises because of a sense of belonging / a member. of the organization and feelings satisfied if they can provide something more to the organization This feeling of being part of the organization and feeling satisfied only occurs when employees have a positive perception of the organization(Pradhiptya 2013).

The findings of previous studies that have a relationship between job satisfaction, organizational commitment, OCB and employee performance vary widely across various research studies. The results obtained(Widayanti and Farida, 2004; Pradhiptya, 2013; Astakoni and Oka

Pradnyana, 2015; Barlian, 2016; Iswara Putra Dewi 2016; Soeghandi, Sutanto, and Setiawan 2013; Yuliani and Katim, 2017) found that job satisfaction has a positive significant effect on *OOrganizational Citizenship Behavior* (OCB). In contrast to the findings(Mohammad, Habib, and Alias 2011)who found a positive insignificant relationship of job satisfaction to OCB. Too(Mehboob and Niaz 2012) yang found a weak relationship between job satisfaction and OCB. (Widayanti and Farida 2004; Sena 2011; Pradhiptya 2013; Hidayat and Kusumawati 2015; Rini, Rusdarti, and Suparjo 2013; Yuliani and Katim 2017), found that organizational commitment has a significant positive effect on OCB. The relationship between OCB and employee performance has been made among others, by (Fitriastuti 2013; Ticoalu 2014; (Putrana, Fathoni, and Warso 2016) (Novelia, Swasto, and Ruhana 2016) who get employee OCB has a significant positive effect on employee performance, while it is different from the findings (Komalasari, Nasih, and Prasetio 2009)who get OCB has no effect on employee performance in the city / regency government of East Java Province. Based on the theoretical exposure and research results (research gap) before then the objectiveThe purpose of this study is to describe the influence of OCB variables, especially job satisfaction and organizational commitment to OCB, and to analyze the effect of employee OCB on the performance of employees of the Notary Office in Bangli Regency.

2. Literature Review

Employee Performance

According to (Rivai and Sagala 2013) put forward the notion of performance is the work result in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given. Mangkunegara (2010) states that employee performance is an expression such as output, efficiency and effectiveness which are often associated with work productivity. Employee performance is the work result in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities assigned to him. According to (Dessler 2010)states that performance appraisal means evaluating the current past performance of its employees relative to their performance standards. Performance appraisals usually use specialized assessment tools such as teaching appraisal forms in the appraisal process. So performance measurement is a process of assessing the company's operational activities in the form of actions and activities of an organization in a certain period according to predetermined goals. So in other words, performance measurement is an assessment of the level of effectiveness and efficiency of organizational activities. Mas'Ud (2004)performance is the result of the achievement of the efforts that have been made which can be measured by certain indicators. Performance is a condition that must be known and informed to certain parties to determine the level of achievement of an agency's results related to the vision of an organization and to know the positive and negative impacts of an operational policy taken.Employee performance indicators in this study were developed through a questionnaire with a Likert scale, namely: (a) Quality of work; (b) Quantity of work; (c) Work according to work procedures; (d) Thorough in work; (e) High creativity.

Organizational Citizenship Behavior (OCB)

Greenberg and Robert (2003) mThe definition of OCB is a form of someone's informal behavior outside of the formal behavior expected of them to contribute to the good of the organization and what is in it. In other words, OCB behavior is not listed directly in the job description of employees but is highly expected because this behavior has a positive effect on the sustainability of the organization.Spector (2006) defines OCB as behavior outside the formal requirements of the job that benefits the organization. Employees who exhibit these behaviors make a positive contribution to the

organization through behavior outside of job descriptions, in addition to employees still carrying out their responsibilities according to their jobs. In line with the definition revealed by Spector,(Organ 1988) Defines OCB as behavior which is an individual choice and initiative, not related to the formal reward system of the organization but to increase organizational effectiveness. Podsakoff, Ahearne, and MacKenzie (1997) defines OCB as voluntary behavior, behavior that exceeds task demands that contribute to organizational success. According to Organ (1988), OCB consists of five dimensions: (1) altruism, which is behavior to help ease work aimed at individuals in an organization, (2) courtesy, which helps colleagues prevent problems with their work by providing consultation and information and respecting their needs, (3) sportsmanship, namely tolerance for less than ideal situations in the workplace without complaining, (4) civic virtue, which is involved in organizational activities and cares about organizational survival, (5) conscientiousness, namely doing things that benefit the organization such as complying with the rules in the organization.

Job Satisfaction

Mangkunegara (2011)states that job satisfaction is the feeling of support or not support from employees related to their work or with their condition. According to (S. Robbins and Judge 2009) Job satisfaction is a positive feeling about one's job which is the result of an evaluation of its characteristics. According to(Mathis and Jackson 2006) At its most basic level, job satisfaction is the positive emotional state of evaluating a person's work experience. According to (SP Robbins 2008) Job satisfaction can arise because of a mentally challenging job, appropriate rewards, supportive working conditions, supportive co-workers, personal fit for work. Based on this explanation, it can be seen that salary is not an absolute factor that underlies people being satisfied or dissatisfied. According to Herzberg's Two-Factor theory, employees generally identify satisfaction with internal factors within themselves, such as achievements and promotions. Conversely, employees will identify job dissatisfaction with external factors such as salary, support from friends and supervisors.

Organizational Commitment

Mowday; Steers; Porter (1982)(in Luthans 2009)argued that as an attitude, organizational commitment is most often defined as: (1) a strong desire to remain as a member of a particular organization; (2) The desire to try hard according to the wishes of the organization; (3) Certain beliefs and acceptance of organizational values and goals.Armstrong (2006)argued that organizational commitment refers to love and loyalty. This organizational commitment is related to a willingness to be in and be part of the company. Sopiah (2008) concluded that organizational commitment is a psychological bond of employees characterized by a strong trust and acceptance of the goals and values of the organization, a willingness to strive for the achievement of organizational interests, and a strong desire to maintain their position as a member of the organization. Mowday (in Sopiah, 2008) mention work commitment as another term for organizational commitment. Organizational commitment is a dimension of behavior that can be used to assess the tendency of employees to stay as members of the organization. Based on this explanation, it can be concluded that work commitment or organizational commitment is a condition in which individuals adhere to the values and goals of the organization and feel that they belong to the organization so that they decide to stay in the organization.

HYPOTHESIS

Effect of Job Satisfaction on *Organizational Citizenship Behavior* (OCB)

According to (Locke, Ginsborg, and Peers 2002), employee satisfaction or dissatisfaction depends on the difference between what is expected. Conversely, if what the employee gets is lower than expected it will cause the employee to be dissatisfied. However, various studies have found evidence that organizations that have more satisfied employees tend to be more effective than organizations that have less satisfied employees. The effectiveness of an organization can be seen from work interactions at the individual, group, and organizational systems level that produce human output that has a low level of absenteeism, low employee turnover, minimal deviant behavior in the organization, achievement of job satisfaction and employees must also have Organizational Citizenship Behavior (OCB) (S. Robbins and Judge 2009) The findings obtained by (Widayanti and Farida 2004; Pradhiptya 2013; Astakoni and Oka Pradnyana, 2015; Barlian, 2016; Iswara Putra and Dewi 2016; Soeghandi, Sutanto, and Setiawan 2013; Yuliani and Katim 2017)that job satisfaction has a significant positive effect on OCB. Based on the existing theoretical basis, the following hypothesis is raised: H1: Employee job satisfaction has a significant positive effect on *Organizational Citizenship Behavior* (OCB).

The Effect of Organizational Commitment on *Organizational Citizenship Behavior (*OCB)

Organizational Citizenship Behavior can arise from various factors in the organization, including job satisfaction and employee commitment (S. Robbins and Judge 2009). When employees are satisfied with what is in the organization, the employees will provide maximum and best performance results. Likewise with employees who have a high commitment to the organization, will do anything to advance the company because they have confidence and trust in the organization where the employee works.(Luthans, 2009). When an employee has a high commitment to the company, the employee has the satisfaction of working wholeheartedly and is willing to take actions aimed at advancing the company. Some of the previous findings also agree with the existing concept as obtained by (Widayanti and Farida 2004; Sena 2011; Pradhiptya 2013; Hidayat and Kusumawati 2015; Rini, Rusdarti, and Suparjo 2013; Yuliani and Katim 2017); found that organizational commitment has a significant positive effect on OCB. So based on the references used in this study and previous research as a reference, the following hypothesis is set: H2: The higher the employee's organizational commitment, the higher the Organizational Citizenship Behavior (OCB).

Influence *Organizational Citizenship Behavior (*OCB) on employee performance

Organizational Citizenship Behaviour (OCB) is an individual contribution that exceeds the demands of the role in the workplace. OCB involves several behaviours including the behaviour of helping others, volunteering for extra tasks, obeying rules and procedures in the workplace. Behaviours that describe the added value of employees "which is one form of pro-social behaviour, namely positive social behaviour, constructive and meaningful to help.(Aldag and Resckhe 1997). OCB is a term used to identify behaviors that carry out activities outside of their main duties, but this behavior is desirable to be salable and useful for the organization. The organization must believe that to achieve its excellence, it is necessary to strive for the highest individual performance. Basically, individual performance affects team performance and ultimately affects the overall organizational performance. The behaviors that are demanded by the organization are not only in-role behavior but also extra-role behavior. Extra-role behavior is very important because it provides better benefits to support the sustainability of the organization(Oguz 2010). Extra-role behavior in organizations is known as Organizational Citizenship Behavior OCB). OCB is an attitude that many organizations expect employees to have. This is because OCB is considered to be beneficial to organizations that cannot be grown by means of formal role obligations or by means of contracts or recompensations.

If we look further, OCB is a factor that makes a positive contribution to the work results of the organization as a whole. The results of previous research that support this concept include(Fitriastuti 2013; Ticoalu 2014; Putrana, Fathoni, & Warso 2016; Novelia, Swasto, and Ruhana 2016) which states that employee OCB has a significant positive effect on employee performance. Based on the previous concepts and findings, the hypothesis H3: *Organizational Citizenship Behavior* (OCB) has a significant positive effect on employee performance.

3. Methodology

Research Design

The research design used in this study is causal, which explains the causal relationship between research variables. The relationship pattern between latent variables in this study is the result of the relationship between exogenous variables and endogenous variables. Because the nature of the variables / constructs in this study is unobserve (latent variable), an approach with measurement through indicators is used.

Place & Object of Research

This research was conducted at the Notary Office in Bangli Regency with the research subjects being all employees of the 14 existing notary offices, so that the total number of employees was 45 people. The objects or variables of this study are Employee Performance, Employee OCB, Job Satisfaction and Organizational Commitment.

Population and Sample Determination

Population is a combination of all elements in the form of events, things, or people who have similar characteristics that are the center of attention of researchers, therefore it is seen as a universe of research. (Ferdinand 2014). The population in this study were all employees of the Notary office in Bangli Regency, amounting to 45 employees. Sampling was done by taking the entire population (saturated sample), namely 45 respondents.

Data Collection Technique

Data collection techniques used in this study are: through questionnaires. The questionnaire in this study used closed-choice questions. Meanwhile, observation is a research method in which the researcher makes direct observations on the object of research.Collecting data through questionnaires, where the data obtained is qualitative. According to(Sugiyono 2007)Likert scale is used to measure attitudes, opinions and perceptions or a group of people about social phenomena. Each questionnaire answer has a weight or value score with a Likert scale as follows: Answer Strongly agrees (SS) gets a score of 5; Answer agree (S) gets a score of 4; The neutral answer gets a score of 3; Answer disagree (TS) got a score of 2; Answer strongly disagree (STS) got a score of 1

Operational Definition and Variable Indicators

Research variables are things that can differentiate or bring variations in value by using two variables, namely the exogenous variables of this study are employee job satisfaction (X1) and organizational commitment (X2) and endogenous variables or dependent variables are the variables that are the center of researcher's attention, namely OCB (Y1) and Employee Performance (Y2).

The Dependent Variable (Endogenous variable)
   a. Employee Performance (Y2)

     Employee performance is a result achieved by workers in their work according to certain criteria that apply to a job (Robbins 2008). Employee performance indicators in this study are taken from Tsui et al, Mas'ud (2004) in Sutrisno (2010) (Astakoni 2014) namely: a) The quantity and quality of work, b) Efficiency that exceeds the standard, c) High innovation, d) Work is completed on time, e) Knowledge according to work, f) Work according to work procedures

   b. *Organizational Citizenship Behavior* (OCB) (Y1)

     OCB is extra-role behavior (not listed in the job description and not related to the reward system) which is important for individuals / employees to improve the efficiency and effectiveness of the organization or company. According to a study conducted by (Mujiati 2015; Astakoni and Oka Pradnyana 2015) describes five indicators to measure OCB, namely (a) *Conscientiousness*, (b) Altruism, (c) Civic virtue (d) Sportmanship, (e) C*onscientiousness*.

Exogenous Variables
   a. Job satisfaction

     Job Satisfaction (X1) is a person's feelings about his job by considering the aspects that exist in his job so that a feeling of pleasure or displeasure with his work situation and his colleagues arises. In this study, job satisfaction is approached by seven indicators, namely(Mas'Ud 2004; Astakoni and Oka Pradnyana 2015): (a) Peinteresting work, (b) devotion is appropriate, (c) sense of belonging, (d) staying in the company, (e) a high sense of caring, (f) serious about the task, (g) spending time in the company.

   b.Organizational Commitment (X2)

     Organizational commitment is the closeness of employees to the organization where they are or commitment is the involvement & loyalty of employees to the organization. F Mas'ud, 2002 in (Astakoni, 2014) states that commitment is formed by the following five indicators: (a) employee care, (b) employee pride, (c) employee enjoyment of the organization, (d) individual and organizational alignment, (e) willingness to work extra.

Descriptive Statistical Analysis

     Descriptive analysis is used to describe / describe the characteristics of the respondent and the characteristics of the respondent's answer to the indicators taken from the research construct. In this study, data processing uses the help of the SPSS ver 22 programs.

Inferential Statistical Analysis

     In business phenomena, an endogenous variable can be influenced by several exogenous variables, it is also able to influence endogenous variables simultaneously, resulting in a very complicated research model. (Suliyanto 2011), (Ferdinand 2014). In this study, data analysis used the Partial Least Square (PLS) approach. PLS is a model of Structural Equation Modeling (SEM) based on components or variants, namely PLS path modeling, which has two models, namely the outler model and the inner model. PLS is a powerful analytical method(Ghozali 2011), because it is not based on many assumptions.

Outler Model (Measurement Model)

     Terk with the indicators that form latent variables in this study are reflexive, then the evaluation of the measurement model (measurement model / outer model), to measure the validity and reliability

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of these indicators is convergent validity, discriminant validity, and composite reliability (Sabil 2019).

Inner Model (Structural Model)

The evaluation of the structural model (Structural Model / Inner Model) is a measure to evaluate the level of accuracy of the model in the study as a whole, which is formed through several variables along with their indicators. The evaluation of this structural model will be carried out through several approaches including: a) R-Square (R2) or the coefficient of determination, b) Q-Square Predictive Relevance (Q2) obtained through the PLS Blinfolding process, with the criteria Q2> 0), and c) Goodness of Fit (GoF)((Sabil 2019)provided that GoF = 0.10 (Small) GoF = 0.25 (Medium) GoF = 0.36 (Large). The GoF value is obtained manually through the formula:

$$GoF = \sqrt{AVE \times \overline{R^2}}$$

Where:
GoF   = *Goodness of Fit*
AVE   = *Average Variance Extracted*
R2   = *Coefficient Determination*

4. Result and Discussion

Research Findings

Respondent Characteristics Descriptionis a description of the whereabouts of the respondents involved in the research, namely by gender (gender), years of service, and last education. Of the total sample of 45 company employees studied, all were able to fill out and return the questionnaire given. Based on the number of samples available, the characteristics of the research respondents in terms of gender or gender, the majority of respondents in this study were women, namely 33 people or 73.30% and the remaining 12 people (26.70%) were men. On the basis of the results of cross tabulation (cross-tab), the distribution in more detail can be seen in the following table:

Table 1. Description of the Characteristics of Research Respondents based on Gender, Work Period & Last Education

Gender	Years of service	Last Education (in%)			Total (%)	
		SMA / SMK	Diploma	Bachelor		
Women	<5 years	3.00	0.00	3.00	6.00	
	5 - 10 years	15.20	12.10	27.30	54.60	
	11 - 15 years	0.00	15.20	9,10	24.30	
	'> 20 years	0.00	9,10	6.00	15.10	
Total girls		18.10	36.40	45.50	100.00	
Male	<5 years	0.00	0.00	8.30	8.30	
	5 - 10 years	0.00	0.00	50.00	50.00	
	12 - 15 years	0.00	8.30	0.00	8.30	
	'> 20 years	0.00	16.70	16.70	33.40	
Total Male		0.00	25.00	75.00	100.00	

Source: data from the Notary Office in Bangli Regency.

