ACoMC
2022

Annual Conference of Management Challenges

PROCEEDING

ANNUAL CONFERENCE OF MANAGEMENT CHALLENGES (ACoMC)

"New Concept of Education and Business:
Challenges for Academicians
and Practitioners"

October, 15th 2022

Hosted by Faculty of Economics
Universitas Negeri Yogyakarta
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ANNUAL CONFERENCE OF MANAGEMENT CHALLENGES (ACOMC)

Topics:

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Aveon Hotel Yogyakarta, Saturday, October 15th, 2022

Publisher:

Annual Conference Of Management Challenges
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ACoMC is an annual conference held by the Faculty of Economics, Universitas Negeri Yogyakarta, which responds to the issues of Management Challenges, Information Technology, and Global Risk Impacts on Economics and Business Education. As a response to the emerging challenges and changes of the post-pandemic era, this year's theme is New Concept of Education and Business: Challenges for Academicians and Practitioners. Previous ACoMC sessions (2021) facilitated scholars in discussing the emerging issues around Surviving COVID-19 Pandemic: Education and Business Strategic Empowerment as Key Factors in Revitalizing National Economic due to the COVID-19 global outbreak. After almost two years of the pandemic, the world is preparing to face the post-pandemic stage, also known as the new normal era. The previous conferences have an impressive record of attendance and have attracted numerous international presenters and participants. The attendees benefited enormously from the lively discussion and presentation sections conducted during the conference. Many ideas have been shared and brainstormed in the meetings. Accordingly, ACoMC continuously tries to invite scholars, practitioners, and students to respond to the issues.

Yogyakarta, October 15th, 2022

Dr. Siswanto, M.Pd.

The Dean of the Faculty of Economics

Universitas Negeri Yogyakarta

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ANALYSIS OF THE INFLUENCE OF ONLINE MARKETING ON PURCHASE DECISIONS (STUDY ON STUDENTS IN THE SPECIAL REGION OF YOGYAKARTA)

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Abstract—**Fashion is the main need of every human being, especially for students. Students are teenagers who are still very concerned about appearance, so fashion trends are a must for them. The object of this research is consumers who buy fashion products online for fashion products such as clothes, bags, shoes, and other accessories. This study took a sample of 100 respondents using purposive sampling and in analyzing the data using descriptive and quantitative methods. The types and sources of data used are primary data and secondary data. data collection method is done by distributing questionnaires to respondents who buy online fashion products. The results of the linear regression test show Online Marketing variable (X) has a coefficient of 0.660 which means that if the Online Marketing variable is increased by 1 point, it will be able to increase Purchase Decisions by 0.660. The value of R Square (R2) is 0.619, this shows that the purchasing decision variable is influenced by the Online Marketing variable by 61.9%, and the remaining 38.1% is explained by other variables outside of online marketing. Based on the research conducted, it can be concluded that the indicators of convenience, information, and post-purchase behavior significantly influence purchasing decisions.**

Keywords— online marketing, fashion products, purchase decision

I. INTRODUCTION

Information and communication technology such as the internet is one of the social media that can be used to communicate with each other. The use of the internet today is not only as a communication medium, but also used as a marketing medium by business people. People's lifestyles are now starting to change to become more modern and follow trends because lifestyle, culture, mindset, needs and desires also change. Therefore, business people use the internet a lot to market their products through internet or online media because along with the development of technology that accelerates the delivery of information and there is a shift in the lifestyle of the wider community that is practical and modern.

By means of marketing that uses advanced information and communication technology, this is what many marketers use to market their products. Internet media that is more effective and efficient and easier to add to relationships is what business people use to support their business. Shopping using internet technology is called online shop or online shopping.

Shopping at online stores is currently a trend in social media and the community. Only by connecting a computer or gadget to the internet, it can be connected and connected to the internet so that it can sell products or services and buyers can order products or services which then make buying and selling transactions without having to meet directly with potential consumers.

Online product purchases are more dominated by teenagers, both boys and girls. Because what is sold in online stores is a wide variety of products. Such as fashion goods, electronics, tickets, machine tools, sports equipment, and other goods. How to make online transactions is also quite easy.

Many Indonesian people and residents make these purchases. So that the number of online stores in Indonesia is also increasing. And with the population of Indonesia which is always increasing every year, it will support the online business. With a variety of conveniences provided in making purchases online, it makes it easier for prospective buyers to make decisions to buy goods such as: What you are looking for is easy to find.

The information that can be obtained is easier and does not waste time and energy. Information can be sourced from: personal sources such as friends, commercial sources such as advertisements, public sources such as mass media and sources of experience such as having used the product.

The number of alternatives such as the number of online stores that become a reference before buying. With the ease of information and references, it makes it easier for prospective buyers to make purchases because there is no need for seduction or persuasion by the seller. Purchasers can re-purchase the same item or new item.

The current phenomenon is that there are 71.19 million internet users and 76% of Indonesians choose to shop online. Where 48% of young shoppers are teenagers aged 18-30 years (http:tribunnews.com). And the goods they buy are fashion products (http: tekno-kompas.com). In general, teenagers aged 18-30 years are college students. So that students are selected as objects in this study.

Currently, many products are sold online. One of the reasons is because it is more effective, without having to meet and using internet intermediaries is much more practical because many people use the internet where transactions are much easier without

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having to meet in person. In this case the seller and buyer instill a sense of mutual trust.

From the background above, it can be concluded that the phenomenon that occurs is excellence in purchasing products online, making it easier for buyers to make purchasing decisions when buying products because there are many references or alternative choices. So that the number of consumers who buy online is increasing. Online purchases of fashion items are mostly done by shoppers with an age range of 18-30 years. Therefore, researchers are interested in conducting research with the title "The Influence of Online Marketing on Fashion Product Purchase Decisions for Students in the Special Region of Yogyakarta".

II. LITERATURE REVIEW

A. Marketing Management Concept

According to Kotler, marketing is a social and managerial process by which individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and value with others (2009: 6). The purpose of marketing itself is to influence the level, reach, timing, composition of demand, thereby helping the organization achieve its goals. And to improve the efficiency and effectiveness of marketing activities carried out by individuals and companies.

The American Marketing Association (AMA) defines marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customers to manage customer relationships in ways that benefit the organization and its stakeholders (Kotler, 2009: 5).

B. Online Marketing

An online channel is a channel that a person can reach through a computer and a modem. The modem connects the computer to the telephone line so that the computer can reach various online information services. There are two types of online channels (Kotler, 2009: 318-319), namely:

1. Commercial online channel. Online channels provide subscribers with five main services: information (news, dialogue opportunities (bulletin boards, forums, talk boxes), and e-mail.
2. Internet. The Internet is a global network of about 45,000 computer networks that enable instant and decentralized global communications. The Internet, which was originally created to support research and academic exchange, is now available to a much wider audience of about 25 million people. Users can send e-mails, exchange ideas, shop for goods, and access news, food recipes, art information, and business information. The Internet itself is free, although users have to pay for commercial services to connect to it. There are two benefits of online marketing (Kotler, 2009: 318-319), namely:
   a. Provides three main benefits for potential buyers:
      1) convenience.
      2) Information.
      3) Fewer grunts.
   b. Provides a number of benefits for marketers:
      1) Quick adjustment to market conditions.
      2) Lower costs.
      3) Relationship fertilization.
      4) Audience size measurement.

C. Consumer Behaviour

According to Swastha and Handoko (2000:10), consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services including the decision-making process in the preparation and determination of these activities. Meanwhile, according to Engel (1992: 3), consumer behavior is the activities of individuals who are directly involved in obtaining, consuming, and spending products and services including the decision-making process that precedes and follows the determination of these activities.

Based on these two understandings, there are two important things in consumer behavior, namely the decision-making process and physical activities that involve individuals in the assessment. According to Swastha and Handoko (2000:17), the factors that influence consumer behavior are:

1. External Factors
   Consumer behavior is strongly influenced by various levels of society in which he was born and raised. This means that consumers who come from different walks of life or environments will have different assessments, needs, opinions, attitudes and tastes on the selling price of a product, quality and type of product. These external factors include:
   a. Culture
   b. Social class
   c. Social Groups and Reference
   d. Family
2. Internal Factors
   Internal factors concern a person's personal psychology which has a very large influence on consumer behavior in purchasing fashion products online. These internal factors include:
   a. Motivation
   b. Perception
   c. Personality and Self-Concept
   d. Learning Process
   e. Attitude

D. Consumer Purchase Decision

According to Kotler, there are five stages that consumers go through in the buying process, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (2009: 185).

1. Identification of problems/needs.
   The buying process begins with need recognition where the buyer recognizes a problem or need.
2. Information search.
   The stage of the buyer decision process, which stimulates consumers to seek more information. Consumers may simply increase attention or may actively seek information. When the consumer's drive is strong and a satisfying product is within

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reach, the consumer is likely to buy it. If not, the consumer can store the need in memory or search for information related to the need.

3. Alternative evaluation.

   Alternative evaluation is the process of evaluating product and brand options and selecting them according to what consumers want. In the alternative evaluation process, consumers compare various options that can solve the problems they face (Ujang Sumarwan, 2011: 367). This stage of the buyer decision process is when consumers use the information to evaluate alternative brands in the choice set.

4. Purchase decision

   According to Kotler, (2009: 165) the buying decision is the stage of the buyer's decision process, namely when the consumer actually buys the product. The assessment of the buying decision is preceded by the intention of the purchase decision, meaning what causes the intention to buy.

5. Post-purchase behavior.

   After the choice of products and products or services is purchased and consumed, consumers will experience several levels of satisfaction or dissatisfaction, namely post-purchase satisfaction, post-purchase actions and post-purchase use and disposal.

E. Definition of Fashion Products

A product will be liked by consumers if the product offers advantages and innovative complements. Companies are required to produce superior quality products, because in this intense competition, consumers are increasingly free to choose and determine the products they want and which are considered the most profitable. Humans in this era of globalization, recognize fashion products not only as the value of modesty and as an effort to protect the body but also the value of beauty and even fashion is considered a mirror of modern lifestyles. According to Moeliono et al., (1990: 589) fashion refers to a variety of clothing modes or something worn, such as jewelry, shoes, the latest ways and forms at a certain time. Fashion products are designed starting from the lower class, middle class and upper class with various forms, colors, models that add value to the fashion product. Various fashion modes can also be found from various media, for example, in magazines, television and tabloids that specifically present various kinds of fashion from fashion designers. Not infrequently fashion is also introduced to the public through fashion shows that are deliberately held to showcase the latest fashions. Understanding fashion according to www.wikipedia.org is Fashion or Fashion is a style of dress (but can also include cuisine, language, art, architecture) that is popular in a culture, styles can change quickly. television and tabloids that specialize in presenting various kinds of fashion from fashion designers.

F. Empirical Studies

Ekasari (2014) "Pengaruh promosi berbasis sosial media terhadap keputusan pembelian produk jasa pembiayaan kendaraan pada PT.BFI FINANCE Jambi" The results show that the personal relevance online variables, online interactivity, online messages, and brand familiarity have a significant influence on consumer decisions in purchasing vehicle financing products at PT. BFI Finance Jambi. Jamaludin (2015) "Pengaruh promosi online dan persepsi harga terhadap keputusan pembelian (survei pada pelannggan arya shop di kota Malang)". The results showed that simultaneously online marketing variables and price perceptions had a significant effect on purchasing decisions. And partially online marketing variables and price perceptions have a significant effect on purchasing decisions. Kuspriono (2017) "Pengaruh promosi online dan kemasan terhadap keputusan pembelian kosmetik merek sari ayu martha tilaaar" the results show that simultaneously online promotion and packaging variables have a significant effect on purchasing decisions. And partially online promotion variables and price packaging have a significant effect on purchasing decisions.

G. Thinking Framework

Based on the theoretical basis and previous research, a framework of thought can be drawn as shown in the following figure:
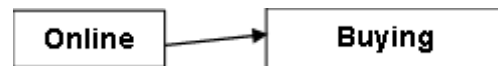
Figure. 1. Thinking Framework

H. Hypothesis

The hypothesis is a provisional assumption in the formulation of the problem that has been compiled and must be proven true. In this study, the hypothesis to be tested is "Online marketing has a significant positive effect on purchasing decisions for fashion products among students".

III. RESEARCH METHOD

The population in a study is a collection of individuals or objects which are general traits. The population in this study were students in the Special Region of Yogyakarta. The sample is part or representative of the population under study. The sample is part or representative of the population under study. The number of samples used is 100 (one hundred) students who have made online purchases. Data collection method used in this study is a questionnaire. The questionnaire is a list of questions that includes all questions and questions that will be used either by telephone, letter or face to face (Ferdinand, 2006). Questions asked to respondents must be clear and not ambiguous for them. To measure respondent's perception on the questionnaire distributed, researcher uses 5 Likert Scale.