When observed in Table 1, it can be described that the male respondents had the lowest education level of diploma (25%) and the majority had a bachelor degree (S1) by 75%. For female respondents, it seems that there are still quite a lot of high school / vocational high school education (SMA / SMK) education at 18.10%, 36.40% for Diploma and 45.50% for undergraduate. Overall, seen from the

tenure of both male and female gender, the majority are in the position of 5 - 10 years. So with education the majority of graduates from PT (Bachelor / S1) and with the remaining working period are still relatively long, so that the current institution / organization have human resources who are still very potential to be developed.

Inferential Statistics Results

Outer Model Evaluation (Convergent Validity) From the measurement model with a reflective indicator, it can be seen from the correlation between the indicator score and the construct score. Individual indicators are considered valid if they have an AVE value> 0.50 and the outler loading is above (> 0.50)

Table 2. Outer Loading Model Estimation Results

Indicator	Satisfaction Work	Performance Employees	Commitment Organizational	OCB
Performance 1		0.786		
Performance 2		0.740		
Performance 3		0.682		
Performance 4		0.837		
Performance 5		0.766		
Performance 6		0.780		
Commit 1			0.912	
Commit3			0.717	
Commit4			0.547	
Ocb1				0.769
Ocb2				0.714
Ocb3				0.787
Ocb4				0.788
Ocb5				0.719
Satisfied 1	0.833			
Satisfied	0.665			
Satisfied 3	0.834			
Satisfied4	0.695			
Satisfied 5	0.836			
Satisfied 6	0.844			
Satisfied7	0.687			

Table 3. Average Variance Extracted (AVE) Latent Construct Value

Construct	AVE
Job satisfaction	0.600
Employee performance	0.588
Organizational Commitment	0.548
Organizational Citizenship Behavior (OCB)	0.572

Source: researcher data processing results

The results of the analysis show that the AVE value and outler loading (Tables 2 and 3) of all indicators that reflect each construct have an outer loading value> 0.50 and are significant at the 0.05 level and the AVE value> 0.50 then all indicators are declared valid. as a construct gauge.

Discriminant Validity

Measuring the validity of the indicators that form latent variables can also be done through discriminant validity. The output discriminant validity is shown through HTMT (Heterotrait-Monotrait Ratio <0.90) so that it is declared valid. The output of discriminant validity is shown through the results of the following table data processing

Table 4. *Discriminant Validity Test (HTMT)*

Construct	*Satisfaction Work*	*Performance Employees*	*Commitment Organizational*	*OCB*
Job satisfaction				
Employee performance	0.850			
Organizational Commitment	0.483	0.568		
Organizational Citizenship Behavior (OCB)	0.836	0.841	0.675	

Composite Reliability

A measurement can be said to be reliable, if composite reliability and Cronbach alpha have a value greater than 0.70. Composite reliability is a measure of the reliability between indicator blocks in the research model.

Table 5. *Test* **Composite Reliability**

Construct	Composite Reliability
Job satisfaction	0.912
Employee performance	0.895
Organizational Commitment	0.777
OCB	0.870

Table 5. shows that the value of the composite reliability of all constructs has shown a value greater than 0.70 so that it meets the reliable requirements based on the composite reliability criteria.

Inner Model Test Evaluation

Used to evaluate the overall model with analysis tools seen from the R-Square (R2), *Q-Square Predictive Relevance* (Q2) and *Goodness of Fit (*GoF

Table 6. Overall Model Test

Construct	R. Square	Q2	GoF
Employee performance	0.632	0.356	0.589
OCB	0.827	0.450	0.674

Based on Table 6, to evaluate the overall model with analysis tools seen from the R-Square (R2) side, *Q-Square Predictive Relevance* (Q2) and *Goodness of Fit (*GoF) then the overall model is declared very good. Testing the relationship between latent constructs as hypothesized in the study is carried out through the resampling process with the bootstrapping method, according to the following table. Table 4 provides the estimated output for structural model testing where the expected result is Ho is rejected or a sig value <0.05 (or a statistical t value> 1.96 for a test with a significant level of 0.05).

Table 7. Path Analysis and Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O / STERR)	P-Value /	explanation
Job satisfaction → OCB	0.758	0.760	0.100	7,558	0,000	Significant
Organizational Commitment → OCB	0.246	0.234	0.134	1,833	0.067	Not significant
OCB → Employee performance	0.795	0.802	0.072	11,076	0,000	Significant

Source: researcher data processing results.

Hypothesis Test Results and Discussion

The Effect of Job Satisfaction on Organizational Citizenship Behavior (OCB)

Hypothesis 1, which states that the higher the job satisfaction, the higher or higher the employee's OCB. In testing hypothesis 1, it was found that job satisfaction has a positive effect with a coefficient value of 0.758 (positive) and a p-value of 0.000 (or t-statistic 7.588> 1.96), meaning that hypothesis 1 (H1) is accepted, so this is in accordance with the statement increasingly higher employee job satisfaction, the higher the Organizational Citizenship Behavior (OCB). This research supports research (Widayanti and Farida 2004;Pradhiptya 2013; Astakoni and Oka Pradnyana, 2015; Barlian, 2016; Soeghandi, Sutanto, and Setiawan 2013; Adhi Kerisna and Suana 2017; Yuliani and Katim 2017; Adhi Kerisna and Suana 2017) who found that job satisfaction has a significant positive effect on *OOrganizational Citizenship Behavior* (OCB) On the contrary these findings are not in line with the findings (Mohammad, Habib, and Alias 2011)who found a positive insignificant relationship of job satisfaction to OCB. Also rejects research(Mehboob and Niaz 2012) ywhich indicates a weak relationship between job satisfaction and OCB, as well as findings (Ayu Hardianti 2013)found no effect between employee job satisfaction on OCB at the Parmadi Utomo Cooperative Semarang. The findings of this study also support the theory presented(SP Robbins 2008) that Satisfied employees tend to talk positively about the organization, help other individuals, and exceed normal expectations in their work, in other words, these employees show organizational behavior that is able to exceed the normal expectations of the organization which is often referred to as Organizational Citizenship Behavior (OCB).

The Influence of Organizational Commitment on Organizational Citizenship Behavior (OCB)

Hypothesis 2, which states that the higher the organizational commitment, the higher the employee's OCB. In testing hypothesis 2, it was found that organizational commitment has a positive effect with a coefficient value of 0.246 and a p-value of 0.067> 0.05 (or t-statistic 1.833 <1.96), so this means that hypothesis 2 (H2) is rejected. This study is in accordance with the findings obtained by(Darmawati, Hidayati, and Herlina S, 2013)who found that organizational commitment had no significant positive effect on OCB. These findings are conceptually consistent with what was hypothesized, but because the p-value is> 0.05, it means that the results obtained cannot be applied to the population. Conversely, the results of this research are not in accordance with the findings obtained by (Widayanti and Farida 2004; Pradhiptya 2013; Hidayat and Kusumawati 2015; Barlian 2016; Yuliani and Katim 2017; Adhi Kerisna and Suana 2017) who found that organizational commitment has a significant positive effect on OCB. Mowday's Opinion (inSopiah, 2008)call work commitment as another term for organizational commitment and organizational commitment is a dimension of behavior that can be used to assess the tendency of employees to stay as members of the organization. Based on the explanation and results of the analysis above, it seems that these findings do not support a situation where individuals adhere to the values and goals of the organization and feel they belong to the organization so that they decide to stay in the organization.

The Effect of Organizational Citizenship Behavior (OCB) on Employee Performance

Hypothesis 3, which states that the higher the employee's OCB, the higher the employee's performance. In testing hypothesis 3, it was found that employee's OCB had a positive effect with a coefficient value of 0.795 (positive) and a p-value of 0.000 (or t-statistic 11.076> 1.96), so this means that the hypothesis (H3) is accepted. In the sense that the stronger or higher the employee's OCB is, it will be able to improve employee performance at the Notary Office in Bali Regency. This research is in accordance with the findings obtained by(Fitriastuti 2013; Ticoalu 2014; Putrana, Fathoni, & Warso 2016; Novelia, Swasto, and Ruhana 2016)who get employee OCB has a significant positive effect on employee performance. While the results of this study are not in accordance with research results(Komalasari, Nasih, and Prasetio 2009) who get OCB has no effect on employee performance in the city / regency government of East Java Province. So the existence of employee OCB is considered beneficial for the organization that cannot be grown by means of formal role obligations

or by means of contracts or recommendations. When viewed further, OCB is a factor that makes a positive contribution to the overall work results of the organization.This is in accordance with the opinion Oguz (2010) where is OCB or pextra-role behavior is very very important because it provides better benefits to support the sustainability of the organization. Extra-role behavior in organizations is very much expected by organizations to have by their employees(Organ 1988).

5. Conclusion

Based on the hypothesis testing that has been done, it can be concluded: (1) job satisfaction has a positive and significant effect on OCB. This shows that the higher the level of employee job satisfaction, the higher the employee's OCB will be; (2) Organizational commitment has a positive and insignificant effect on OCB. OCB has a significant positive effect on employee performance. In the sense that the higher the employee's OCB level, will improve the performance of the employees of the Notary Office in Bangli Regency. Based on the description above, the recommendations put forward for further research are; 1) raising a larger number of respondents or expanding the research area, 2) raising more latent constructs considering that there are so many determinants that affect OCB and / or employee performance, especially those related to notarial organizations / institutions.

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The Influence of Product Quality, Price, Product Innovation and Brand Image on Purchasing Decisions of Instant Noodles in Indonesia

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Abstract

This research is motivated by data showing an increase in sales of indofood instant noodles. For this reason, researchers conducted research to see the effect of product quality, price, product innovation, and brand image on purchasing decisions for indomie instant noodles in Boyolali. Purposive Sampling is a method used in research with a sample size of 50 respondents. The data were processed using the Statistical Package for Social Sciences (SPSS). The results of the data analysis research explained that simultaneously and partially product quality, price, product innovation and brand image influence purchasing decisions. The coefficient of determination (R) of 0.729 means that product quality, price, product innovation and brand image are closely related to purchasing decisions and Adjusted R Square ($R2$) is 0.531 or 53.1%.

Keywords: Product Quality, Price, Product Innovation, Brand Image, and Purchase Decision.

1. Introduction

The times that are rapidly increasing have prompted changes in people's lifestyles to become more modern and practical in meeting their needs, especially food needs. The busyness of the community makes them not have much time to cook, therefore they choose fast food which is practically processed like instant snacks. Fast food is the choice of society today, fast food is very popular with the public because it is packaged and advertised attractively. In addition, this food is also easy to get, practical and tastes good (Hemmingsson, 2018).

Instant noodles are a choice of fast food which is often eaten because of the ease of serving and easy access. According to Mars Indonesia (2016) regarding the Profile of Consumption of Food Products, instant noodles are the preferred food of the Indonesian people, the results of a review conducted in several metropolitan cities in Indonesia show that 92.4 people are instant noodle consumers. This makes food industry competition more rapid, food companies are competing to meet the needs and desires of the community to win market share. Indofood Sukses Makmur Tbk is one of the many industrial instany in Indonesia, this company is led by Anthony Salim. The famous instant noodle brand from PT.Indofood is Indomie. Indomie brand instant noodles are very popular with people almost all over the world, This is evidenced by the Indomie brand instant noodles which have penetrated the foreign market share. Many factors make people buy indomie brand instant noodles, these factors include good taste, affordable prices and many choices of flavors. This causes Indomie

brand instant noodles to experience an increase in sales every year and Indomie occupies the first position in the Top Brand Index 2020.

According to Kotler (2007: 223), explaining that purchasing decisions are steps that customers must take before buying a product. Kotler & Armstrong (2014) argue that purchase decisions are a method used by buyers in making purchasing decisions, where consumers will buy seriously. Schiffman and Kanuk (2014) argue that purchasing decisions are an option from several alternatives, while Kotler & Armstrong (2013) think that if the marketing mix consists of promotion and distribution, product quality and product prices can influence purchase decisions.

Product quality can be said as the ability of a product to achieve its role which includes excellence, accuracy, simplicity of the process and revisions, as well as other quality marks that are able to meet consumer expectations (Kotler and Amstrong 2008). Product quality is the skill of the product to deliver decent work output and can exceed customer expectations (Kotler and Keller). Customers always buy good quality goods, high quality can increase consumer interest in the product, usually a product that is known to have good quality can make consumers interested in the product.

Price is the total money from consumers given to sellers to get the product or service purchased. Price is the total value submitted by the buyer in order to benefit from the goods or services owned or used (Philip Kotler, 2008: 345).InSuparyanto and Rosad (2015: 09) Kotler and Armstrong assume that price is some value for money from consumers who are given up in order to benefit, own and use a product or service.Consumers are more willing to buy products that are affordable in price and according to the quality provided by the product.

Innovation is a way to develop and add value to an item or form a product that is different from competitors' products. Kotler and Keller (2009) argue that innovation is a product, service, inspiration, and new understanding through individuals. Innovation as consumer's perception of new goods or services. Simply put, innovation can be said as a shortcut related to new stuff. Meanwhile, Fandy Tjiptono, et.al (2008: 438) explained that innovation is like the simple application of an idea into a new product process. The source of innovation can be from anywhere, from individuals, organizations or governments. By carrying out product innovation, it will be able to increase consumer interest in the product and even consumers will be interested in making purchases.

A brand image is a symbol or icon that differentiates a product from one company with another company's products. Aaker and Biel (1993) assume that Brand Image is a customer evaluation of the brand in the market. This creation can be realized on the basis of individual knowledge or knowing their superiority from other individuals.According to Kotler(2008: 258) Defines brands such as names, designations, signs, symbols, or creations, whose purpose is to distinguish a product or service between one seller and another. Consumers will be interested in purchasing goods that have a good brand imageand a brand that is already well-known in the market, consumers will consider the brand to be safer than an unknown product brand.

2. Literature Review

Product Quality

According to Handoko (2002: 23) Product quality is the state of the product which is based on the evaluation of the conformity of the measuring standards that have been applied. The value of the product is declared quality if it is balanced with the standards that have been applied. WhileKotler (2012) states that product quality is the specialty of a product or service that is able to be responsible for promises or inserts in order to meet consumer expectations. From this definition, the conclusion of product quality is the ability of a product to carry out its role in accordance with the wishes and expectations of consumers, if the wishes or expectations of consumers can be achieved and are proportional to the value for money that has been issued, the product is considered of good quality.

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Price

Tjiptono (2008) states that the price is an amount of money for services or goods that customers are ready to sacrifice in order to obtain a variety of products and services prepared by the seller. According to Philip Kotler (2008: 345) price is the value of money from consumers to get benefits, namely having or using a product or service. Price is some value that is exchanged to get an item (Simamora 2001). If you look at the price, it is some value for money that must be sacrificed by consumers in order to get the product or service desired.

Product Innovation

Innovation is the practical application of an idea to a new product or process (Tjiptono & Chandra, 2012). Keegan & Green (2015) argue that innovation is a way to acquire resources with new capacities to form value. As quoted by Kotabe in Tamamudin (2012: 289) states that if the company increases product innovation, the company's performance will increase through increasing buying decisions. So it can be said that product innovation is a new discovery process that can add value to an item or create a product that has not there, that way consumers interested in the product will continue to increase.

Brand Image

As stated by Kotler and Keller (2009), brand image is a sorting process and in other words is a review to create a useful concept. Kotler (2002) brand is a name, designation, sign, symbol, part of the unity of a brand,has the purpose of marking and differentiating products or services from one seller to another.Tjiptono (2011: 112) defines brand image as a description of a company and the seriousness of the customer regarding a particular brand. It can be said that the brand image is a logo or symbol as a product differentiator from one company to another. A brand that has a positive product image can convince consumers to choose or buy the product.

Buying Decision

The purchase decision is the customer's attitude to agree to buy a product or not (Kotler, 2002). Another definition of purchasing decisions according to Schiffman and Kanuk (2009: 112) is the process of determining several purchase decision choices. Meanwhile, Kotler and Armstrong (2008: 181) argue that the purchase decision is an effort to choose which brand to buy. Based on the description, it can be said that the purchase decision is consumer behavior in buying an item with a certain brand.