A. Variable Operational Definition

1. Online Marketing

   An online channel is a channel that a person can reach through a computer and a modem. Modems connect computers with telephone lines so that

computers can reach various online information services (Kotler, 2009: 319). In this study, the indicators used in the measurement are:
a. Convenience
b. Information
c. Less seduction and persuasion

2. Buying Decision
The consumer purchasing decision process goes through five stages: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler, 2009: 184). In this study, the indicators used as measurement are:
a. Problem introduction
b. Information search
c. Alternative evaluation
d. Buying decision
e. Post Purchase Behavior

B. *Data Analysis Technique*

1. Validity test
Validity test used to measure the validity or invalidity of a questionnaire. The questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. Validity test is used to measure whether or not a data is valid in research. The significance test is carried out by comparing the calculated r value (in the Correlated Item-Total Correlation column) with the r table (df = n-2), namely comparing the calculated r value with r table for degree of freedom (df) = n-2 in this case is the number of samples. A question or indicator is declared valid, if r count > r table and the value is positive, but if r count < r table, then it is declared invalid and the value is negative.

2. Reliability
Reliability test is used to measure a questionnaire which is an indicator of a variable. The questionnaire is said to be reliable if a person's answer to the questionnaire is stable from time to time. One shot or measurement only once, namely the measurement only once and then the results are compared with other questions or measure the correlation between the answers to questions. SPSS provides facilities to measure reliability by using Cronbach's Alpha (α). According to Nunnaly (in Ghozali, 2006), a construct or variable is said to be reliable if it gives Cronbach's Alpha value > 0.60. A variable is said to be reliable if:
Result > 0.60 = Reliable
Result < 0.60 = Unreliable

3. Multiple linear regression analysis
Multiple linear regression analysis is used to determine whether the independent variables jointly affect the dependent variable, as follows:
Y = a+ bX + e
Where :
Y = Buying decision

a = constant
b = Marketing regression coefficienton line
X = Marketingon line
e = Disruptive variance

4. F Statistic Test
The F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. null hypothesis (H_0) to be tested is whether all parameters in the model are equal to zero or $H_0 : \beta_1 = \beta_2 = \ldots\ldots = \beta k = 0$ which means whether all the independent variables are not a significant explanatory to the dependent variable. The alternative hypothesis (H_a), not all simultaneous parameters are equal to zero, or H_0 : : $\beta_1 \square \beta_2 \ldots\ldots \neq \beta k \, 0$ which means that all independent variables are simultaneously a significant explanatory of the dependent variable (Kuncoro, 2001).

Test criteria:
If the significance level is F > 0.05 or F count < F table, then H_0 received.
If the significance level is F < 0.05 or F count > F table, then H_0 rejected.

5. Coefficient of Determination Test
The coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero and one. A small value of R2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variations (Kuncoro, 2001).

IV. RESULTS

This research was conducted with the help of a questionnaire instrument in collecting data that contained a list of questions about the identity of the respondents and questions related to the independent and dependent variables. Questionnaires were distributed to students of the Widya Wiwaha School of Economics, Yogyakarta and obtained data from 100 respondents. Based on the questionnaires that have been distributed by the researchers, the researchers can collect data related to the identity of the respondents to be tabulated, as well as research variable data which will then be processed using the SPSS series 23 software.

A. *Validity test*
Validity test is used to measure the validity or validity of a questionnaire. The questionnaire is said

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to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The significance test is carried out by comparing the calculated r value (in the Correlated Item-Total Correlation column) with the r table (df = n-2), namely comparing the calculated r value with r table for degree of frequency (df) = n-2 in this case is the number of samples.

Based on the results of the validity test, the output is presented in Table I. From Table I. it can be seen that the comparison between r arithmetic and r table, r table with a value of 0.198 comes from table r by 5% (0.05) and N amounts to 98 which comes from (df) = 100-2. If the value of r count is greater than r table, then the question items are considered valid. From the output results, as many as 8 items of questions that were prepared were all declared valid, because the number of r counts was greater than the r table value of 0.198.

Table 1. Validity Test Results

Variable	Items	Correlation coefficient	r Table (0.05)	IInfo
Online Marketing	Access via internet	0.229	0.198	Valid
	24 hour service	0.318	0.198	Valid
	Price	0.270	0.198	Valid
	Quality	0.355	0.198	Valid
	Performance	0.226	0.198	Valid
	Availability	0.321	0.198	Valid
	Product comparison	0.606	0.198	Valid
	No persuasion and seduction	0.555	0.198	Valid
Buying decision	Problem introduction	0.701	0.198	Valid
	Information search	0.407	0.198	Valid
	Alternative evaluation	0.701	0.198	Valid
	Buying decision	0.474	0.198	Valid
	Post-purchase behavior	0.270	0.198	Valid

B. Reliability Test

Reliability test is used to measure a questionnaire which is an indicator of a variable. The questionnaire is said to be reliable if a person's answer to the questionnaire is stable from time to time. SPSS provides facilities to measure reliability by using Cronbach's Alpha (α). According to Nunnaly (in Ghozali, 2006), a construct or variable is said to be reliable if it gives Cronbach's Alpha value > 0.60. The results of the reliability test are presented in Table 2.

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.716	.720	13

Based on Table 2. shows that the coefficient of Cronbach's Alpha Standardized is 0.720 greater than 0.6 which means that the questionnaire instrument is

reliable for use in research, in other words this measuring instrument is able to produce reliable data.

C. Simple Linear Regression

Based on the SPSS output of the linear regression test results presented in Figure 4.3., the results of this study can be formulated with the following regression formula:

$Y = 2.195 + 0.660 X$

Where :
Y   = Buying decision
a   = Constant Coefficient
b   = Regression Coefficient
X   = Online Marketing

The linear regression formulation shows the coefficient value of the independent variable. The coefficient value of the online marketing variable (X) has a coefficient of 0.660, which means that if the element of the online marketing variable is increased in intensity by 1 point, it will be able to increase purchasing decisions by 0.660. While the constant value of 2.195 indicates a condition if there is no online marketing, then the magnitude of the purchase decision is 2.195.

Table 3. Simple Regression Test Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	\Sig.
	B	Std. Error	Beta		
1 Constant)	2,195	.959		2.290	.001
X1 = Online marketing	.660	.641	.709	1.217	0001

D. F test

The F test is used to test the hypothesis which states that there is an influence of online marketing (X) on purchasing decisions (Y). The results of the F test are presented in Table VI.

Table 4. F Test Output

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	49,516	3	9,879	24,041	.000a
Residual	31,524	95	.437		
Total	91.040	99			

a. Predictors: (Constant), X = Online marketing

b. Dependent Variable: Y = Purchase Decision

E. Determination Test

The coefficient of determination (R²) is used to measure how far the model's ability to explain the variation of the dependent variable is. The coefficient of determination (R²) is expressed as a percentage. This R² value ranges from 0 < R² < 1. Based on the output of the determination test in Table V. shows that the value of R Square (R2) is 0.619 which means that in the regression model to explain the factors that

influence purchasing decisions can be explained by online marketing variables of 61.9%, and the remaining 38.1% is explained by other variables outside the independent variables in this research.

Table 5. Reliability Statistics

Model		R Square	Adjusted R Square	Std. Error of the Estimate
1	.717a	.619	.532	.66113

a. Predictors: (Constant), X = Online marketing

b. Dependent Variable: Y = Purchase Decision

V. DISCUSSION

The results of the linear regression test show online marketing variable (X) has a coefficient of 0.660 which means that if the online marketing variable element is increased by 1 point, it will be able to increase purchasing decisions by 0.660. While the constant value of 2.195 indicates a condition if there is no online marketing, then the magnitude of the purchase decision is 2.195. While the value of R Square (R2) is 0.619 which means that in the regression model to explain the factors that influence purchasing decisions can be explained by online marketing variables of 61.9%, and the remaining 38.1% is explained by other variables outside the independent variables in this study.

Based on the results of the data analysis above, it can be stated that in general through several online marketing indicators which include convenience, information, little seduction and persuasion, problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior are quite influential on the grounds that online marketing is very beneficial for consumers who don't have much time to shop and for companies it provides benefits because it is more effective and efficient so that it affects purchasing decisions for fashion products online, especially for students in Yogyakarta. Based on the research conducted, it can be concluded that the indicators of convenience, information, post-purchase behavior are having a significant effect to the consumer purchase decision.

VI. CONCLUSION

Based on the results of field observations, data processing, and analysis of the results of data processing, it can be concluded as follows:

1. The results of the linear regression test showonline marketing variable (X) has a coefficient of 0.660, which means that if the online marketing variable is increased in intensity by 1 point, it will be able to increase purchasing decisions by 0.660.
2. The value of R Square (R2) is 0.619, this shows that the purchasing decision variable is influenced by online marketing variables by 61.9%, and the remaining 38.1% is explained by other variables outside of online marketing.
3. Indicators of convenience, information, and post-purchase behavior have a significant effect on consumer purchasing decisions, especially the purchase of fashion items for students in the Special Region of Yogyakarta.

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COMPANY READINESS IN APPLYING PRIVATE ENTITY FINANCIAL ACCOUNTING STANDARDS (SAK EP): A CASE STUDY OF REGIONAL OWNED ENTERPRISES (BUMD) IN YOGYAKARTA

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*Abstract -*The internationalization of accounting standards is a demand for globalization so that entities become more competitive in the world market. In 2025, Indonesia through the Financial Accounting Standards Board (DSAK) will begin to adopt the Private Entity Financial Accounting Standards (SAK EP) replacing the Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP). This study aims to determine the level of readiness of Regional Owned Enterprises (BUMD) in implementing SAK EP seen from several indicators of issuance SAK EP, recording system, presentation of financial statements, differences in financial accounting standards for entities without public accountability (SAK ETAP) and private entities (SAK EP) and availability of adequate human resources (HR). This research is a qualitative research conducted by conducting structured interviews with BUMD. The results showed that BUMD did not know the plan to change SAK ETAP to SAK EP. In addition, in terms of available resources, BUMD is deemed to need time to adjust the knowledge that needs to be possessed in order to adopt SAK EP. This research is a preliminary study to determine the initial readiness for the application of SAK EP in Indonesia.
Keywords: Readiness, SAK EP, BUMD

I.   INTRODUCTION

As part of the response to economic demands in developed and developing countries, in 2009, the International Accounting Standards Board (IASB) published the International Financial Reporting Standards for Small and Medium sized Entities (IFRS for SMEs). The purpose of the preparation of IFRS for SMEs is to simplify the rules that are intended for entities without public accountability or private entities or can also be applied to Micro, Small and Medium Enterprises (MSMEs). Bonito & Pais (2018) said that MSMEs represent more than 95% of companies in the world. In addition, his research states that until 2018, Indonesia was one of the countries that had not adopted IFRS for SMEs. This is due to several factors, namely low transaction costs, knowledge

related to IFRS reporting which makes reports more complex, and supporting facilities from countries to immediately adopt these world standards. However, the plan is that Indonesia will only adopt IFRS for SMEs in its entirety in 2025 in the form of Private Entity Accounting Standards or SAK EP.

As with other accounting standards, accounting standards relating to entities without public accountability (ETAP) also change in accordance with the demands of the rules of the IASB. Research conducted by Francis et al (2008) found that the existence of microeconomics and macroeconomics is proven to influence the voluntary adoption of accounting standards. Financial Accounting Standards for Private Entity (SAK EP) is a standard that will replace the Financial Accounting Standards for Entities Without Public Accountability (SAK ETAP). The previously applied SAK ETAP is intended for MSMEs and private entities in general. However, over time, the Financial Accounting Standards Board of the Indonesian Institute of Accountants (DSAK IAI) has compiled SAK specifically for MSMEs in the most concise standard form, namely SAK for Micro, Small and Medium Entities (SAK EMKM). This implies that in fact, until now Indonesia has not fully adopted IFRS for SMEs which is actually more complex than the previously applicable accounting standards for entities without the obligation to report to the public, namely SAK EMKM and SAK ETAP.

SAK EP is considered to have more rules than SAK ETAP and SAK EMKM because it is intended for companies that have wider accountability. This is reflected in the number of pages of SAK EP which is more than the number of pages of SAK ETAP. If we look back, there are still many SAK ETAP that have been implemented that have not been fully implemented. Previous research stated that the company was not ready to use SAK EMKM and SAK ETAP as the basis for accounting records (Sholikin & Setiawan, 2018).

This prompts the question: "*Are private entities in Indonesia ready to fully implement SAK EP or full version of IFRS for SMEs*?" This question can certainly be answered by making further observations of the prospective users of these accounting standards. In this study, the focus of

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research is on one of the potential entities that will implement SAK EP, namely Regional Owned Enterprises (BUMD). Regional-Owned Enterprises are part of government-owned enterprises which are managed autonomously by the regions. In terms of capability, BUMDs have better management capabilities than MSMEs in general. Therefore, this study aims to determine the level of readiness of BUMDs in implementing SAK EP seen from several indicators of Issuance of Financial Accounting Standards - Private Entity (SAK EP), recording system, presentation of financial statements, differences in financial accounting standards between entities without public accountability (ETAP) and private entities (EP) and availability of adequate human resources (HR).

Literature Review and Prior Research
Readiness

Readiness according to Slameto (2010) is the overall condition that makes him ready to respond or answer in a certain way to a situation. Readiness is also defined as sufficient ability both physically and mentally (Dalyono, 1997). Physical readiness can be interpreted as having sufficient energy and good health while mental readiness means having sufficient interest and motivation to carry out an activity. Based on this definition, it can be concluded that readiness is a physical condition possessed by an individual or entity that makes him/her ready to face certain situations both physically and mentally to achieve certain goals.