Framework
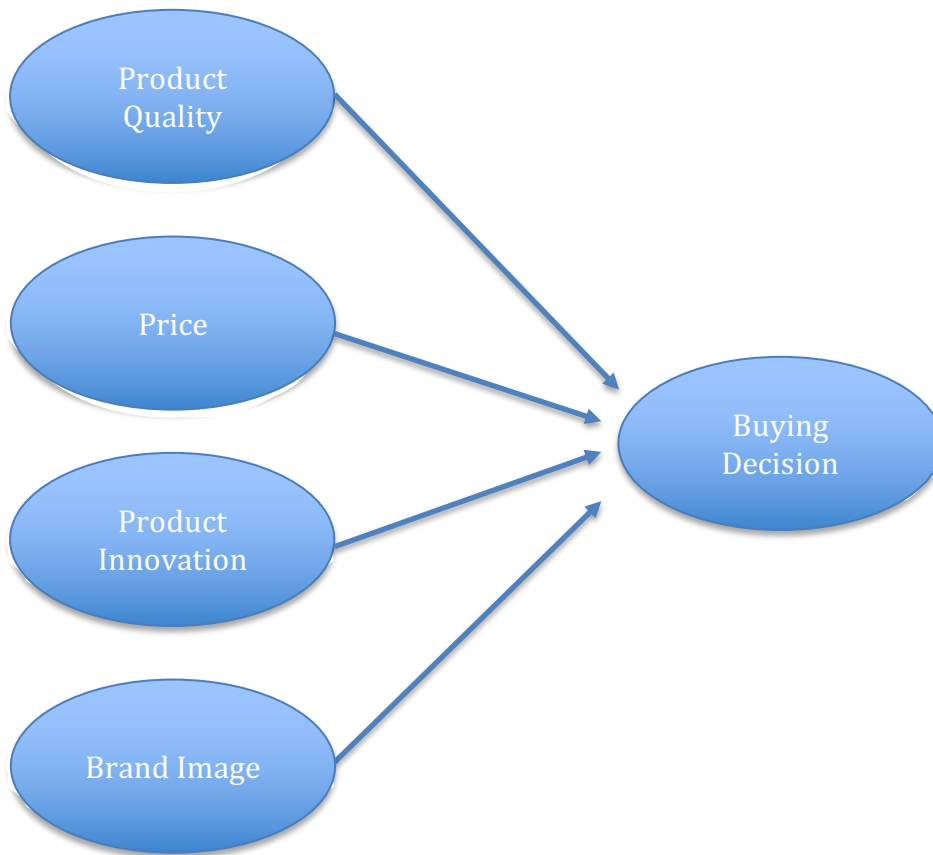
Figure 1. Research Framework

Hypothesis:
H1: Product quality has a positive and significant effect on buying decision
H2: Price has a positive and significant effect on buying decision
H3: Product innovation has a positive and significant effect on buying decision
H4: Brand image has a positive and significant effect on buying decision

3. Methods

The population determined by the researchers was the Boyolali people who had purchased Indomie brand instant noodles. The research sample was 50 respondents. Purposive Sampling is a technique that is applied to sampling, by determining the sample criteria, namely respondents who live in Boyolali and respondents who have purchased indomie brand instant noodle products at least 2 times. In this research, the data comes from primary data. which is obtained by distributing a questionnaire which contains a list of questions related to the product under study, and by means of an iterview, namely face-to-face interviews with respondents. The analysis applied to research testing product quality, price, product innovation and brand image on purchasing decisions uses SPSS 16.0 for windows, with multiple linear regression techniques.

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4. Results and Discussion

Validity Test

The validity test is a test used to determine the measure of the validity of an item. Admittedly valid if r count> r table. Based on the results of data processing, here are the results of the validity test in this study.

Table 1. Validity Test

Variables	Item	Validity
Product Quality	5	Valid
Price	5	Valid
Product Innovation	5	Valid
Brand Image	5	Valid
Buying Decision	5	Valid

Based on table 1 data, the value of r table is 0.2787, the magnitude of the correlation of the variable statement of Product Quality, Price, Product Innovation, and Brand Image shows the value of r count> r table. So that it can be recognized if all variables are valid.

Reliability Test

Reliability test is applied to test indicators or items in the questionnaire. The results of reliability testing can be seen in the Cronbach's Alpha column, an item is called reliable if the Cronbach's Alpha value is> 0.60.

Table 2. Reliability Test

Variables	Alpha Cronbach	Validity
Product Quality	0,671	Reliable
Price	0,629	Reliable
Product Innovation	0,621	Reliable
Brand Image	0,676	Reliable
Buying Decision	0,642	Reliable

From table 2, the value of the research variable for product quality is 0.672, the price is 0.629, the product innovation is 0.621, the brand image is 0.676 and the purchase decision is 0.642 which means that all Cronbach's Alpha variables are more than the normal limit of 0.60 so overall the variables are said to be reliable and able to process further data.

Multiple Linier Regression

Table 3. Coefficients

	Model	Unstandardized Coefficients B	Standardized Coefficients	t	Sig.
1	(Constant)	-5.949			.008
	Product Quality	.271		2.797	.025
	Price	.282		2.311	.004
	Product Innovation	.2430		3.060	.002
	Brand Image	.275		2.371	.000

Based on the SPSS output above, the regression equation is obtained as follows:

$$Y = -5{,}949 + 0.271 X1 + 0.282 X2 + 0.430 X3 + 0.275 X4$$

The model shows that: Constant = -5,949. It shows that the independent variable Product Quality (X1), Price (X2), Product Innovation (X3) and Brand Image (X4) on the dependent variable Purchase Decision (Y) is considered not constant at -5,949. Product Quality Coefficient (X1) = 0.271. This means that if the variable Price (X2), Product Innovation (X3) and Brand Image (X4) are constant, then with an increase in product quality, purchasing decisions will increase. Price Coefficient (X2) = 0.282. This means that if the variables of Product Quality (X1), Product Innovation (X3) and Brand Image (X4) are constant, then with the affordability of prices, purchasing decisions will increase. Product Innovation Coefficient (X3) = 0.430. This means that if the variable Product Quality (X1), Price (X2) and Brand Image (X4) are constant, then with an increase in product innovation, purchasing decisions will increase. Brand Image Coefficient (X4) = 0.275. This means that if Product Quality (X1), Price (X2) and Product Innovation (X3) are constant, then with an increase in brand image, purchasing decisions will increase.

Goodness of Fit

Table 4. ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	189.585	4	47.396	12.761	.000[b]
	Residual	167.135	45	3.714		
	Total	365.720	49			

The results of the F table 4 test, it is known that the Sig. 0.000 less than 0.05, this value has meaning if the variables of Product Quality (X1), Price (X2), Product Innovation (X3), and Brand Image (X4) significantly influence purchasing decisions (Y) indomie brand instant noodles, thus the hypothesis is proven.

Coefficient of Determination (R2)

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729[a]	,531	,490	1.927

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From the calculation of table 5, it is obtained:

1. The coefficient of determination (R) is 0.729, this value is significant if the independent variable has a strong bond to the dependent variable, namely the Purchase Decision.
2. The value of the R square coefficient is 0.531 or 53.1%, which means that 53.1% of purchasing decisions are influenced by independent variables and the remaining 46.9% is influenced by variables outside the research.

5. Conclusion

Based on the description of the research results starting from theoretical exposure to data collection and data presentation as well as analysis and discussion, it can be concluded that all hypothesis is accepted. First, product quality has a positive and significant effect on the buying decision. Second price has a positive and significant effect on the buying decision. Third, product innovation has a positive and significant effect on the buying decision. And brand image has a positive and significant effect on the buying decision.

From the research results, it can be seen that the variables of product quality, price, product innovation, and brand image greatly influence purchasing decisions. Therefore, companies must maintain the quality of their products so that the Indomie brand instant noodles remain the choice of consumers. Companies are advised to maintain prices that are in accordance with the quality of their products. Companies must continue to innovate products to attract consumers and meet consumer needs, and maintain their brand image so that consumers remain confident in indomie brand instant noodle products. For further researchers it is suggested to research with other variables, because there may be many other independent variables that can influence purchasing decisions.

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Factor Determination of Online Purchasing Decision on Indonesia Marketplace

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Abstract

This study aims to analyze the effect of promotion, service quality and trust in online purchasing decisions on the shopee website. The method used in sampling is nonprobability, namely purposive sampling based on considerations to adjust the criteria to improve the accuracy of the research sample, the sample was taken as many as 110 respondents using questionnaires through google form. The analysis method used in this research is the reliability test analyst, the validity test analyst, multiple regression analysis, t test, f test, and the coefficient of determination, using the calculation of the SPSS 25 application. The results show that promotion, service quality, trust have a significant effect on decisions. Purchase online on the shopee website.

Keywords: Promotion, Service Quality, Trust and Purchase Decisions.

1. Introduction

In an era that is increasingly developing like this, technology in this era of globalization is increasingly growing. We are currently entering a new era, namely the digital era 4.0 which is very easy and fast. Computers have progressed very rapidly, including the existence of the internet network which has also progressed very quickly, in Indonesia itself we see it as a developing country where the population is very open to the presence of new technology, this certainly greatly affects the high use of the internet, so the opinion from Fatin Fadila (2019). Including in Indonesia, as a developing country where the population is very open to the presence of new technology. With the millennial generation or what we usually call Gen-X, this is of course very influential in increasing internet users in this country every year. The use of the internet itself currently has far more benefits, not only for communication but also for purchase and order transactions. Besides that, it can also be used for transportation, business, or in terms of work and others. The internet today has developed widely and is very large as an information tool or as a communication tool that we cannot ignore in human life today. With the internet network, communication becomes easier and faster to get any news or information. Even in the business world, internet media itself also provides its own benefits for business owners and consumers. In terms of marketing goods and services through the internet, it is also very efficient, economical and practical.

Buyers can easily use the internet for buying and selling transactions or online shopping. In the digital era like today, in a matter of seconds there have been online buying and selling transactions between producers and consumers, and goods are becoming the property of consumers or buyers more quickly. With the development of the latest issue, namely the Covid-19 Pandemic or Corona Virus which has now hit almost all parts of the world, the majority of the world's people who feel the impact of the Covid-19 pandemic are starting to be haunted by anxiety, fear and worry when they have to deal with people. another.

The increasing number of positive COVID-19 patients has made the government make a policy to carry out all activities at home such as studying, working, and worshiping, that's what Diah Ayu Kumalasari (2020) said. This will certainly further limit the activities of the whole community, both children and adults, outside the home. Usually, we can shop directly at markets, supermarkets, or malls, nowadays people prefer to shop online because it is easier, faster, has many choices, and most importantly, they don't have to hang out with people during a pandemic like today. The current phenomenon seems to provide great opportunities for online-based businesses, including the increasing number of online shopping sites or marketplaces.

Online can be defined as an activity carried out by someone in cyberspace using the internet network or a large system. Online business is defined as the activity of selling goods / services for profit through the internet media (Rosinta Romauli Situmeang: 2018). Online shopping or also known as online shopping is a process where consumers buy goods and services directly from producers or sellers actively and at that time through internet media intermediaries, that's the opinion expressed by Mujiyana & Elissa (2013). All activities carried out by online sellers with the marketplace model are a service that is in great demand, this is because the internet itself has advantages in terms of speed, convenience, and ease of transactions.

Referring to Dewaweb (2020), Marketplace can be interpreted as a website or online application platform that facilitates all buying and selling activities from various stores. The marketplace itself has a concept that is the same as traditional markets. Basically, marketplace owners are not responsible for all items sold, this is because their job is only to provide a platform for sellers who want to sell their products and help them to meet customers and make transactions more simply and easily. The market or marketplace becomes an intermediary or third party between the buyer and seller, the function of the third party is to collect payments and store payments until the consumer receives the product as expected.

In Indonesia, there are now many online shopping sites that provide various online shopping services in a very easy, fast and safe way. On the site, there are various kinds of products that are sold, ranging from household needs, fashion, electronic goods, medicines, and other necessities. Each of these online shopping sites has different moves or strategies to win the market in Indonesia. One of which includes online shopping sites / online shopping applications in Indonesia is Shopee. As an online trading platform, Shopee has made several changes to attract customers to make more transactions through its site.

In this application consumers can find features, and various kinds of products that are sold both locally and internationally, this can make it easier for consumers in Indonesia to buy various products only with a smartphone and then the goods are delivered by courier to the place of the consumer. consumers can also compare prices, specifications of goods because there are so many goods or products that are sold at Shopee. Consumers can ask more clear and detailed things to sellers via chat (Chatting) that has been provided on the Shopee Application service. After chatting / chatting between the seller and the buyer, the next step is for the buyer to make payments through a modern minimarket, bank or COD (Cash on Delivery). The Shopee application can also be downloaded for free on the App Store and Google Play Store applications (Widyanita: 2018).

The Shopee site itself has also provided various services or facilities to consumers / buyers in the form of convenience and comfort in making transactions, namely there are free expedition fees throughout Indonesia with certain conditions, Shopee uses content or things that are viral in the

community as a marketing strategy, using brands Ambassadors who have big names such as Blackpink, Christiano Ronaldo who can have a big influence on using a product and make a product look trusted, Shopee also participates in events such as Harbolnas (National Online Shopping Day) Shopee provides exciting information such as Flash Sale, Cash Back and others so, attractive promotions greatly influence the decision to buy products at Shopee, because promotion is a marketing strategy that can attract the attention of the public to make transactions, if the goods ordered by the consumer do not reach the consumer in time If determined in the application, consumers can submit a refund so that consumers do not feel disadvantaged when using Shopee to submit a purchase. The position of product or product delivery can be tracked via the internet by filling in the receipt number sent from Shopee. Things like this have led to consumer confidence that the product that has been purchased can be ascertained for its safety, said Rachel Christina (2019).

According to Delgado-Bellester & Munuera-Aleman 2001 (in Hesti Dwi Septini: 2017), trust is defined as a consumer's sense of security based on interactions with brands. This perception is based on trust in the brand and is responsible for the welfare and safety of consumers. Shopee is also responsible for the products purchased by consumers until they reach consumers. Shopee also provides a service system that guarantees consumer transactions, namely the Cash on Delivery system or commonly abbreviated as COD.

The meaning is that buyers can meet in person at the agreed location and provide 24-hour service if consumers experience difficulties. Thus, the quality of service provided by the company will make consumers feel satisfied with the services they receive. According to Lupiyoadi & Hamdani 2006 (in Triandi Wibawa: 2020) said that the quality of service is how far the difference between entities and customer intentions for the service the buyer receives. In order to be able to survive and remain the choice of consumers to make purchasing decisions, therefore the quality of service is an important thing to pay attention to.

Purchasing decision according to the opinion of Tjiptono 2008 (in Lenggang kurnia Intan Devi: 2019) is a process where the buyer knows the problem, looks for information about a particular product or brand and evaluates several things from each of these alternatives to be used in solving the problem, which then leading to purchasing decisions. Consumers can see various reviews or comments from previous buyers and can display an asterisk, this can influence purchasing decisions for a product on the Shopee shopping application.

The purchase decision is a form of consumer behavior using a product, when using a product to make a purchase decision, the consumer will go through a process which is an example of consumer behavior, namely analyzing the various choices made. So that Promotion, Service Quality and Trust can be taken into consideration in online purchasing decisions on the Shopee website or application. As there are many online purchasing platforms, this is a challenge for online shopping site businesses to always follow what trends are happening in society in order to maintain their presence and existence, to be able to see and take advantage of an existing opportunity. With a good stance or strategy and concept, it is hoped that this site can attract consumers to buy more products or shop and can become the best Market Place platform in Indonesia.

2. Literature Review

Promotion

Promotion is a technique or a variety of methods designed to market an item or an order that a company delivers to consumers about its product (Widiyono and Pakkana, 2013: 148). Daryanto argues that Promotion is a one-way flow of information or persuasive power that can guide an organization or individual to make an agreement between the vendor and the bidder. According to Kotler and Keller (2009: 172) Promotion is a means by which the industry seeks to inform, seduce, and inform clients continuously and incidentally about the goods and brands they sell. according to

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Kotler and Armstrong (2008: 116) in Trisnawan Amron, the definition of promotion is the communication that occurs between companies and consumers about products and services produced to establish a mutually beneficial relationship.

Service Quality

Suwithi's definition of service quality in Anwar (2002: 84) is the quality of service provided to internal and external customers based on standard service procedures. According to Fandy Tjiptono (in Sonia Oktarina 2020: 1), service quality is expressed in general terms of the location of the product or service, and the content provided or delivered is at least the same as the consumer. The hopes and hopes are the same. The overall characteristics of goods and services, which indicate that they can meet clear or hidden customer needs, are called service quality according to Kotler: 2007, Anggi Syahputra: 2015. According to Barata (2003: 290) service quality is an after-sales regulation for customers, and sellers are usually responsible for the quality of the goods sold.

Trust

Trust is one of the psychological factors that influence consumer behavior. In online shopping website transactions, if the parties involved get certainty from other parties and are willing and able to carry out their obligations, trust will arise. The main question that buyers need to consider is whether the website that provides online stores and online sellers on the website can be trusted. The more popular the website, the more buyers will trust and trust the reliability of the website (Setiadi: 2003; Ria Yunita et al: 2017). Buyer's trust in online vendors is also related to the reliability of online vendors in ensuring convenience in transactions and ensuring that transactions will be handled after the buyer has made a redemption. On online shopping sites there are not a few fictional online sellers who sell fictional products. Buyers must first check the existence of these online sellers. Many people often visit online stores and there are many comments about the information, Online shoppers can use this information.