BUMD

Regional-Owned Enterprises (BUMD) are businesses owned by Regional Governments, the main purpose of forming BUMD is as a source of regional revenue. According to the provisions of Article 3 in, BUMD is in the form of a regional company or in the form of a company. Undang-Undang Nomor 23 Tahun 2014 Tentang Pemerintah Daerah explains that Regional Owned Enterprises (BUMDs) are 1) Regional Public Companies are BUMDs whose entire capital is owned by one Region and is not divided into shares, and 2) Regional Government Companies are BUMDs in the form of a limited liability company which its capital is divided into shares which are wholly or at least 51% (fifty one percent) of the shares are owned by one Region.

Accounting Standards for Private Entity (SAK EP)

Private Entity Financial Accounting Standards (SAK EP) is an accounting standard ratified on June 30, 2021 by the Indonesian Institute of Accountants (IAI). SAK EP is the adoption of IFRS for SMEs by considering the conditions that exist in Indonesia. SAK EP will be effective in 2025 and allowed to be applied earlier. Later, this SAK EP will replace the SAK for Entities Without Public Accountability.

SAK EP was prepared with the aim of meeting the financial reporting needs of private entities. What is meant by a private entity is an entity that does not have public accountability obligations and publishes financial reports for external users. However, entities with public accountability can also apply SAK EP if permitted by the relevant regulations.

In general, SAK EP is simpler than general SAK based on IFRS. SAK EP eliminates topics that are not relevant to private entities, such as earnings per share, interim financial statements and operating segments. Other simplifications also occur in accounting policy options, so that private entities follow a single accounting policy for certain transactions. The latter simplification concerns some recognition and measurement principles, less disclosure and simpler language.

Previous research on IFRS for SMEs

Since 2009 there have been significant developments in the accounting sector for private entities, namely the issuance of IFRS for SMEs (Nobes, 2010). Even so, the implementation of IFRS for SMEs is still a challenge for entities without public accountability in various countries (Perera & Chand, 2015; Damak-Ayadi et al., 2020). The purpose of the issuance of IFRS for SMEs is to simplify the use of accounting standards for private entities or entities without public accountability so as to reduce the high cost of issuing financial statements. Damak-Ayadi et al (2020) found that more than 70 countries have adopted IFRS for SMEs, and the rest have not adopted.

Several studies have tested the readiness to implement IFRS adoption in Indonesia, such as in terms of the socio-economic impact of IFRS adoption (Yapa & Joshi, 2011), professional perception of accountants (Joshi et al., 2016), to efforts to improve SME compliance with accounting standards (Yanto et al, 2017). Walau begitu, belum terdapat studi empiris mengenai kesiapan entitas privat di Indonesia dalam menerapkan SAK EP atau full adopsi dari IFRS for SMEs di Indonesia. However, there are no empirical studies on the readiness of private entities in Indonesia to implement SAK EP or the full adoption of IFRS for SMEs in Indonesia.

II.   RESEARCH METHOD
Data Collection

This research is an evaluative research with a qualitative approach. According to Wirawan (2012), evaluative research is a research that aims to collect useful information about an object compared and assessed with certain indicators. Qualitative research was chosen because it was considered

capable of better understanding the human condition from various contexts and situations (Bengtsson, 2016). This research was carried out in May 2022 until completion. This research was conducted in regionally owned enterprises (BUMD) of Yogyakarta. This research was conducted with in-depth interviews to determine the readiness of accountants in BUMD in implementing SAK EP. In addition, researchers also use documentation techniques, especially on BUMD financial records with the aim of knowing the readiness of the entity.

Sampling Method

In this study, the population was all BUMDs under the provincial government of the Special Region of Yogyakarta, which amounted to 4 BUMDs. The sampling technique in this study is purposive sampling, i.e. the sample is taken with a certain misalignment and purpose (Sugiyono, 2010). Informants in this study were employees of the accounting department at BUMD. The sample selection in this study is based on criteria including the sample is not a company engaged in finance and banking. By considering the existing criteria, this study took a sample of BUMD XYZ.

Variable Measurement

The instrument of this research is to use interviews and documentation. Interviews were conducted by asking questions to research respondents. The readiness of BUMD is assessed as ready and not ready based on the following indicators:

Table. 1 BUMD Readiness Indicators for the Implementation of SAK EP (Sholikin & Setiawan, 2018)

No	Indicator	
1	Issuance of Financial SAK EP	If BUMD actors know about the issuance of SAK EP, they are considered ready to implement SAK EP. On the other hand, if the BUMD accountant is not aware of the issuance of SAK EP, it is considered not ready to implement SAK EP.
2	Recording system	The preparation of financial statements in SAK requires the use of the accrual basis. If the BUMD has applied the accrual basis to the company's financial records, it is considered ready to implement SAK EP. On the other hand, if the BUMD does not apply the accrual basis to the company's records, it is considered not ready to implement SAK EP.

No	Indicator	
3	Presentation of financial statements	In SAK EP requires entities to prepare statements of financial position, statements of comprehensive income, statements of changes in equity, statements of cash flows and notes to financial statements. If the BUMD has prepared a statement of financial position, comprehensive income statement, statement of changes in equity, cash flow statement and notes to financial statements, it is considered ready to implement SAK EP. On the other hand, if the BUMD has not been able to compile these reports, it is considered not ready to implement SAK EP.
4	Differences in SAK ETAP and SAK EP	There are several changes from SAK ETAP to SAK EP. SAK EP requires the use of fair value for investment properties and biological assets, the use of the concept of other comprehensive income, consolidated financial statements, business combinations and goodwill as well as more detailed arrangements for financial assets and liabilities as well as deferred tax. If the BUMD already knows the points of difference between SAK ETAP and SAK EP, it is considered ready to implement SAK EP.
5	Availability of adequate human resources (HR)	The availability of human resources here is the presence of human resources owned by private entities and understand the preparation of financial statements.

According ro Sugiyono (2010), the data validity test includes the credibility test (internal validity), transferability test (external validity), dependability test (reliability), and confirmability test (objectivity). This study applies a credibility test in testing the validity of the data. The credibility test that will be carried out is a data triangulation technique. Data triangulation is defined as checking data from various sources in various ways and times. There are three kinds of triangulation, namely source triangulation, technical triangulation, and time triangulation.

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This study chooses to apply source triangulation in testing the validity of the data and focuses on the company's readiness to implement Private Entity (EP) SAK. Source triangulation is to test the credibility of the data which will be done by checking the data that has been obtained from various sources. Source triangulation can be done in various ways, such as: comparing interview data with observations and comparing interview results with a document. Triangulation of sources will be carried out during the study, namely the results of interviews, observations, and findings in the form of company documents.

III.   DISCUSSION AND ANALYSIS

We have now examined the readiness of BUMD to implement SAK EP or full version of IFRS for SMEs. Data analysis carried out in this study was to find answers to research questions. This case study uses a source triangulation technique, namely by comparing the results of interviews with findings in the form of financial records of BUMD XYZ in Yogyakarta which is a private entity.

Scope and Data

This case study focuses on a private entity, namely BUMD XYZ in Yogyakarta. BUMD XYZ is a regional-owned enterprise engaged in goods and services. BUMD XYZ was originally formed by merging several businesses into one in 1987. Currently BUMD XYZ has several business units, including trade, transportation, tourism, drinking water and property. BUMD XYZ managed to record a profit of up to Rp3.7 billion in 2020. This case study data was obtained from the results of an interview with Mr. Riski (head of the tax accounting section) accompanied by an analysis of the financial statement documents of BUMD XYZ.

Findings

The results of this study look at the readiness of BUMD XYZ in implementing SAK EP from the following aspects:

Figure 1 The results of the analysis of the Readiness of BUMD XYZ in implementing SAK EP

a)   Knowledge related to the issuance of SAK EP
Until now, BUMD XYZ is still implementing SAK ETAP. Until the interview was conducted, BUMD XYZ did not know about information regarding the implementation of SAK EP on January 1, 2025. This can be seen from the statement of Mr. Riski, head of the tax accounting section of BUMD XYZ, as follows:
"…*actually we don't know, Ms*."
In addition, BUMD XYZ also admitted that he had not received any socialization regarding the change of SAK ETAP to SAK EP either from professional organizations or from other parties. This can be seen from Mr. Riski's statement as follows:
   "….*haven't heard, we haven't heard, Ms*".

b)   Knowledge of recording system in SAK EP
The recording system required by SAK EP is accrual based. Even though they have not implemented SAK EP, the recording system carried out at BUMD XYZ is already accrual-based. As additional information, apart from using the accrual basis, the recording of financial transactions in BUMD XYZ has also been computerized using accounting software.

c)   Knowledge of presentation of Financial Statements
The presentation of financial statements recommended by SAK EP is as follows: statement of financial position, statement of comprehensive and income statement, statement of changes in equity, statement of cash flows, and notes to financial statements. The financial reports that have been made at BUMD XYZ are balance sheets, income statements, reports of changes in capital and cash flow statements. This can be seen in the following statement:

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"… *profit and loss statement , balance sheet, changes in capital and cash flow*".

Until now BUMD XYZ has not prepared a comprehensive income statement for several reasons, including BUMD is a business unit that does not have subsidiary transactions. As explained by Mr. Riski in the following statement:

"…If there is no subsidiary, sis, we are a business unit."

However, based on the results of the interview, there is a revaluation transaction for fixed assets in BUMD XYZ, so there is a need for compiling comprehensive income but it has not been implemented because it still refers to SAK ETAP.

d) Knowledge of the differences between SAK EP and SAK ETAP

There are several additional matters regulated in SAK EP compared to SAK ETAP, such as: SAK EP requires the use of fair values for investment properties and biological assets, the use of other comprehensive income concepts, consolidated financial statements, business combinations and goodwill. Based on the results of the interview, BUMD XYZ does not know what things are added from SAK ETAP to SAK EP. This can be seen in Mr. Riski's statement as follows:

"…*not yet sis*".

e) Availability of adequate human resources (HR)

Another thing that can be seen from the readiness of BUMD XYZ to implement SAK EP is in terms of human resources. Mr. Riski as the head of the accounting and tax section admitted that he did not know about the information regarding the change in SAK ETAP to SAK EP, even so the researcher admitted that he agreed to adopt SAK EP if it could better describe the state of the company's performance. The following is the statement of the head of the accounting and tax section of BUMD XYZ:

"*I agree if these changes are able to describe the actual state of the company. Just support it, we'll just have to try to apply it here, for example, if it's affected, such as other comprehensive income*."

From the statement above, it can be seen that the human resources of BUMD XYZ have the enthusiasm to learn new things. In addition, BUMD XYZ is also willing to study changes in accounting standards independently, as shown in the following statement:

"*What's certain is that we learn first, what part are the changes, then we'll see what we've done so far, is there any difference, then if there's any change, we have to see what it's like, if it's required it must be in accordance with the SAK EP, right? we make adjustments as possible, with us studying first. Like that, sis, maybe, step by step*."

IV. CONCLUSIONS, LIMITATION AND FUTURE RESEARCH

This study tries to determine the readiness of BUMD XYZ in implementing SAK EP. This study tries to see the readiness of BUMD XYZ in implementing SAK EP from five aspects, namely knowledge of the issuance of SAK EP, the recording system implemented, presentation of financial statements, knowledge of the differences between SAK EP and SAK ETAP and the availability of human resources. Based on the results of the interview, it can be seen that BUMD is not aware of the change from SAK ETAP to SAK EP. BUMD also does not know the differences in the presentation of financial statements and the differences between SAK ETAP and SAK EP. Based on this, it can be concluded that BUMD is not ready to implement SAK EP.

The factor that hinders the readiness of BUMDs in implementing SAK EP is the absence of socialization from professional organizations to BUMDs regarding this matter. However, BUMD already has human resources that support the implementation of SAK EP in the future, such as accounting staff with linear educational backgrounds, enthusiasm for learning new things, and encouragement from creditors. The weakness of this research is that it is still limited to case studies in one BUMD. It is hoped that future research can expand the scope of research related to the company's readiness to implement SAK EP.

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EFFECT OF CONTENT MARKETING, INFLUENCER MARKETING AND EVENT MARKETING ON PURCHASE INTENTION (STUDY ON CONSUMERS OF PT. SIDO MUNCUL HERBAL AND PHARMACEUTICAL INDUSTRY)

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Abstract__his study aims to analyze and map the featured product in Jepara using shift share approach. There were two stages of analysis: 1) shift share analysis, and 2) commodity profile analysis. Shift share analysis is conducted by using Central Java GRDP (GRDP in Indonesian) and Jepara GRDP data, while commodity profile analysis is conducted by observing business in featured sector. The result showed that 6 of 17 business sector in Jepara had positive competitiveness. The manufacturing sector has the highest competitive advantage than other sectors. The two business in this sector that absorb a lot of labor are the wood processing industry and the tile industry. The implication of this research is that the local government needs to improve the managerial capabilities of business in this sector and accelerate the use of technology in business activities.
Keywords: GRDP, Featured Product, Shift Share

I.   PRELIMINARY

In the current era of technological development, business people must be more observant in choosing which strategy is appropriate for the product and existing conditions. In traditional marketing, they usually promote what they sell either products/services through advertising media. Some consumers are starting to be more selective in their activities when choosing products for daily needs. This change in people's behavior is an opportunity for developing companies to raise issues in each of their activities that create new phenomena in marketing. The marketing concept that has a new realm called content marketing, is direct or indirect marketing that is used to awaken awareness, recognition, memory, and action for brands, businesses, products (Genius, 2011). Research showed that content marketing affects purchase decision of a product or service. The research was in Go-Kopi Café in Malang, where content marketing has helped them in raising the number of consumers in the café (Taufiqur, 2019).