Purchasing decision

Consumer purchasing decisions are points of purchase in the evaluation process, as stated by Winardi (2010: 200), and according to the opinion of Kotler and Keller (2009: 184) in Cicilia Desy The process of purchasing decisions by consumers must go through five stages, namely: Purchasing decision is a decision-making process, identified first, then evaluated, and then determined the product that best suits your needs (Hestanto).
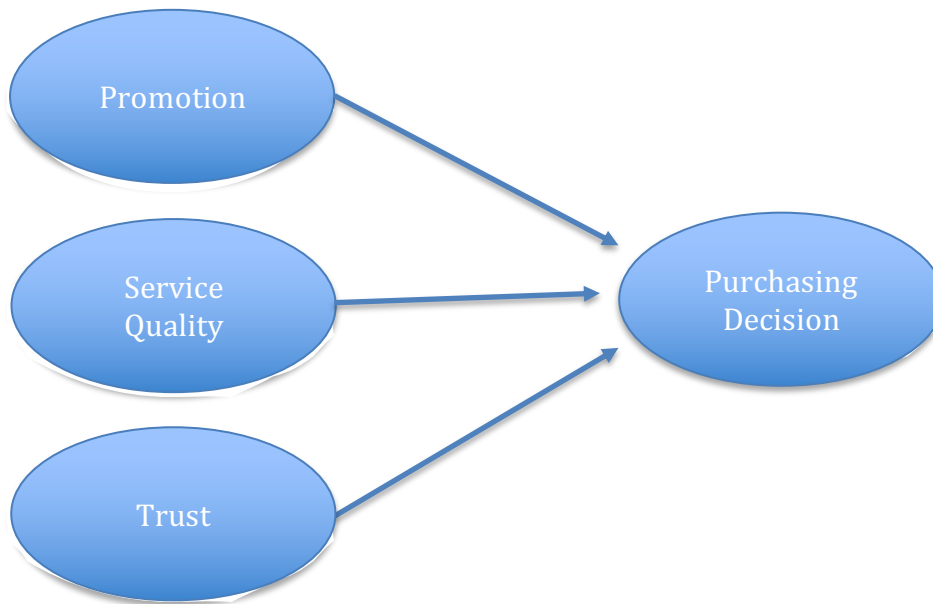
Framework

Figure 1. Research Framework

Purchasing decisions are reviewed from the influence of promotional variables

The purchase decision is significantly influenced by promotion, meaning that if a promotional variable increase, the decision in a purchase will certainly increase (Desi: 2019). Consumers can see interesting advertisements posted on online stores, promotions and discounts or the best offers that can influence buyers to decide to buy online, (Nurmadina: 2016)

H1. Online purchasing decisions are significantly influenced by the promotional variable review

Purchasing decisions are viewed from the influence of service quality

The degree of influence caused by service quality factors shows that most consumers begin to show a demand for product information provided to consumers. Service quality factors have a positive and important influence on purchasing decisions made using social media sites (Baskara, 2014: 13). The relationship between service quality and online purchasing decisions shows a one-way relationship, meaning that the higher the quality of service in the eyes of consumers will increase online purchasing decisions. (Ardianto: 2016)

H2. Online purchasing decisions are positively and significantly influenced by service quality variables

Purchasing decisions are viewed from the influence of trust

Research on (Ardianto: 2016) suggests that trust has a significant influence on online purchasing decisions. Purchasing decisions made online are influenced by consumer trust and knowledge about the products contained in online stores. Research (Anindita: 2017) shows that there is an impact of trust on online purchasing decisions

H3. Online purchasing decisions are positively influenced by trust

3. **Methods**

According to Bungin 2013: 29, the research design based on this method uses quantitative research, not emphasizing the depth or quality of data, but recording or collecting as much data as possible from various kinds of populations. The possibility of the study population is large, but it is very easy to analyze using statistical formulas or computerization and using questionnaire media. This research is a quantitative study using 2 data, namely using primary data obtained from media questionnaires or questionnaires distributed to respondents aged 17-51 years who have purchased on the Shopee website, then using secondary data, namely obtaining data indirectly through literature books and through internet media.

The analytical method used in this study uses an unlimited population, where the boundaries of the area are not known or the measurement of the total number of individuals in the area where it is located and the sampling technique uses the Non-Probability Sampling technique with the Purposive Sampling method, namely the determination technique. samples with special or specific considerations so that they are suitable for sampling, in the study the samples were taken from respondents who had purchased or shopped on the Shopee website.

There are 2 variables used in this study, namely: Free Variable and Bound Variable. In the independent variable there are Promotion (X1), Service Quality (X2) and Trust (X3). Whereas in the dependent variable there is a Purchase Decision (Y). In this study, the Likert scale was used for measurement. The Likert scale is a method used to measure the attitudes, opinions and views of a person or group of people on social phenomena (Sugiyono, 2013: 168). The tool used is a questionnaire via google form which is distributed to the sample. Respondents taken in this study were 110 respondents. After obtaining data from 110 questionnaires that were entered via Google Drive, in addition, the researcher conducted an analysis as a research-related discussion using SPSS version 25.

4. Results and Discussion

Validity Test

The significance test is carried out by analogizing the calculated r-value with the r-table value for DF (Degree of freedom): n-2, n is the number of samples in this case. . If r-count is greater than r-table and the value is positive, then the item, statement or indicator is declared valid (Ghozali, 2006) Large (DF) = 110 - 2 = 108 and the r-table is obtained; 0.187. Based on the results of data processing, here are the results of the validity test in this study.

Table 1. Validity Test

Variable	Indikator	r-value	(> / <)	r-table	Validity
Promotion	(X1,1)	1	>	0,187	valid
	(X1,2)	0,591	>	0,187	valid
	(X1,3)	0,536	>	0,187	valid
	(X1,4)	0,356	>	0,187	valid
	(X1,5)	0,265	>	0,187	valid
	(X1,6)	0,430	>	0,187	valid
Service Quality	(X2-1)	1	>	0,187	valid
	(X2-2)	0,653	>	0,187	valid
	(X2-3)	0,364	>	0,187	valid
	(X2-4)	0,459	>	0,187	valid

	(X2-5)		>		
	(X2.6)	0,243	>	0,187	valid
		0,489		0,187	valid
Trust	(X3;1)	1	>	0,187	valid
	(X3;2)	0,606	>	0,187	valid
	(X3;3)	0,523	>	0,187	valid
	(X3;4)	0,513	>	0,187	valid
	(X3;5)	0,675	>	0,187	valid
	(X3;6)	0,602	>	0,187	valid
Purchase Decision	(Y,1)	1	>	0,187	valid
	(Y,2)	0,790	>	0,187	valid
	(Y,3)	0,328	>	0,187	valid
	(Y,4)	0,207	>	0,187	valid
	(Y,5)	0,452	>	0,187	valid
	(Y,6)	0,552	>	0,187	valid

All r-calculated values of these indicators are greater than the r-table value, proving that all variables are declared valid in this test.

Reliability Test

Table 2. Reliability Test

Variables	Alpha Cronbach	Validity
Promotion	0,752	Reliable
Service Quality	0,815	Reliable
Trust	0,824	Reliable
Purch Decision	0,864	Reliable

Based on table 2, the test results show that Cronbach's Alpha> (0.60), so it can be deduced that in this study it can be said to be reliable using this variable. Therefore, it is clear that it can be used for further research using these variables.

Multiple Linier Regression

Multiple linear regression analysis is used in this study to determine whether there is an influence of the independent variable on the dependent variable. Statistical calculations in multiple linear regression analysis used in this study were to use SPSS software. The results of multiple linear regression are as follows:

Table 3. Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.775	1.549		-1.146	.254
	Promotion	.308	.066	.319	4.667	.000
	Service Quality	.529	.093	.444	5.677	.000
	Trust	.207	.084	.206	2.457	.016

Based on the SPSS output above, the regression equation is obtained as follows:

$$Y = -1{,}775 + 0{,}308 \, X1 + 0{,}529 \, X2 + 0{,}207 \, X3$$

The model shows that: If X1,2,3 is 0 then the Y value is -1,775. If the promotion variable can be increased, the purchasing decision will increase. Promotion coefficient: 0.30. If the variable of service quality can be improved, the purchasing decision will increase. Service quality coefficient value: 0.529. If the trust variable can be increased, the purchasing decision will increase. Confidence coefficient: 0.207

Partial Test

From the analysis using the error rate (α) 10% and degrees of freedom (df) = n-k-1.

Table 4. Hypothesis Test

No.	Variables	t-value	Sig
1.	Promotion	4.667	0,000
2.	Service Quality	5.677	0,000
3.	Trust	2.457	0,016

If the independent variable individually to the independent variable is accepted or proven if t-count> t-table. The purchasing decision is positively and significantly affected by the promotion variable. Purchasing decisions are positively and significantly affected by service quality variables. The purchasing decision is positively and significantly affected by the trust variable.

Goodness of Fit

The results of the data obtained are as follows:

Table 5. ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	994.052	3	331.351	109.479	.000[b]
	Residual	320.820	106	3.027		
	Total	1314.873	109			

Simultaneous Test (Test F) means: All variables have a significance value of 0.000 <0.05. And F-count value 109.479> F-table 3.08. The hypothesis is accepted that there is an effect of promotion, service quality and trust in purchasing decisions.

Coefficient of Determination (R2)

The coefficient of determination can be seen in the following table:

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,869[a]	,756	,749	1.740

The results from the table above can be seen that the coefficient of determination (adjusted R^2) obtained is 0.749. This shows that the influence of the independent variable is 74.9%, while the rest, namely 25.1%, the employee's performance is influenced by other variables not examined in this study.

5. Conclusion

The conclusions from researching online purchasing decisions with an overview of the effect of promotion, service quality and trust are 1) Online purchasing decisions are significantly influenced by promotion, meaning that if the promotion is more attractive to customers, online purchasing decisions will increase. 2)Online purchasing decisions are significantly influenced by service quality, meaning that if the level of customer service quality is higher, online purchasing decisions will increase. 3)Online purchasing decisions are significantly influenced by trust, meaning that if customers gain greater trust, online purchasing decisions will increase. 4) Promotion, service quality and trust are explained by the calculated r-value of each of these indicators is greater than the r-table value, this means that online purchasing decisions at Shopee are significantly influenced by promotion, service quality and trust.

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Effects on Pricing, Service Quality and Hotel Atmosphere on Customer Satisfaction and Their Implications on Customer Loyalists at A 3 Star Hotel in Bandung

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Abstract

Bandung is a popular destination for tourists, especially domestic tourists. In supporting tourist attractions, a qualified hotel industry is needed. In practice, there are problems in the form of low number of repeat guests in Bandung. Referring to the results of preliminary studies conducted and the empirical facts found and relevant previous research results, it is estimated that the researcher estimates that there are four factors that predominantly influence customer loyalty in Three-Star Hotels, namely: price setting, service quality, hotel atmosphere and customer satisfaction. In the calculation, the relationship between (1) quality and pricing, (2) customer satisfaction with hotel atmosphere, (3) customer loyalty to price fixing, (4) service loyalty with customer decisions, (5) hotel atmosphere with price fixing at position which is related and significant. Then there are two variables, namely the relationship between service quality and hotel atmosphere. The research method used in this research is a quantitative method with a correlational approach. Data analysis in the study used a path analysis approach (path analysis). The technique of using data using a questionnaire with the number of respondents of 395 respondents.

Keywords: Pricing, service quality, hotel atmosphere, customer satisfaction, customer loyalty.

1. Introduction

Customer satisfaction can be interpreted as a situation where consumer expectations for a service are in accordance with accepted facts about the services provided to consumers. If the service of a service company is far below consumer expectations, the consumer will be disappointed. Conversely, if the services provided meet consumer expectations, then consumers will be satisfied. Consumers' expectations can be seen from their own experiences when using product services and advertising information. Customer Loyalty is consumer behavior as part of human activities that is always changing based on the environmental and social influences where he is. However, for companies, the expected consumer behavior to continue is loyalty. Loyalty means customers continue to make purchases on a regular basis. In general, customer loyalty can be defined as one's loyalty to a product, both goods and services.

Along with the increasing competition in the business realm, it is necessary to have something that can win the competition if it is able to manage it well. In this case, Hotel atmosphere can be used as an option where the appearance and image of a hotel will give its own impression to consumers. Good service quality is an effort that can be used by companies in facing competition in the service sector which is closely related to customer satisfaction. The quality of service expected by consumers is adequate facilities, good service, comfort, security, serenity and satisfactory results so that management must think about how good service quality at this time can continue to develop for the smooth running of the future. Efforts to improve service quality will be very effective if improving service quality is a daily goal, starting from the top management or directors to service executives or employees.

Pricing is a critical decision that supports the successful operation of a company. Price is the only element of the marketing mix that provides revenue for the company. Decisions regarding pricing are not easy to make, too high a price can increase short-term profits, but it will be difficult for consumers to reach and difficult to compete with competitors. Meanwhile, if the price is too cheap, the market share can increase, but the contribution margin and net profit will decrease. Referring to the results of preliminary studies conducted and the empirical facts found as well as the results of a number of relevant previous studies, at least the researchers suspect that there are four factors that dominate customer loyalty in three-star hotels, namely: pricing, service quality, hotel atmosphere and customer satisfaction.

2. Literature Review

Pricing

Moekijat (2003: 441) provides an understanding of price fixing as a decision regarding prices to be followed for a certain period of time. The decision to fix the price is a choice made by the company to the general price level that applies to certain services, which is relative to the price levels of competitors, and has a crucial strategic role in supporting the implementation of marketing strategies. It can be concluded that the pricing policy set by the company is a critical decision that supports the success of a company.

Meanwhile, according to Stanton (1996: 350) the definition of price fixing is a demand or guidance on the price that will be needed to make decisions in the future when the situation demands it. Pricing is a very important element of the marketing plan, in pricing there are two limits that must be considered, namely as a lower limit and cost as a lower limit (Mc Donald & Keegan, 1997: 151).

In general, companies take an approach to pricing based on the objectives to be achieved, these objectives are to: 1) achieve maximum profit; 2) increase sales; 3) maintaining and improving market share; and 4) achieving the return on investment target. Determining the selling price (tariff) is an important decision for management. The rate determined must be sufficient to cover costs and generate optimum profit. If the rate applied is too high, buyers will decrease, sales volume will decrease, total costs may not be covered and eventually will result in losses.

Service Quality

Basically, service quality focuses on efforts to meet customer needs and desires as well as the accuracy of its delivery to match customer expectations. In other words, there are main factors that affect service quality, namely the service expected and the service perceived.

Garvin in Farida (2005: 57), there are eight dimensions of service quality, namely, performance is regarding the main operating characteristics of the core product. For example, a good shape and packaging will attract more customers. Additional features or features, namely secondary or

complementary characteristics. Reliability is less likely to be damaged or fail to use. Conformance to specifications, namely the extent to which design and operating characteristics meet predetermined standards, such as whether the product or service received by the customer must be in shape to type by mutual agreement. Durability, which is related to how long the product can continue to be used. Usually, customers will feel satisfied if the purchased product has never been damaged. Servicebility, including speed, competence, comfort, easy repair; satisfactory complaint handling. Aesthetics, namely the attractiveness of the product to the five senses. For example, product packaging with bright colors, building conditions and so on. Perceived quality, namely the image and reputation of the product and the company's responsibility for it. For example, a brand that is better known to the public (brand image) will be more trusted than a brand that is new and unknown.

Customer Satisfaction

According to Kotler (2003: 36), customer satisfaction is the feeling of someone who is satisfied or vice versa after comparing the reality and expectations received from a product or service. In Kotler's view, very satisfied customers will: 1) stay loyal for longer; 2) buy more when the company introduces new products and updates existing products; 3) talk about good things about the company and its products; 4) pay less attention to competing brands and advertisements and are less price sensitive; 5) offer the company an idea of a service or product; and 6) fees for services are lower than those for new customers due to more routine transactions.

Customer satisfaction basically includes the difference between expectations and the performance or results felt by the customer. Customer satisfaction is very important for companies to pay attention to because it is directly related to the success of marketing and selling the company's products.

Customer Loyalty

Loyalty is defined as a strongly held commitment to buy or subscribe to certain products or services in the future even though there are situations and marketing efforts that have the potential to cause behavior change (Kotler and Keller, 2007: 175). Meanwhile, according to Tjiptono (2000: 110) customer loyalty is a customer commitment to a brand, shop or supplier based on very positive characteristics in long-term purchases.

In the view of Peter & Olson (2002: 45), loyal customers will subscribe or make repeat purchases for a certain period of time. Loyal customers mean a lot to business entities because the cost of acquiring new customers is more expensive than maintaining existing customers. There are four types of loyalty that arise, when low and high attachments are cross classified with low and high repurchase patterns (Griffin, 2005). The four types of customer loyalty are:

1. Without loyalty, where customers do not develop loyalty to certain products or services. In general, companies should avoid targeting these types of buyers, as they will never become loyal customers and contribute little to the company's financial strength.
2. Weak loyalty, where low attachment combined with high repeat purchases results in weak loyalty (inertia loyalty). This customer bought out of habit.
3. Hidden loyalty, where a relatively high level of preference is combined with a low level of repeat purchases indicates latent loyalty.
4. Premium loyalty, which is the type of loyalty that can be most enhanced, occurs when there is a high level of engagement and a high rate of repeat purchases. This is the preferred type of loyalty for all customers in any company.

3. Methodology

The research method used in this research is a quantitative method with a correlational approach. Quantitative research is a research method used to test certain theories by examining the relationship between variables. In quantitative research, a researcher must have assumptions to test theory deductively, prevent biases, control alternative explanations, and be able to generalize and re-apply his findings (Noor, 2011: 38).

The correlational approach is an approach that aims to study the relationship between two or more variables, namely the extent to which variations in one variable are expressed in an index called the correlation coefficient which is used to test hypotheses about the relationship between variables or to state the size of the relationship between variables (Noor, 2011: 40).

In this study, the researcher put forward the following hypothesis:
1. Pricing affects customer satisfaction.
2. Service quality affects customer satisfaction.
3. Pricing and service quality affect customer satisfaction simultaneously.
4. Customer satisfaction affects customer loyalty.

Data analysis in the study used a path analysis approach. Noor (2011: 225) states that path analysis is a relationship or influence between independent variables, intervening variables, and dependent variables where the researcher clearly defines that a variable will be the cause of other variables which are usually presented in diagrammatic form. Path analysis is a development of regression analysis, so that regression analysis can be said to be a special form of path analysis.

According to Sugiyono, (2011: 297), the use of path analysis in research is used to describe and test the relationship model between variables in the form of cause and effect (not an interactive / reciprocal relationship). Sugiyono (2011: 297-298) adds that the use of path analysis in research is based on a number of assumptions as follows, the relationship between variables to be analyzed is linear, additive and causal. Residual variables do not correlate with the variables that precede them, nor are they correlated with other variables. In the variable relationship model there is only a unidirectional causal / causal path, and The data for each variable being analyzed is interval data and comes from the same source.

Through this path analysis, researchers can find out the magnitude of the influence of each variable. The magnitude of the effect of an independent variable on a certain resultant variable is stated by the magnitude of the path coefficient number from that variable to the dependent variable

4. Result and Discussion

F Test

From the calculation, the Fcount value is 28.248 with a significance level of 5% and df1 = 3 and df2 = 56, the result is Ftable = 2.77 because Fcount 28.248> Ftable = 2.77 then H0 is rejected and Ha is accepted, and it is known that the sig value (0,000 <0.005) so it can be concluded that the variable aspects of Pricing / PTH, Customer Satisfaction, and Customer Satisfaction / KSP simultaneously have a significant effect on Customer Loyalty.

T Test

a) The effect of PTH on LOP

From the calculation, it is obtained that the t-count value is 2.298 and the t-table can be calculated in the t-test table, with α = 0.05 because a two-way hypothesis is used, so when looking for the t table the value of α is divided into 0.025 and df = 58 (obtained from the n-2 formula, where n is the number

of data, 60-2 = 58) the obtained t table is 2,001. Because tcount> ttable (2.298> 2.001), then H0 is rejected and Ha is accepted, so it has a conclusion that Pricing has a significant effect on Customer Loyalty.

b) Hotel Atmosphere to LOP

From the calculation, it is found that the t-count value is 4.315 and the t-table can be calculated in the t-test table, with α = 0.05 because a two-way hypothesis is used, so when looking for the t table the value of α is divided into 0.025 and df = 58 (obtained from the n-2 formula, where n is the number of data, 60-2 = 58) the obtained t table is 2,001. Because tcount> ttable (4,315> 2,001), then H0 is rejected and Ha is accepted, so it has a conclusion that Hotel Atmosphere has a significant effect on Customer Loyalty.

c) KSP against LOP

From the calculation, it is found that the t-value is 8,290 and the t-table can be calculated in the t-test table, with α = 0.05 because a two-way hypothesis is used, so when looking for the t-table the value of α is divided into 0.025 and df = 58 (obtained from the n-2 formula, where n is the number of data, 60-2 = 58) the obtained t table is 2,001. Because tcount> ttable (8,290> 2,001), then H0 is rejected and Ha is accepted, so it has a conclusion that Customer Satisfaction has a significant effect on Customer Loyalty.

Determination Coefficient Test

The coefficient of determination (R^2) of 0.602. This figure means that the effect of Pricing / PTH, Service Quality / KLL, and Customer Satisfaction together on Customer Satisfaction / LOP is 60.2% while the remaining 39.8% is influenced by other variables not examined in this study.

Correlation Coefficient

Table 1. Correlation

Correlation	Coefficient	Category	Sig.	Conclusion
KSP (Y) - PTH (X_1)	-0,604	Strong	0,000	Significant
KSP (Y) - KLL (X_2)	0,130	Very weak	0,323	Not significant
KSP (Y) - Hotel Atmosphere (X_3)	0,770	Very strong	0,000	Significant
LOP (Z) - PTH (X_1)	-0,330	Low	0,010	Significant
LOP (Z) - Hotel Atmosphere (X_3)	0,229	Low	0,078	Not significant
LOP (Z) - KSP (Y)	-0,280	Low	0,030	Significant
PTH (X_1) - Hotel Atmosphere (X_3)	-0,820	Very strong	0,000	Significant
KLL (X_2) - Hotel Atmosphere (X_3)	-0,275	Moderate	0,985	Not significant

Source: Research Data, 2019

Path Analysis

Table 2. Regression

Variable	Coefficient	Regression		
		Direct	Indirect	Total
X_1 - Y	0,423	0,423	-	0,423
X_2 - Y	0,476	0,476	-	0,476
X_3 - Y	1,248	1,248	-	1,248
X_1 - Z	-0,340	-0,340	-0,464454	-0,804454
X_3 - Z	0,797	0,797	-1,370304	-0,573304
Y - Z	-1,098	-1,098	-	-1,098

Variable	Coefficient	Regression		
		Direct	Indirect	Total
ε1	0,248	$0,248^2 = 6,1$		
ε2	0,630	$0,630^2 = 39,69$		

Source: Research Data, 2019

5. Conclusion

Hotel owners in Bandung should pay attention to the quality of their services, especially in the aspect of guarantee employees who are less able to explain the problems faced by customers. Employees should be equipped with sufficient knowledge related to tourist maps in the city of Bandung. In addition to the quality of service, the owner should also pay attention to the price offered for the services provided, the price offered if there is a change should be notified so that customers are not disappointed with changes in the price of goods offered. This change must also be accompanied by the quality of service provided, it must also be in accordance with customer desires. From the point of view of customer satisfaction, hotel owners are advised to pay attention to customer satisfaction components. It is hoped that there will be a follow-up on the empathy and assurance component. Future researchers are advised to add other variables that are thought to affect customer satisfaction, such as location, product quality, promotion. So that we get complete information related to the factors that affect hotel customer satisfaction.

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Empirical Testing of Real Profit Management, Good Corporate and Corporate Value in The Financial Services Sector in Indonesia

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Abstract

The purpose of this research is 1) to analyze the effect of real profit on the value of the company; 2) to analyze the influence of managerial ownership on the value of the company; 3) to analyze institutional ownership as a moderation variable in the effect of real profit on company value.3) to analyze managerial ownership as a moderation variable in the effect of real profit on company value. This research is based on exoplanet research. The population is all financial sector service companies as many as 77 companies. Based on the sample criteria, it was selected into 25 companies. Data analysis method using Moderating Regression Analysis. Based on the results of data analysis shows the following conclusions.1) real profit management to the value of the company; 2) institutional ownership has a significant effect on the company's value; 3) managerial ownership has no significant effect on the company's value; 4) Significant institutional ownership moderates in the effect of real profit on the value of the company. 5) Managerial ownership does not significantly moderate in the effect of real profit on the value of the company.

Keywords: Management, Real Profit, Operating Cash Flow, Good Corporate and Value

1. Introduction

Indonesia Stock Exchange (IDX) is a capital market for various financial instruments that can be traded in the form of debt or capital itself. IDX plays a big role for the country's economy because IDX as a capital market provides facilities that bring together two interests, namely those who have excess funds and parties who need funds, as well as provide opportunities to obtain rewards (returns) for fund owners in accordance with the characteristics of the selected investment.

The existence of capital market is expected to increase economic activity, because the capital market is an alternative funding for companies to be able to increase corporate income and ultimately can provide prosperity for the wider community Service industry is not a stand-alone business field, but rather the role of sub-sectors of companies that influence each other, so as to encourage development in the sector.

The service sector is a service company sector divided into various subs. different types of corporate sectors, but the main role is the same as improving the national economy. The main objective of the company is to maximize the value of the company. The value of the company is the investor's perception of the company that is often associated with the share price (Handayani, 2015). The increase in the value of the company can illustrate the welfare of the company owner, so that the owner of the company will encourage the manager to work harder by using various intensive to maximize the value of the company. The high value of the company becomes the desire of the owners of the company, because with a high value shows the prosperity of shareholders is also high.

The company's value can also be measured using the Price to Book Value (PBV) ratio. PBV describes how much the market appreciates the book value of a company's shares (Sunarsih and Mendra, 2012). The PBV ratio is a comparison between the share price and the equity book value. The higher this ratio indicates that the market is increasingly confident in the company's prospects. The ratio of the share price to book value of the company or Price to Book Value (PBV) indicates the level of the company's ability to create value relative to the amount of capital invested.

One of the sub-sectors of service companies is the financial sub-sector. During 2013-2018 experienced the development of company value as measured by PBV as pictured below.
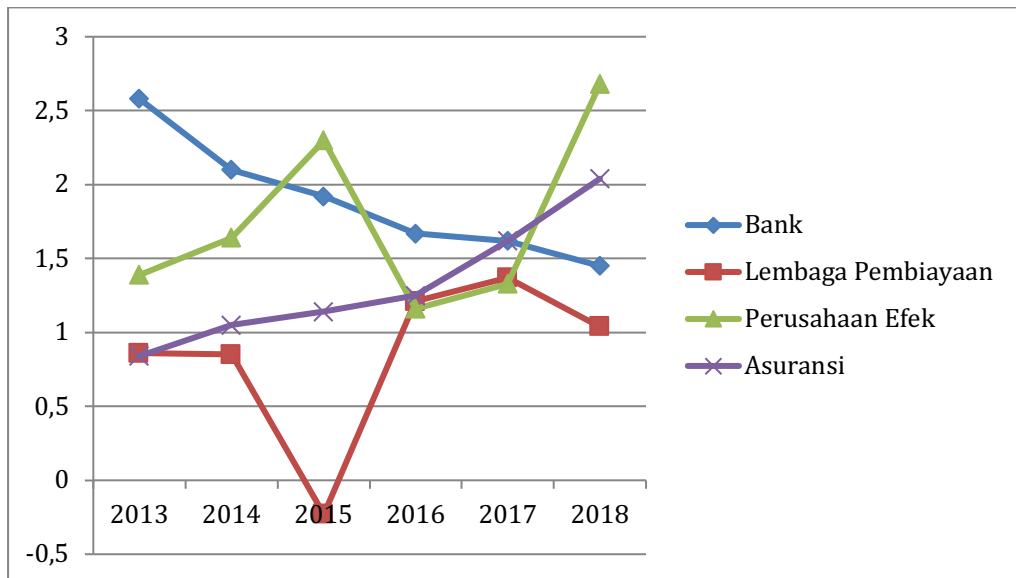
Translation:
1. Bank = Bank
2. Lembaga Pembiayaan = Financing Institution
3. Perusahaan Efek = securities companies
4. Asuransi = Insurance

Figure 1. PBV Development of Financial Sector Companies
Source: IDX Fact Book 2014-2018

Figure 1 shows how PBV decreases and increases. Furthermore, the increase and decrease in the company's niai can be more clearly known by looking at the percentage of PBV of each financial sub-sector registered in the IDX during 2014 to 2018 in table 1 below:

Table 1. Percentage increase and decrease in Price to Book Value in Financial Sub Sector

Sub-Sector	2014	2015	2016	2017	2018	Average
Bank	-18,60%	-8,60%	-13%	-3%	-10,50%	-10,74%
Financing Institution	-1,20%	-127,10%	426,10%	13,20%	-24,10%	57,38%
Securities Company	18%	40,20%	-49,60%	14,70%	101,50%	24,96%
Insurance	25%	8,60%	9,60%	29,60%	25,90%	19,74%

Source: IDX Fact Book 2014-2018

Table 1 shows the increase and decrease in PBV during 2014 to 2014. From the average over the past 5 years, the Financial sub-sector that experienced the highest PBV increase was the Financing Institution with an average PBV of 57.4%, then Securities Companies with an average PBV of 25% and Insurance with an average PBV of 19.7%. Meanwhile, the Financial sub-sector that experienced a decrease in THE PBV was the Bank with an average PBV decrease of -10.7%. The Price to Book Value (PBV) ratio compares between the share price and the company's equity book value, the higher the share price, the higher the company's value.

The company in increasing the value of the company by increasing the profit of the company that is the goal. Profit is a benchmark for financial report users to assess management performance, taxation, dividend policies, investment guidelines, and decision making. Profit reflects the company's overall performance. That is because current year profit is of good quality if the profit is a good indicator for future profit, or strongly related to future operating cash flow (Penman and Cohen, 2003). Accounting policy is managed by the company so that the profit generated has high quality so that the company's activities can take place continuously. Low profit quality can cause stakeholders to make wrong decisions so that the company's value can be reduced (Siallagan and Mahfoedz, 2006). If the prosperity of shareholders is higher then it is due to the high value of the company so that shareholders will invest capital in the company (Haruman, 2008)

Profit management is a management action to influence profit reporting. Agency problems that occur can cause profit management where there is a conflict of agency between the manager as an agent and the owner / shareholder. The relationship between principal and agent can lead to a condition of information imbalance (asymmetrical information) because the agent is in a position to have more information about the company than the principal. The imbalance of information it has will encourage agents to hide some information that is not known to the principal on the assumption that individuals act to maximize self-interest. Agents can influence the accounting figures presented in financial statements by performing profit management. The existence of profit management can generate pseudo profit that can lower the value of the company in the future (Siallagan and Mahfoedz 2006). Managers who have information on the company's net profit will act opportunistic to perform profit management by maximizing current profits or keeping them for the coming year.

Stakeholder supervision mechanisms are needed to reduce the opportunistic behavior of such managers. The supervisory mechanism is called good corporate governance which is one of the key elements in improving economic efficiency, among others, a series of relationships between the management of the company, the board of commissioners, shareholders, and other stakeholders. Good Corporate Governance deals with investor confidence where managers control managers (Shleifer and Vishny, 1997). Corporate governance serves to reduce or lower agency costs. The mechanism of good corporate governance is characterized by institutional ownership, managerial ownership, audits and independent commissioners. Institutional ownership and managerial ownership are believed to limit the behavior of managers in making profit management. Darmawati (2003) found that the existence of audit committees and independent commissioners of the company proved effective in preventing profit management practices, because the existence of audit committees and independent commissioners aimed to supervise the company's activities in achieving the company's objectives. Taheer and Salem (2017) also found that institutional ownership and the board of directors influenced the value of the company.

Real profit affects the value of the company with corporate governance mechanisms. Roychowdhury (2006) found that real profit management performed by the company's management will show good performance in the short term or increase the value of the company. However, the next period of profit will decrease resulting in the value of the company to fall in the long term. Kamil and Hapsari (2014) found that accrued profit management has no effect on the value of the company, while corporate governance mechanisms simultaneously have a significant effect on the company's value. However, in part, managerial ownership and institutional ownership are moderating variables

in the influence of profit management on the value of the company, while independent commissioners are not moderating variables. Ultimately (2012) shows that accrual profit management can reduce the value of the company. Ferdawati (2008) found that real profit has a significant positive effect on the company's value. Partami, Sinarwati and Darmawan (2014) concluded that there is a negative effect of real profit on the company's value. The higher the real profit, the lower the value of the company. Yuyetta and Haryudanto (2010) found there was no significant influence between accrued profit management on the company's value.