One of the discussions about marketing strategies through social media is influencer marketing. Influencer marketing is a new form of marketing that focuses on target individuals (Forbes, 2016). Social media influencers themselves represent a new form of third-party endorsers who create content as a form of promotion of a product (Freberg et al, 2011). Those contents can be posted through Instagram, Youtube, Twitter or even Facebook. Social media influencers are described as a traditional marketing phenomenon that will target most of the audience, while social media influencers actually target certain audiences, unlike the general audiences. This is the reason social media influencers promote content used and created based on their daily lives, so that it feels real and has a connection with consumers. It is not surprising that the existence of social media influencers seems to have a strong relationship between consumers and their products (Glucksman, 2017). Ewers (2017) categorizes influencers into two types, namely celebrity and micro-celebrity. Celebrity is someone who is already famous through television media and already has a large fan base, while micro-celebrity is a term for someone who appears through social media, comes from various backgrounds, does not have previous popularity through television media, and has fan base that is not as big as celebrity (Sutriono & Haryatmoko, 2018). Ewers (2017) categorizes influencers into two types, namely celebrity and micro-celebrity. Celebrity is someone who is already famous through television media and already has a large fan base, while micro-celebrity is a term for someone who appears through social media, comes from various backgrounds, does not have previous popularity through television media, and has fan base that is not as big as celebrity (Sutriono & Haryatmoko, 2018).

Indonesia is a country with the largest producer of spices as the main raw material for traditional herbal medicine, therefore many herbal medicine production companies have been established. One of the biggest company in Indonesia is PT. The Sido Muncul Pharmaceutical Herbal Medicine Industry, they are commonly known as Sido Muncul. Sido Muncul is one of the well-known traditional herbal medicine producers in Indonesia. Various number of health products have been created by Sido Muncul and are proven their efficacy in curing diseases and symptoms of health problems suffered by product users. In the recent years, many users of health product have decided to move to use traditional health products just like the product made by Sido Muncul. Based on the previous research with the object of traditional product sellers in Sukoharjo with 96 total

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repondents, they are divided into two parties. They are the seller who sells their product in the form of powdered herbs as much as 80% from the total reponden or it is 77 respondents, and the seller who sells their health products in the form of stewed herbs as much as 19 respondents or it is 20% of the total respondents (Yuani Novitasari, 2012).

Marketing strategies can increase the amount of consumer interest in the purchasing power of products (Purchase Intention), as well as that carried out by the Sido Muncul company. By using a public figure or someone who is famous/famous at that time, it can increase consumer purchasing power, such as the news report by Tribunnews.com reporter by Budi Prasetyo regarding the relationship of the late Mbah Marijan figure will be maintained as an icon of energy drink product Kuku Bima, one of Sido's products. Related to the increase in the number of sales of these products, it was up to 20% higher than in 2009, with the largest contribution being contributed by Kuku Bima products which reached 40%. Based on the background that has been described, it is necessary for researchers to identify problems.

1. Consumers are increasingly selective in buying goods for consumption
2. The role of Public Figures to increase sales
3. Making Events (activities that require a lot of people to be busy) as the role of product advertising.
4. Manufacturers are more skilled in responding to the digital era.
5. Consumer awareness of natural products (Jamu/Herbal)

Researchers focus on the effect of the holding of Content Marketing, Influencer Marketing, and Event Marketing on purchasing decisions / product selection (Purchase Intention) on herbal products PT. Sido Herbal and Pharmaceutical Industry Emerges.

I. THEORETICAL BASIS

A. Content Marketing

According to Gunelius (2011), content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline. This can happen in the form of a long form (such as blogs, articles, ebooks, etc.), short forms (such as Twitter updates, Facebook updates, pictures, etc.) or conversational forms, for example, sharing content via Twitter or participating in active discussions via blog comments or comments. through online forums. According to Gunelius (2011) there are four elements that are used as variables for the success of Content Marketing:

1. Content Creation, interesting content becomes the basis of strategy in doing social media marketing. The content created must be attractive and must represent the personality of a business in order to gain trusted from target consumers.
2. Content Sharing, sharing content with social communities can help expand a business' network and expand its online audience. A variety of

content can lead to indirect and direct sales depending on the type of content being shared.
3. Connect, social networking allows one to meet more people who share the same interests. Extensive networks can build relationships that can lead to more business. Honest and careful communication must be considered when doing social networking.
4. Community Building Web, social media is a large online community of individuals where interactions between people living around the world use technology. Building a community on the internet that has the same interests can occur with social networking.

B. Influencer Marketing

According to Brown & Hayes (2008), an influencer is someone who has the power to influence the purchase intention of others because of his popularity, authority, knowledge, position. An influencer must have many fans who are happy to follow his lifestyle. Usually, influencers already have a fan base, people who believe in their voices related to the industry they are in and according to their personal brand. Choosing the right influencer in conveying a seller's brand can get a wide market reach

C. Event Marketing

Event marketing is a tool for experiential marketing that focuses on the consumer experience, and treats emotionally driven and rational consumption as a holistic experience (Schmitt, 1999). According to researchers (Julie Z. Sneat & R Zachary Finney, 2014) there are 3 dimensions of Event Marketing, namely:

1. Enterprise, the company creates an innovative event to attract visitors to immediately know and experience an innovative and creative event.
2. Entertainment, providing benefits to participants by reason of providing entertainment and direct experience of the event being held.
3. Excitement, how the participants feel happiness, satisfaction, and pleasure from the event that is held by providing good benefits.

D. Purchase Intention

Purchase intention is a choice made by customers after analyzing several similar products. Customers will make product selections according to behavior, analysis results (product function) and habits (behavior). Purchase intention is an intention to buy, consider buying and recommending to buy the product to others. Roozy et al. (2014). Purchase intentions are routinely measured and used by marketing practitioners as inputs for sales or market share estimates. The indicators of buying interest are explained by the components of Schiffman and Kanuk. These components are as follows:

1. Interested in finding information about the product
2. Considering buying
3. Interested to try
4. Want to know the product

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5. Want to buy a product

E. Hypothesis

H 1 : Content marketing simultaneously has a significant effect on Purchase Intention at PT Jamu and Sido Muncul Pharmacy Tbk.