Good corporate governance consisting of institutional ownership, auditors, managerial ownership can moderate real profit management at the value of the company. Vajriyanti, Widanaputra, Putri (2010) concluded that good corporate governance can moderate the influence of real profit management on the value of the company. The lower the real profit, the higher the value of the company, especially for companies that implement high good corporate governance practices.

2. Literature Review

Agency Theory

Agency theory is basically a theory that arises because of a conflict of interest between principals and agents. This theory assumes that everyone is solely motivated by his or her own self-interest resulting in a conflict of interest between the principal and the agent. Agency theory is often used as a basis in previous research on corporate governance, especially about the existence of committees. This is due to the importance of aspects of monitoring for the realization of good corporate governance. When viewed from the agency's perspective, there are two general management supervision mechanisms, namely internal supervision and external supervision. The internal supervisory mechanism is the board of commissioners and committees (Chen et al. 2009), while the external supervisory mechanism is the external auditor (Subramaniam et al. 2009).

Real Profit and Company Value

The profit presented by the manager in the financial statements is often a reference for shareholders or owners of the company to know the state of the company. While the manager as the manager of the company knows more internal information and the company's prospects. This can lead to information gaps. This condition is often referred to as informational asymmetry (Jensen and Meckling, 1976). Because of this information asymmetry, the owner of the company cannot know the actual condition of the company and its prospects in the future that can be utilized by the manager to conduct profit management. Managers basically do profit management to increase the value of the company. This activity can increase the value of the company in the short term but can decrease the value of the company in the future. The hypotheses proposed are:

H_1: real profits have a significant effect on the value of the company

The Effect of Good Corporate Governance on Corporate Values

Effect of Institutional Ownership on company value

Concentration of institutional ownership is the shares of companies owned by institutions or institutions such as insurance companies, investment companies and ownership of other institutions. Institutional ownership plays an important role in minimizing agency conflicts between managers and shareholders. The existence of institutional investors is an effective monitoring mechanism in every decision taken by managers because these investors are considered to have competencies related to

investment and management of the company. Sabrina (2014) proves that institutional ownership has a significant effect on the value of the company (Tobins'Q) therefore the hypothesis of the influence of institutional ownership on the value of the company can be formulated as follows.

H_2 : Institutional ownership has a positive effect on the company's value

Effect of Managerial Ownership on company value

Jensen and Meckling (1976) in Edgina (2008) said that increased managerial ownership in the company encourages managers to create optimal company performance and motivate managers to act carefully, as they bear the consequences for their actions. Thus, the existence of managerial ownership in a company raises expectations will provide added value for the company. Rachmawati and Triatmoko (2007) stated that in their research managerial ownership has a positive effect on the value of the company, therefore, the hypothesis of the influence of institutional ownership on the value of the company can be formulated as follows:

H_3 : Managerial ownership has a positive effect on the company's value

The Effect of Real Profit on Company Value by Moderated Good Corporate Governance Institutional Ownership

Institutional ownership can control management through an effective monitoring process to reduce profit management. Cornet (2006) concluded that the company's supervisory actions by institutional investors can encourage managers to focus their attention more on the company's performance to reduce opportunistic or selfish behavior. The hypotheses that can be proposed are:

H_4 : The effect of real profit on the value of the company is weakened by the existence of institutional ownership.

Managerial Ownership

Midiastuty and Machfoedz (2003) stated that managerial ownership is one of the mechanisms that can limit the opportunistic behavior of managers in the form of earnings management, although Wedari (2004) concluded that managerial ownership also has other motives. In this study refers to the existing theory that managerial ownership can serve as a mechanism of corporate governance to reduce the actions of managers in manipulating profits. This means managerial ownership is negatively related to earnings management. The hypotheses that can be proposed are:

H_5 : The effect of real profit on the value of the company is weakened by the existence of managerial ownership

3. Methods

The population of this research is the entire financial services industry listed on the Indonesia Stock Exchange in 2014-2018. Sampling using purposive sampling method with the following criteria:
   a. The company has never conducted acquisition and merger activities during 2014-2018.
   b. Financial statements for 2014-2018.

Secondary data collected from the Indonesia Capital Market Directory 2018 and the Company's published Financial Statements. The independent variable in this study is Real Profit (Em) which has three proxies namely Abnormal Cash Flow Operation (ABCFO). Dependent variables, i.e., company value (Q) with Tobins Q. Good Corporate Governance as moderation variables measured by institutional and managerial diversity. The calculation of each variable, among others:

a. *Abnormal Cash Flow Operation (ABCFO)*

Real profit management (operating cash flow). ABNCFO annually is the residual value of the

estimated model of the regression equation. The Company is suspected of conducting real profit management through cash flow of operating activities if the average cash flow of abnormal operating activities is negative. The current regression model of normal operating activities is as follows (Roychowdhury, 2006):

$$CFO_t/A_{t-1} = \alpha_0 + \alpha_1(1/A_{t-1}) + \alpha_2(S_t/A_{t-1}) + \alpha_3(\Delta S_t/A_{t-1}) + \varepsilon_t$$

b. Company value

The company's value in this study is defined as market value. The company's value is calculated using the Tobin's Q model, a ratio developed by James Tobin (1967) that shows current financial market estimates. If the Q ratio is above one then this indicates that the investment in the asset will generate a return that provides a higher value of investment expenditure, this will attract new investment. Whereas if the Q ratio is below one then the investment in the company is not attractive (Herawaty, 2008). Calculation of company values using the formula:

$$Q = \frac{MVE + D}{BVE + D}$$

Description:

Q = company value

MVE = equity market value (MVE = closing price x number of shares outstanding) closing price is the share price obtained at the close of trading at the end of the trading period on the stock exchange.

D = book value of total debt

BVE = book value of total assets

c. Managerial ownership (KM)

Managerial ownership (KM) is shares owned by management personally as well as shares owned by subsidiaries of the company and its affiliates (Susiana and Herawaty, 2007). Managerial ownership is measured using a ratio scale through a percentage of the number of shares owned by the management of all outstanding shares of the company.

$$KM = \frac{\text{Number of shares owned by management}}{\text{Total outstanding share capital of the company}}$$

d. Institutional ownership (INST)

Institutional ownership (INST) is the ownership of shares of the company by financial institutions such as insurance companies, banks, pension funds, and investment banking (Siregar and Utama 2005). Institutional ownership is measured by the ratio scale through the number of shares owned by institutional investors compared to the company's total shares.

$$INST = \frac{\text{Number of shares owned by institutional investors}}{\text{Total outstanding share capital of the company}}$$

Data analysis methods used include Moderating Regression Analysis analysis, classical assumption test and hypothesis test with t test.

4. Results and Discussion

Based on the sampling process, the total of financial sector service companies as many as 77 companies consisting of 41 banks, financing institutions 15 companies, securities companies there are 10 companies and insurance companies as many as 15 companies. Based on the criteria, it was selected into 25 companies.

Descriptive statistics explain the average value, standard deviation, minimum value, and maximum value for research variables. Descriptive statistical results presented except variables in the form of dummy do not need to be done descriptive statistics. Descriptive statistical results are presented in Table 3.

Table 3. Descriptive Statistical Variables

Variable	Minimum	Maximum	*Mean*	*Std. Deviation*
Company Value (Q)	0,017	3,930	1,000	0,875
Institutional Ownership	0,214	0,800	0,378	0,108
Managerial ownership	0,000	0,253	0,029	0,066
Abnormal Cash Flow Operation (ACFO)	-0,492	0,506	0,006	0,147

Based on Table 3 shows descriptive statistics of each research variable. The description of the company value proxied with Tobin's Q has an average value of 1.0005. Standard deviation of 0.8755 which means that the size of the spread of the company's value data is quite large, this is supported by the standard deviation value that increasingly avoids the average value and the size of the spread is getting larger. The lowest value of the company size is 0.0174 and the highest value of the company size is 3.9306.

Managerial ownership has an average value of 0.0298. The standard deviation of 0.0668 which means that the size of the managerial ownership data spread is quite large, this is supported by the standard deviation value that is getting away from the average value and the size of the spread is getting larger. Lowest score Managerial ownership is 0.0000 and the highest value of managerial ownership is 0.2536.

Institutional ownership has an average value of 0.3781. The standard deviation of 0.1085 which means that the size of the distribution of institutional ownership data is quite large, this is supported by the standard value of deviation that increasingly avoids the average value and the size of the spread is getting larger. The lowest value of institutional ownership was 0.2143 and the highest value of institutional ownership was 0.8000.

Real profit management (operating cash flow) has an average value of 0.0063. Standard deviation of 0.1475 which means that the size of the spread of real profit management data is quite large, this is supported by the standard value of deviation that increasingly avoids the average value and the size of the spread is getting larger. The lowest real profit management value is -0.4926 and the highest real profit management value is 0.5062.

After going through the descriptive statistical analysis stage to obtain a real picture of the variables studied, then the data that has been collected is further analyzed in the stages of inferential statistical analysis. The statistical tool used is multiple linear regression analysis with moderate variables.

Multiple regression analysis relates to the study of dependency of a dependent variable on one or more independent variables with the aim of knowing how much influence independent variables have on dependent variables. The results of the Moderated Regression Analysis between independent variables of real profit management with GCG moderating and enterprise value dependent variables are shown in Table 4.

Table 4. Results of Moderated Regression Analysis

Research Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Description
	B	Std. Error	Beta			
(Constant)	0,680	0,083		8,237	0,000	-
Abnormal Cash Flow Operation (ACFO)	-0,867	0,615	-0,146	-1,408	0,159	Insignificant
Institutional Ownership (INST)	2,409	0,993	0,299	2,426	0,015	Significant
Managerial ownership (MAN)	-0,221	0,354	-0,017	-0,626	0,532	Insignificant
INST*ACFO	18,447	7,227	1,126	2,552	0,011	Significant
KM* ACFO	-0,075	2,619	-0,001	-0,029	0,977	Insignificant
R	= 0,713			DW		= 1,836
R *Square*	= 0,508			F count		= 48,259
Adjusted R *quare*	= 0,497			Sig. F		= 0,000

Based on the test results t shows the following results.

a. Real profit management (operating cash flow) had a significance of 0.159. This value has a p-value of this amount of 0.159 over α (= 0.05) with an estimated coefficient value of -0.867, meaning that partial real profit management (operating cash flow) has no effect on the company's value. The first hypothesis (H1) which states that real profit management (operating cash flow) positively affects the value of the company is not proven.

b. Institutional ownership has a significance of 0.015. This value of p-value is 0.015 less than α (= 0.05) with an estimated coefficient value of 2,409, meaning that institutional ownership partially affects the value of the company. The second hypothesis (H2) which states institutional ownership has a positive effect on the value of the company is proven.

c. Managerial ownership has a significance level of 0.532. This value has a p-value of this amount of 0.532 over α (= 0.05) with an estimated coefficient value of -0.221, meaning partial managerial ownership has no effect on the company's value. The third hypothesis (H3) which states managerial ownership positively affects the value of the company is proven.

d. Institutional ownership as moderation has a significance level of 0.011. This value of p-value of this amount of 0.011 is more than α (= 0.05) with an estimated coefficient value of 18,447, meaning institutional ownership cannot moderate real profit management (operating cash flow) against the company's value. The fourth hypothesis (H4) which states institutional ownership moderates real profit management (operating cash flow) against the company's value is not proven.

e. Managerial ownership as moderation has a significance of 0.977 This value of t-calculate significance (p-value) of this amount of 0.977 more than α (= 0.05) with an estimated coefficient value of -0.075, meaning managerial ownership cannot moderate real profit management (operating cash flow) against the company's value. The fifth hypothesis (H5)

which states insignificant managerial ownership moderates the moderating of real profit management (operating cash flow) against the value of the company is not proven.

Based on the results of multiple regression analysis can be known Adjusted R Square (R2) value of 0.497. This indicates that 49.7% of the company's value variables can be explained by independent variables. While the remaining 50.3% is influenced by other variables outside the variables used

Discussion

The Effect of Profit Management on The Company's Value

Profit management through operating cash flow had no significant effect on the company's value. It shows that the first hypothesis (H1) which states that the management of profit through operating cash flow has a significant effect on the company's value, is not proven. The Company is suspected of conducting real profit management through cash flow of operating activities if the average cash flow of abnormal operating activities of negative value cannot increase the value of the company. This cash flow statement will provide useful information about the company's ability to generate from operating activities, make investments, pay off obligations, and pay dividends. The cash flow statement reports the size of cash flow for three business activities: operations, investment, and funding. Operating cash flow or cash flow from operating activities is the equivalent of a cash base for accrued net income, more generally, cash flow information assists in assessing the company's ability to meet its obligations, pay dividends, increase capacity, and obtain funding.

Cash flow from operations (CFO) is an indicator that determines whether the company's operational activities can generate sufficient cash flow to pay off short-term loans, maintain the company's operational capabilities, and finance expenses for operational activities. Cash flow from operating activities contains the receipt and flow of cash obtained and used for the company's operational activities. Identification of cash flow components of operating activities include cash receipts from customers, payments to suppliers, employees, and others, tax payments, interest payments, and other operating activities. This result is in accordance with the results of research Oktarina and Hutagaoul (2008) found that companies that are suspected of tending to manage real profits are influenced by the value of the company.

The Effect of Institutional Ownership on Company Value

Based on the test results obtained that institutional ownership has a significant effect on the value of the company. It shows that institutional ownership can increase the value of the company. If institutional ownership is getting better, then the value of the company will be better. It shows that the second hypothesis (H2) which states that institutional ownership has a significant effect on the value of the company, is proven to be true.

Concentration of institutional ownership is the shares of companies owned by institutions or institutions such as insurance companies, investment companies and ownership of other institutions. An institution is an institution that has a great interest in investments made including stock investments. So usually, the institution hands over responsibility to a particular division to manage the investment of the company. Because institutions professionally monitor the development of their investments, the level of control over management actions is so high that financial potential can be suppressed (Lastanti, 2004).

The existence of this institution is capable of being an effective monitoring tool for companies. Institutional ownership acts as a party that monitors the company in general and managers as managers of the company. The greater the institutional ownership, the more efficient the utilization of company

assets and is expected to also act as a prevention against waste carried out by management. A high level of institutional ownership will lead to greater scrutiny by institutional investors, thus hindering the opportunistic behavior of managers. Institutional ownership has a significant effect on shareholder value. This means showing that institutional ownership becomes a reliable mechanism to motivate managers in improving their performance which can ultimately increase the value of the company. This result is in accordance with Sabrina's research (2014) proving that institutional ownership has a significant effect on the company's value

Effect of Management Ownership on Company Value

Based on the test results obtained that management ownership has no significant effect on the value of the company. It shows that management ownership cannot increase the value of the company. Although management ownership is getting better it does not necessarily increase the value of the company. It shows that the third hypothesis (H3) which states that management ownership has a significant effect on the value of the company, is not proven.

The insignificant influence is caused by agency problems between shareholders and managers. Managerial ownership is the proportion of shareholders from the management who actively participate in the company's decision making. With the ownership of management in a company, it would be interesting to assume that the value of the company does not increase because of increased management ownership so that there will be agency conflicts. Ownership by large management will be effective in monitoring the company's activities. With a high ownership proposal, the manager will feel that they have the company, so they will do their best to take actions that can maximize their prosperity. It is based on the logic, that an increase in the proportion of shares owned by managers will decrease the tendency of managers to take excessive actions. Thus, it will unite the interests of managers with shareholders, this has a positive impact on increasing the value of the company. The greater the ownership of shares by management, the less the tendency of management to optimize the use of resources, resulting in an increase in the value of the company and when the ownership of shares by management is low, then there is a tendency of opportunistic behavior of managers that will increase as well. Management's ownership of the company's shares is seen as aligning potential differences of interest between outside shareholders and management.

Agency problems are assumed to be lost if a manager is also an owner. Managers who are both shareholders will not increase the value of the company. The results of this study are inconsistent with the research of Rachmawati and Triatmoko (2007) stated in his research managerial ownership has a positive effect on the company's value

The Effect of Profit Management on The Company's Value with Good Corporate Governance as a moderating variable

The test results of Good Corporate Governance as moderation variables are described as follows.

a. Institutional ownership moderates the effect of earnings management on firm value

The test results show that real earnings management through operating cash flow, real earnings management through production costs and real earnings management through discretionary costs to firm value with institutional ownership as moderation are not proven. The test results of real earnings management (operating cash flow) on firm value with institutional ownership as moderation are not proven to have a significant effect. This shows that the fourth hypothesis (H4) which states that real earnings management (operating cash flow) has a significant effect on firm value with institutional ownership as moderation, is not proven. This means that institutional ownership does not strengthen or weaken the effect of real earnings management (operating cash flow) on firm value.

The test results show that real earnings management through operating costs on firm value with institutional ownership as moderation is not proven to have a significant effect. This shows that the fifteenth hypothesis which states that real earnings management through operating costs has a significant effect on firm value with institutional ownership as moderation, is not proven. This shows that although high institutional ownership cannot strengthen or weaken the effect of real earnings management through production costs on firm value. This is not in accordance with the opinion of Jiambavo, et al. (1996) stated that there is a feedback effect from institutional ownership which can reduce the company's earnings management. If the management of earnings is efficient, high institutional ownership will improve earnings management by the company which is not opportunistic, so high institutional ownership will reduce earnings management. Cornet et al. (2006) stated that the act of company supervision by institutional investors can encourage managers to focus more attention on company performance so that it will reduce opportunistic or selfish behavior.

b. Management Ownership Moderates the Effect of Earnings Management on Firm Value

The test results of real earnings management (operating cash flow) on firm value with management ownership as moderation are proven to have a significant effect. This shows that the seventeenth hypothesis which states that real earnings management (operating cash flow) has a significant effect on firm value with management ownership as moderation, is rejected. Testing the effect of real earnings management through discretionary costs on firm value with management ownership as moderation is proven to have a significant effect. This shows that the fifth hypothesis (H5) which states that real earnings management through discretionary has a significant effect on firm value with management ownership as moderation, is rejected.

The moderating variable of managerial ownership has no effect on the relationship between profit management and the value of the company. This research indicates that companies in the sample did not use managerial ownership to reduce profit management actions. This may be due to the loosening of company rules or the lack of proper supervision due to the owner acting as an agent. Thus, the greater the managerial ownership, the greater the profit management action carried out, so there is a tendency for managers to act at will and be less responsible.

The concept of corporate governance is a separation between ownership and management within the company to minimize a conflict due to differences of interest between the two, so effective rules and control mechanisms are required. One of the efforts that can be done is to pay attention to the ownership structure of the company as the basis for identifying the distribution of power between various parties. However, the results of this study found that managerial ownership as an internal control mechanism cannot regulate and control the company to provide and increase the value of the company to shareholders. This is because the company that sampled the research is mostly the proportion of its managerial ownership is so small that it is possible that the manager has not felt the benefits of such ownership. Theoretically when management ownership is low, then the incentive to the possibility of opportunistic behavior of managers will increase. This means that if the shareholding by the manager is enlarged so that the manager will not manipulate the profit for his benefit. This research is in accordance with Herawaty (2008) which states that managerial ownership variables are not moderation variables between profit management and company value, while this research contradicts the research of Rachmawati and Triatmoko (2007) which found that there is a relationship between the value of the company and the percentage of shares owned by the management of the company.

5. Conclusion

Based on the results of data analysis shows the following conclusions.1) real profit management to the value of the company; 2) institutional ownership has a significant effect on the company's value; 3) managerial ownership has no significant effect on the company's value; 4) Significant institutional ownership moderates in the effect of real profit on the value of the company. 5) Managerial ownership does not significantly moderate in the effect of real profit on the value of the

company. Suggestions that can be submitted include: For creditors, investors, financial analysts, and auditors it is advisable to be careful in understanding the earnings reported by management in financial statements. Given that the reported profit can be raised or lowered by utilizing the flexibility of financial accounting standards and government regulation. Future research should use other company value measurement models that are expected to provide better comparisons

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The Influence of Knowledge, Skill, Attitude, and Professionalism on the Individual Performance of Bankers, Lecturers, Teachers and Nurses in Jabodetabek

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Abstract

This study aims to examine and analyze the influence of Knowledge, Skill, Attitude, and Professionalism on the Individual Performance of a banker, Lecturer, Teacher and Nurse in Jakarta, Tangerang, and Bekasi. Data collection was carried out by distributing questionnaires with a sample size of 100 respondents. and using a quantitative descriptive approach. Submission of the questionnaire is done inline via google meet. The data analysis used was statistical analysis in the form of validity test, reliability test, classical assumption test, and multiple linear regression. The results of this study indicate that the data under study are all valid and reliable. Furthermore, the multicollinearity test shows that there is no multicollinearity, this is evidenced by the VIF of each independent variable <10 with a tolerance above 10%. The data is normally distributed and there is no heteroscedasticity with the scatterplot points with a regular pattern, narrowing, widened or wavy. Partially and simultaneously the variables Knowledge, Skill, Attitude, and Professionalism affect individual performance. This is evidenced by the results of the T test and F test which also show the significant value of the two independent variables that support the hypothesis. In the determination test, the influence variable of the independent variable on the dependent variable is Knowledge contributes 35.3%. Skill contributes 34.9% influence, Attitude contributes 52.4% influence and Professionalism contributes 48.1% influence. In the autocorrelation test, it is known that autocorrelation does not occur, this can be seen from the DW of 1,651 which is in the range -2 and 2.

Keywords: Knowledge, Skill, Attitude, Professionalism, and Individual Performance

1. Introduction

Human resources are an important element in an organization. Therefore, the management must be done professionally. The goal is to achieve the vision and mission of the organization. Organizational goals consist of long-term goals and short-term goals. Long-term goals are contained in corporate planning (corplan), which is a strategic plan document for a legal entity at the organizational level with a period of 3 years to 5 years. The corplan is then used as the basis for the preparation of the organization's annual work plan and budget. Corplan is usually more about how to maintain the growth and sustainability of the organization. Meanwhile, the short-term goals (Annual Work Plan and Budget) focus on profitability so that the organization's cash flow remains healthy. To maintain cash flow, growth and organizational sustainability, management is obliged to develop its employees through increasing knowledge, increasing the quality of skills, and through spiritual activities. With activities like this, it is hoped that it can add insight and competence.

Basically, competence is an activity to do something and not only as passive knowledge. Competence is believed to be knowledge, skills, and basic attitudes as well as values that are reflected in habits of thought and action which are developing, continuous and dynamic in nature. According to the Indonesian National Work Competency Standards (SKKNI), job competence is the work ability of everyone which includes aspects of knowledge, skills and work attitudes in accordance with the set standards. R. Palan (2008; 6) says that competence refers to the characteristics that underlie behavior that describes motives, personal characteristics, self-concept, and values of knowledge / expertise brought by a person with superior performance in the workplace.

Ahmad Azmy (2015) states that there are five characteristics in competence, namely:

1. Motives are things a person continually thinks about their desires and what causes actions.
2. Traits are physical characteristics and consistent responses to situations or information.
3. Self-concept is an attitude towards values or self-image.
4. Knowledge is someone information in a particular field.
5. Skills are the ability to perform certain physical or mental tasks.

So comprehensively competence has four variables, namely (1) knowledge, (2) skills, and (3) attitude. From the definition above, it can be concluded that Knowledge, Skill, and Attitude play a very important role in supporting someone in carrying out their work professionally. A professional is skilled and reliable and is very responsible in carrying out his professional duties. Basically, what is called professional relates to someone who is competent in the field of work they are engaged in. A professional needs special competence in the form of high intellectual abilities based on the mastery of knowledge obtained from certain educational and / or training institutions. According to Sudarwan Danim (2008; 279) it is explained that professional refers to two things, namely, first, people who hold a profession. Professional people usually work autonomously and they devote themselves to service users accompanied by a sense of responsibility for their professional abilities. The commitment of professional members to create and improve the quality of work in their profession is a form of professionalism.

Professionalism becomes an intermediate variable in achieving optimal performance. Performance will be optimal if the output of work (quantity and quality are as required). According to Sudarwan Danim (2008; 281) professionalism is a process of increasing the competence or ability of members of a profession to achieve the ideal standard criteria of appearance or actions desired by the profession.

2. Literature Review

In this study, the authors tried to examine the Influence of Knowledge, Skill, Attitude, and Professionalism on Individual Performance in the profession of Bankers, Lecturers, Teachers, and Nurses in Jabodetabek. Review in theoretical detail, we present in the following theoretical basis.

Knowledge

Knowledge is the result of human sensing, or the result of someone knowing an object through their senses. Sensing occurs through the human senses, namely, the senses of hearing, sight, smell, feeling and touch. Marsam in Ati Dahniar (2019; 203) argues that knowledge is a theoretical and practical understanding of certain subjects which contains a collection of information in the form of facts, procedures, or ways of doing things. An employee's knowledge is indispensable in completing work tasks so that the results are maximum and satisfy consumers. According to him, knowledge can be further divided into three types, namely:

1. Declarative knowledge, simply placing information in the brain or memory.
2. Procedural knowledge, knowing how to do something.

3. Problem solving, the ability to solve problems based on two types of previous knowledge.

Skill

Skill is basically a person's skill or proficiency in doing a job that can only be obtained from practice, either through practical training or through work experience. Marsam said in Ati Dahniar (2019; 203) that skills are skills or expertise to use knowledge to achieve certain goals. These skills or expertise can be started from certain training but to be able to master certain skills the most important factor is continuing to practice and gaining experience in the required fields. Dunnett's in Moh. Rum Arisandy (2015: 150) defines skills as the capacity needed to carry out a series of tasks that develop from the results of training and experience. A person's expertise is reflected in how well a person is in carrying out a specific activity, such as operating a room equipment / facility (such as a computer), communicating effectively, or implementing a business strategy.

Attitude

Attitude is basically how a person behaves and will affect his actions. To produce good performance, attitude is a support for the knowledge and skills possessed by an employee in carrying out his work activities. A high level of knowledge and high skills is meaningless if it is not supported by good behavior. Marsam in Ati Dahniar (2019; 203) says that attitude is a way of thinking or what is felt about something that is reflected in the form of behavior. Whatever we do as humans can be increased or hindered by our own attitudes. Robbins (2007; 90) states that attitudes are evaluative statements, either favorable or unfavorable about objects, people, or events. The attitudes in this study are attitudes related to work. Attitudes related to the work include, among others:
1. Job satisfaction refers to the general attitude of an individual towards his job.
2. Work Involvement
3. Job involvement measures the degree to which a person takes sides psychologically on his job and considers the level of performance that is prepared as important for self-esteem.
4. Commitment to the Organization

Professionalism

Professionalism is basically an understanding that teaches that every job must be done by professional people. Professionalism is the level of behavior, expertise, or quality of a professional person. A professional committed and responsible for work in his field. Employees are said to be professional if they are competent in their field of work. Professionalism is essentially a basic characteristic such as the knowledge, skills, and behavior that a person or team must possess in order to complete work tasks in order to obtain the best results. In the Teacher and Lecturer Law No. 14 of 2005 explained that professional is a job or activity carried out by a person and becomes a source of income that requires expertise, proficiency or skills that meet certain quality standards or norms and require professional education. Furthermore, Hadari Nawawi (2006; 172) said that professionalism in a job / position must fulfill three factors, namely:
1. Mastering a set of skills prepared through an education program or skills training as a specialization.
2. Having the ability to improve skills and / or special expertise mastered in accordance with the development and advancement of science and technology in the field, so that the expertise or specialization is always up to date.
3. Appreciated with an adequate income as a reward for the profession based on the special expertise possessed.

Haeruddin Hafid and Nur Fajariani (2019; 60) stated that the term professionalism refers to a series of expertise in carrying out a job to get optimal results. Sitorus and Wijaya (2016: 103) in Haeruddin Hafid and Nur Fajariani (2019; 60) state that professionalism is an important individual attribute regardless of a job and is a profession or not. Fujianti (2012: 818) in Haeruddin Hafid and Nur Fajariani (2019; 60) states that professionalism from the understanding of the language has several meanings:

1. Professionalism means an expertise, has certain qualifications, experience in accordance with the field of expertise.
2. Professionalism refers to a standard of work, namely the moral principles and professional ethics.
3. Professional means moral.

Therefore, Bankers, Lecturers, Teachers, and Nurses as professionals must have expertise in their fields in carrying out tasks with standard standards according to their profession and comply with applicable professional ethics.

Someone said to be professional should:

1. Mastering knowledge in depth in the field
2. Able to convert knowledge into skills
3. Always uphold the ethics and integrity of the profession
4. Have an attitude of high commitment, honesty, responsibility, systematic thinking, and mastering the material.

Performance

Performance is essentially the result of work achieved by a person based on the job requirements set by management. The suitability of job requirements is not limited to the quantity of work output, but also includes the quality. Schermerson, Hunt, and Osborn stated in Hadari Nawawi (2006; 62) that performance is the strength and quality of the achievement of tasks, whether carried out by individuals, groups, or organizations. Depdiknas (2003) defines performance as something that is achieved, an achievement shown in work ability. So it can be concluded that performance is closely related to work results. Hasibuan (2008: 94) states that performance or work performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skills, experience, and seriousness and time.

To find out how much the performance of an organization / individual is, valid measurements are needed. Hadari Nawawi (2006; 66) says that performance is defined as what an employee does or does not do in carrying out his main tasks. It is said that the performance indicators in carrying out work within the organization / company include the following elements:

1. The quantity of work achieved
2. Quality of work achieved
3. The period to achieve the work results
4. Attendance and activities during attendance at work
5. The ability to work together

From the elements in the performance measurement, it will be seen the results of the work of the organization / individual. Lidia Lusri and Hotlan Siagian (2017) stated that performance can be assessed through: Accuracy in completing work, namely accuracy in completing work, attention to quality in completing work, ability to meet company targets and ability to complete work on time. The level of initiative in work, including the ability to anticipate problems that may occur and the ability to make alternative solutions to these problems. Mental agility, mental agility is measured by the ability of employees to understand directions given by the leader and the ability of employees to

cooperate with other colleagues. Time and attendance discipline is the level of timeliness and the level of attendance of employees in the workplace.
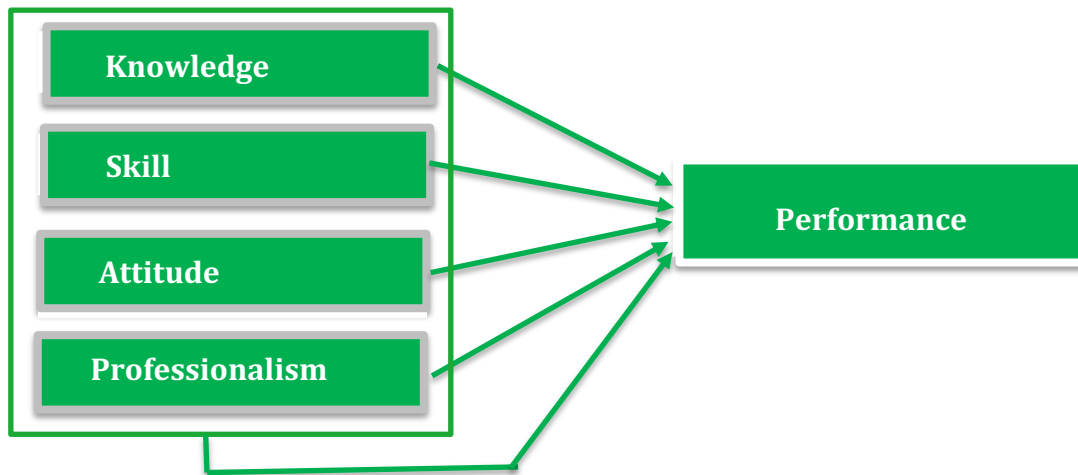
Research Framework

Figure 1. Framework

Hypothesis
H1: Knowledge has a positive effect on individual performance
H2: Skills Have a Positive Effect on Individual Performance
H3: Attitude has a positive effect on individual performance
H4: Professionalism Has a Positive Effect on Performance.
H5: Competence and Professionalism Together Have a Positive Effect on Individual Performance

3. Methods

This study uses quantitative methods using the Statistical Package for the Social Sciences (SPSS) application. The writing team of SPSS 17 Practical Handbook stated that SPSS is a software for managing statistical data. Through this application, it will be known the validity and reliability of the data that has been collected. In addition, the results of the classical assumption test will also be known which includes the multicollinearity test, heterosecedasticity test, normality test, determination test, autocorrelation test, R2 determination test, and the F test.

Data Collection

Data is a collection of documents and facts. Suliyanto (2018; 153) says that data is something that is given or a statement that is in fact or fact. Data is a collection of facts. Facts are obtained from the results of variable measurements in the form of text, numbers, images, audio, and video. Data of good quality is data that is accurate, relevant, representative, and up to date. To obtain data with good quality and up to date, researchers used primary data by distributing questionnaires (questionnaires) online to selected populations. The population chosen by the researchers was bankers, lecturers, teachers, and nurses who represented individuals in their respective professions. Cooper said in Sudaryono (2018; 165) that population is related to all groups of people, events, or objects that are the center of research attention to be researched.

Data, seen from the data, how to get it, is divided into primary data and secondary data. Suliyanto (2018; 156) defines primary data as data that researchers collect directly from the first source. Secondary data is data that has been collected and presented by other parties.

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In this study, researchers used primary data, the samples were taken by asking respondents through online media. The number of respondents representing the population in this study was obtained by drawing samples. Delivered by Sudaryono (2018; 167) that sampling is a process of selecting several elements from the population so that by studying the sample an understanding of the characteristics of the sample subject, it is possible to generalize the characteristics of the population elements. The sampling technique used by researchers is random sampling, which is a technique that provides equal opportunities for everyone to become the subject of research. The number of samples is taken using the formula n = 0.25 (Z / E) 2 where n is the number of samples, Z is the standard normal number and E is the error rate.

Number of Respondents

The unit of analysis of this research was carried out on several professionals (teachers, lecturers, bankers, and nurses) by making a sample quota system. Sudaryono (2018175) stated that sampling based on quotas is in principle the same as judgment sampling, in which the method is carried out by considering the criteria to be sampled. By using the formula n = 0.25 (Z / E) 2 with confidence estimating 90% and an error rate of 10%, the number of respondents in this study are:

$$n = 0.25 \ (Z \ / \ E) \ 2$$
$$= 0.25 \ (1.96 \ / \ 0.1) \ 2$$
$$= 96.04$$
$$= \textbf{98 people round to 100 people}$$

Out of the 100 respondents clustered based on profession, they are as follows:

- Bankers: 25 people
- Lecturers: 25 people
- Teachers: 25 people
- Nurses: 25 people

4. Results and Discussion

Validity Test

The validity test is done by calculating the correlation of each score of the question or statement. Testing to find out whether the questions are positively correlated or not is done by comparing the calculated r value with the r table value for degree of freedom (df) in this case 30 - 2 = 28. The validity test is carried out using the help of the Statical Product and Service Solution program (SPSS). If the correlation coefficient is above 0.3, then an instrument is said to be valid (Sugiyono, 2012: 455). The provisions in seeing whether a structure is valid or not is done by comparing r count for each statement item with r table, if the result is positive and is greater than 0.3 then the statement is said to be valid. The results of testing the validity of 30 samples are:

Table 1. Validity Test

Item	r table	r statistics	Information
1	0,300	0,316	Valid
2	0,300	0,310	Valid
3	0,300	0,413	Valid
4	0,300	0.424	Valid
5	0,300	0,349	Valid

Item	r table	r statistics	Information
6	0,300	0,356	Valid
7	0,300	0,390	Valid
8	0,300	0,494	Valid
9	0,300	0,485	Valid
10	0,300	0,438	Valid
11	0,300	0,482	Valid
12	0,300	0,351	Valid
13	0,300	0,371	Valid
14	0,300	0,322	Valid
15	0,300	0,301	Valid
16	0,300	0,482	Valid
17	0,300	0,331	Valid
18	0,300	0,306	Valid
19	0,300	0,341	Valid
20	0,300	0,600	Valid
21	0,300	0,476	Valid
22	0,300	0,592	Valid
23	0,300	0,648	Valid

Reliability Test

The form of testing the quality of primary data with the aim of measuring the level of consistency of all questions submitted by researchers to respondents. Questions are considered consistent if the questions receive almost the same answers from different respondents. Priyatno, Duwi (2013: 30) states that the reliability test uses Cronbach's alpha. A data is said to be reliable if Cronbach's alpha> 0.600. The results of reliability testing for 30 samples are:

Table 2. Reliability Test

Variables	*Reliability Standard*	Alpha Cronbach	Keterangan
Knowledge	3,600	0,705	Reliable
Skill	3,600	0,638	Reliable
Attitude	3,600	0,791	Reliable
Professionalism	3,600	0,805	Reliable
Performance	3,600	0,883	Reliable

Classical Assumption Test for Multiple Regression Model

In the classical assumption test of the multiple regression model, there are several research constructs tests. Among them: Multicollinearity Test, Heteroscedasticity Test, Normality Test, Autocorrelation Test, and Determination Coefficient Test (R^2).

Multicollinearity Test

Multicollinearity is a condition where there is a strong correlation between the independent variables (Knowledge, Skill, Attitude, and Professionalism) involved in the formation of the linear regression model. Danang Sunyoto (2008; 79) states that a construct is said to have multicollinearity if the Variant Inflation Factor (VIF) <10 and all tolerance of the independent variables> 10%, then

the variance is declared not to have multicollinearity. The test results using SPSS 20 show that there is no multicollinearity, this is evidenced by the VIF of each independent variable <10 with a tolerance above 10%.

Table 3. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Knowledge	.439	2.280
	Skill	.463	2.158
	Attitude	.393	2.541
	Professionalism	.364	2.744
a. Dependent Variable: Performance			

Heteroskedasticity Test

This test is done to find out whether the residual variance from one observation is the same. Danang Sunyoto (2008; 82) stated that there is homoscedasticity if the residual has the same variance, on the other hand there is heteroscedasticity if the variance is not the same / different. To find out whether the results of the variants are the same or different, it can be seen from the results of the SPSS processing with the results of the scatterplot image. Danang Sunyoto (2008; 79) said that the variant in the regression equation where the scatterplot points have a regular pattern, either narrowing, widened or wavy, there is homoscedasticity. The results of data processing show that heteroscedasticity does not occur, as evidenced by the test results using the SPSS application as in the picture below.
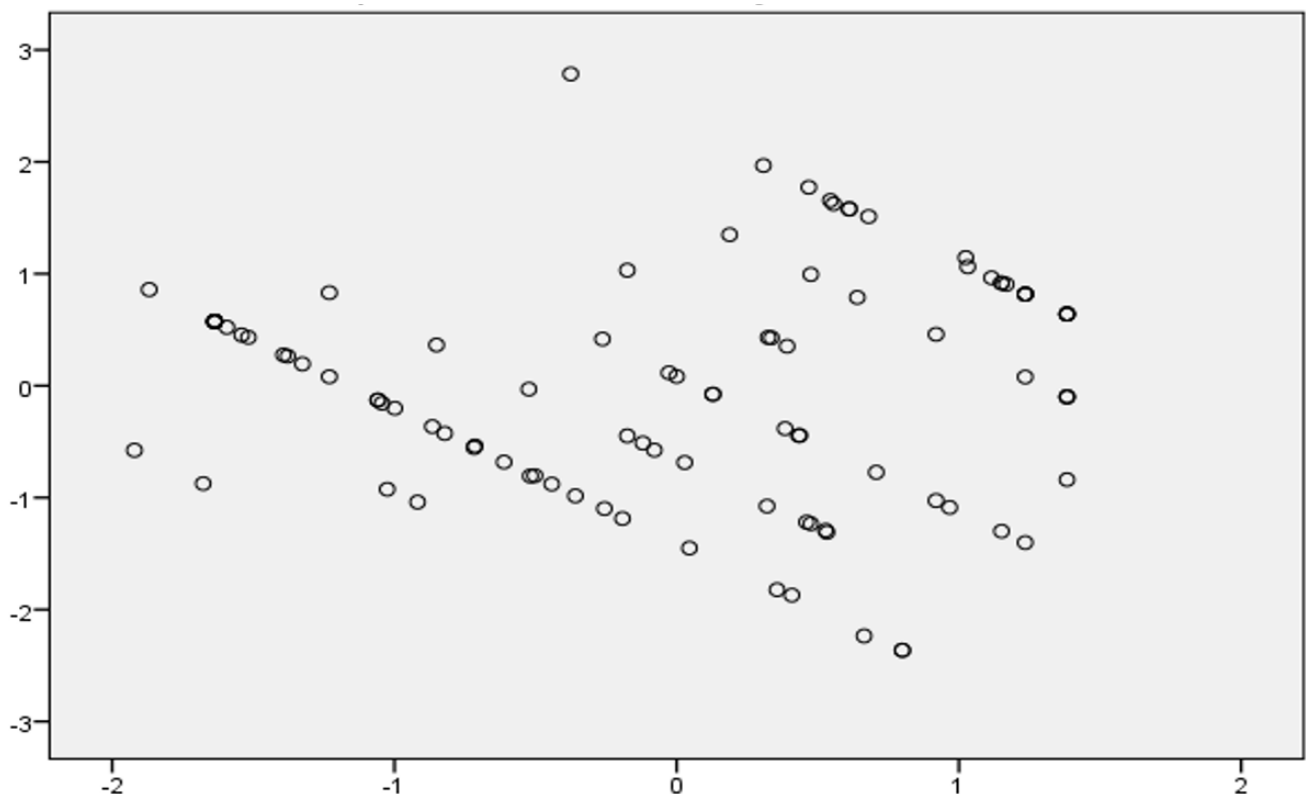

Figure 2. Scatterplot

Normality Test

This test is intended to test the independent variable data and dependent variable data whether normally distributed or not. The multiple regression equation is said to be good if the data is distributed close to normal. It is said by Danang Sunyoto (2008; 89) that a data is said to be normally distributed if the real data line follows the diagonal line.
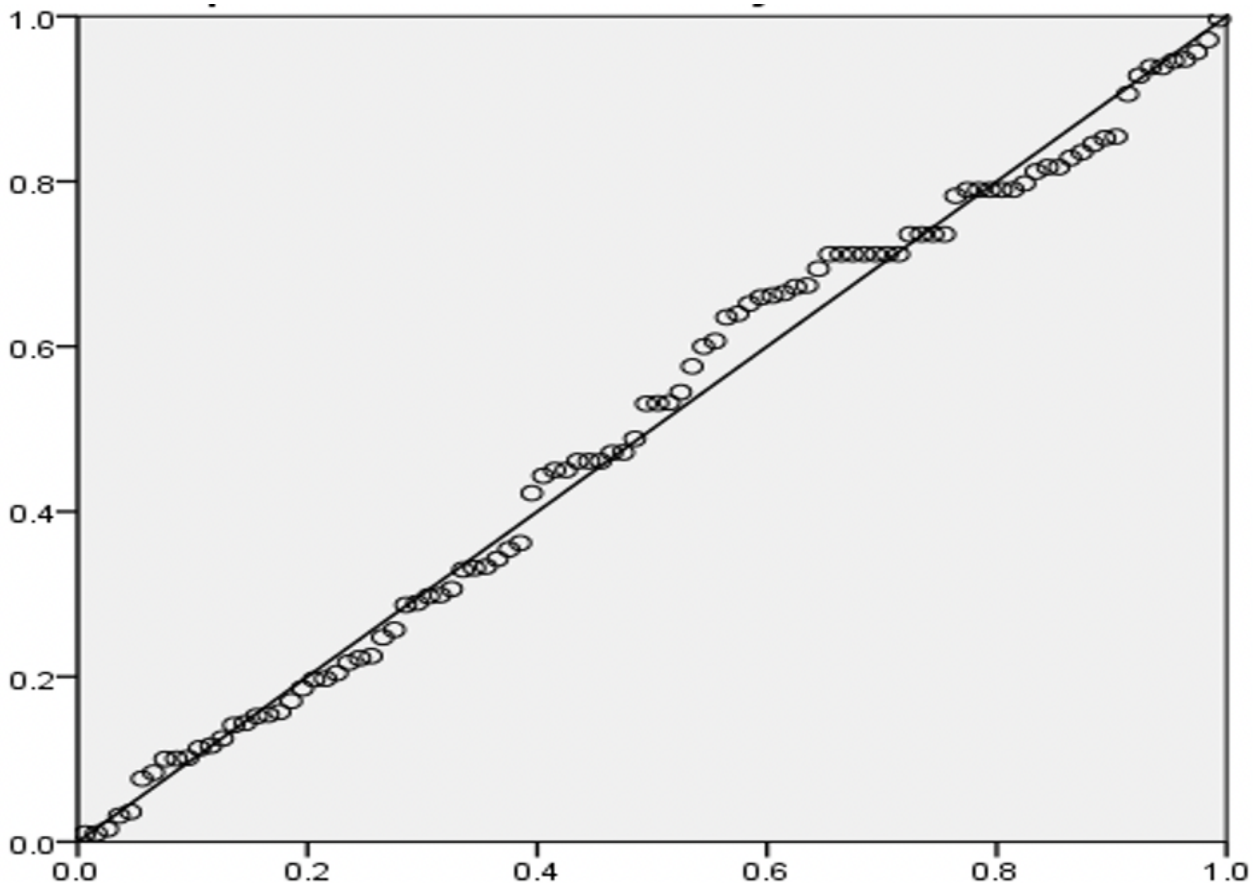

Figure 3. P-Plot

Autocorrelation Test

This test is intended to test multiple regression equations, whether the equation is good or not good (not suitable to be used as a prediction. The method used to determine whether there is an autocorrelation problem in the regression equation is to test Durbin Watson (DW) with the following conditions:

a. Positive autocorrelation occurs when the DW value <-2

b. There is no autocorrelation if the DW value is between -2 and 2

c. Negative autocorrelation occurs when the DW value> 2

The results of data processing through the SPSS application are as follows:

Table 4. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.770ᵃ	.593	.576	1.373	1.651

From the results of data processing, it is known that the multiple regression equation does not occur autocorrelation, this can be seen from the DW of 1,651 which is in the range -2 and 2.

Determination Coefficient Test (R²)

This analysis is used to determine the amount of influence contributed by the independent variables Knowledge, Skill, Attitude, and Professionalism to the dependent variable Individual Performance which is expressed as a percentage. In this study the coefficient of determination (R2) was calculated using the SPSS for Windows version 20 program.

Table 5. R Square

Variable	R^2	Sig
Knowledge	0,353	0,000
Skill	0,349	0,000
Attitude	0,524	0,000
Professionalism	0,481	0,000
Knowledge, Skill, Attitude, dan Professionalism	0,593	0,000

From the data processing, the contribution of influence is obtained:
1. Knowledge variable with an R square value of 0.353 or 35.3% with a significance of 0.000, much less than 0.05. This means that the Knowledge variable has a significant effect on individual performance with a contribution of influence of 35.3%, and the remaining 64.7% is influenced by other variables not included in the model.
2. Skill variable with an R square value of 0.349 or 34.9% with a significance of 0.000, much less than 0.05. This means that the Skill variable has a significant effect on individual performance with a contribution of influence of 34.9%, and the remaining 65.1% is influenced by other variables not included in the model.
3. The Attitude variable with an R square value of 0.524 or 52.4% with a significance of 0.000 is much smaller than 0.05. This means that the Attitude variable has a significant effect on individual performance with a contribution of influence of 52.4%, and the remaining 47.6% is influenced by other variables not included in the model.
4. Professionalism variable with an R square value of 0.481 or 48.1% with a significance of 0.000 which is much smaller than 0.05. This means that the professionalism variable has a significant effect on individual performance with a contribution of influence of 48.1%, and the remaining 51.9% is influenced by other variables not included in the model.
5. Knowledge, Skill, Attitude, and Professionalism variables with an R square value of 0.593 or 59.3% with a significance of 0.000 which is much smaller than 0.05. This means that the Knowledge, Skill, Attitude, and Professionalism variables together have a significant effect on individual performance with an influence contribution of 59.3%, and the remaining 40.7% is influenced by other variables not included in the model.

F Test

To test whether the independent variable simultaneously affects the dependent variable, the F test is used. The test criteria are as follows:
1. Ho is accepted if F count   F table
2. Ho is rejected if F count> F table
3. F table = df = n - k - 1 = 30 - 2 - 1 = 27 = 3.354

Table 6. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	260.758	4	65.189	34.591	.000[b]
1	Residual	179.032	95	1.885		
	Total	439.790	99			

From the results of the data processing above, using a confidence level of 95% and alpha 5%, the results of the model test above show an F value of 34.394 with a significance of 0.000, so Ho is rejected, meaning that the variables Knowledge, Skill, Attitude, and Professionalism simultaneously have a significant effect.

5. Conclusion

Based on the description of the research results starting from the theoretical foundation, data collection, data presentation and analysis, and discussion, it can be concluded that simultaneously the Knowledge, Skill, Attitude, and Professionalism variables have a positive and significant effect on the Individual Performance variable. The regression analysis results show that H0 is rejected and H1 is accepted. Thus, the first hypothesis is accepted. Partially work motivation variable has a positive and significant effect on performance variables. Regression analysis results: H0 is rejected and H1 is accepted. Thus, the second hypothesis is accepted. There is a strong correlation between Knowledge, Skill, Attitude, and Professionalism variables towards Individual Performance. This is evidenced by the Variant Inflation Factor (VIF) which is less than 10 and the tolerance for each variable is above 10%.

The contribution of the influence of the independent variables on the dependent variable is: Knowledge variable contributes an influence of 35.3% on Individual Performance. The remaining 64.7% is influenced by other variables not included in the model. Skill variables contributed 34.9% to individual performance. The remaining 65.1% is influenced by other variables not included in the model. Attitude variable contributes 52.4% influence to Individual Performance. The remaining 47.6% is influenced by other variables not included in the model. Professionalism variable contributed 48.1% to individual performance. The remaining 51.9% is influenced by other variables not included in the model. Knowledge, Skill, Attitude, and Professionalism variables contributed 59.3% to individual performance. The remaining 40.7% is influenced by other variables that are not included in this research model.

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