H2 : Influencer Marketing simultaneously has a significant effect on Purchase Intention at PT Jamu and Sido Muncul Pharmacy Tbk.

H 3 : Event Marketing has positive and significant effect on Purchase Intention at PT Jamu and Pharmacy Sido Muncul Tbk.

H 4 : The existence of Event Marketing, Influencer Marketing and Event Marketing simultaneously can have a positive and significant impact on Purchase Intention at PT Jamu and Pharmacy Sido Muncul Tbk.

II. RESEARCH METHODS

The type of research used in this research is associative research. Associative research is research that aims to find the relationship between two or more variables. The variables used in this study are content marketing (X1), influencer marketing (X2), event marketing (X3), and the dependent variable Purchase Intention (Y). The data used in this study used primary data obtained from answers from respondents who consumed Tolak Angin and had felt its efficacy given several questions.

The population of this study were traders and buyers in the Arjosari Traditional Market, Pacitan Regency, who were given an online questionnaire form. The target population of this study is the collection of data in this study was carried out randomly to obtain a sample from the population in question. The number of samples in a population taken is important in quantitative research. If the population is large, and the researcher is not able to study everything in the population, for example due to limited funds, manpower, and time, the researcher can use samples taken from that population. If the population of this study is the traders and buyers in the Arjosari Traditional Market, Pacitan Regency with an infinite number. In this research, researcher reduce the population by counting the size of the sample using Lemeshow Formula.

$$n = \frac{z^2_{1-a} \big/ 2^{x^p}(1-p)}{d^2}$$

$$n = \frac{1.96^2 . 0.5 \, (1-0.5)}{0.1^2}$$

$$n = \frac{3.8416 \, (0.25)}{0.01}$$

$n = 96,04$;Disesuaikan oleh peneliti menjadi 96 responden.

Based on these calculations, the sample of respondents in this study was adjusted to be 96 respondents. This is done to simplify data processing for better test results. The sample was taken based on the accidental sampling technique, which is one of the sampling techniques based on accidental/incidental meeting with the researcher, which can be used as a sample if the person met is deemed suitable as a data source.

III. RESULTS AND DISCUSSION

A. Characteristics of Respondents

In this study, the number of respondents used was 96 respondents. In filling this out, there are several respondents who have the right to fill out the questionnaire, namely the age of respondents above 15 years and customers who have consumed products from PT Jamu and Sido Muncul Pharmacy. Characteristics of respondents used in this study, among others, gender, age, occupation, last education.

B. Instrument Test

1. Validity test

Based on the output of the validity test for Content Marketing questions, it shows that all items value rcount > rtable (0.2006). The rcount value for the Influencer Marketing question shows all items rcount > rtable (0.2006). The rcount value for the Event Marketing question shows all items rcount > rtable (0.2006). The rcount value for the Purchase Intention question shows all items rcount > rtable (0.2006). The rtable value was obtained from the distribution table for r for df 94 (N-2 = 96-2) at a significance level of 5%.

Table 1. Validity Test Output

Items	rcount	Items	rcount
X1.1	.721**	X3.1	.661**
X1.2	.661**	X3.2	.715**
X1.3	.636**	X3.3	.648**
X1.4	.605**	X3.4	.684**
X1.5	.705**	X3.5	.663**
Items	rcount	Items	rcount
X2.1	.658**	Y1	.706**
X2.2	.607**	Y2	.697**
X2.3	.742**	Y3	.720**
X2.4	.603**	Y4	.636**
X2.5	.695**	Y5	.601**

Source: Primary data processed with SPSS 25, 2022

2. Reliability Test

Based on the Reliability Test table shows that all variables are greater than 0.60 which according to the criteria can be said to be reliable. The conclusion is that these variables can be used as a measurement instrument in research.

Table 2. Reliability Test

No.	Variable	Cronbach's Alpha	Information
1.	Content Marketing	0.683	Reliable
2.	Influencer Marketing	0.678	Reliable
3.	Event Marketing	0.699	Reliable
4.	Purchase	0.696	Reliable

No.	Variable	Cronbach's Alpha	Information
	Intention		

Source: Primary data processed with SPSS 25, 2022

3.   Classic assumption test

a.   Normality test

From the results of the One Sample Kolmogorov-Smirnov (KS) test, it was found that the significance value was 0.206 which was more than alpha (0.05). These results indicate that the residuals are normally distributed.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters, b	mean	.0000000
	Std. Deviation	2.09460444
Most Extreme Differences	Absolute	.109
	Positive	.109
	negative	-.055
Kolmogorov-Smirnov Z		1.065
asymp. Sig. (2-tailed)		.206

b.   Multicollinearity Test

From the calculations in the table of multicollinearity test results, the tolerance value for all variables is > 0.10 and the VIF value is < 10, so the regression model does not experience multicollinearity.

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficient s	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	6,817	1,830		3,724	.000		
Content Marketing 1	.180	.120	.172	1.497	.138	.698	1.432
Influencer Marketing	.055	.115	.054	.480	.632	.727	1.376
Event Marketing	.255	.102	.261	2.498	.014	.845	1.183

C.   Heteroscedasticity Test

To see the presence of heteroscedasticity is to use statistical tests. The statistical test chosen was the Glejser test, the basis for making heteroscedasticity test decisions through the Glejser test (Ghozali, 2016:137). Based on the heteroscedasticity test using the glesjer method, the significance value of all variables is greater than 0.05, so it can be concluded that there is no heteroscedasticity problem in the data.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,249	1.189		1.050	.296
Content Marketing 1	.033	.078	.052	.422	.674
Influencer	-.042	.074	-.069	-.567	.572

Marketing Event Marketing	.033	.066	.056	.493	.623

4.   Hypothesis testing

a.   **Multiple Linear Regression Test**

Table 6 Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,817	1,830		3,724	.000
Content Marketing 1	.180	.120	.172	1.497	.138
Influencer Marketing	.055	.115	.054	.480	.632
Event Marketing	.255	.102	.261	2.498	.014

Based on the above results, the multiple linear regression equation can be arranged as follows:

$Y = 6.817 + 0.180X1 + 0.055X2 + 0.255X3 + e$

The constant value is 6.817, this shows that if the variables of Content Marketing, Influencer Marketing and Event Marketing, if considered constant (0), then Purchase Intention is 6.817.

The regression coefficient of the Content Marketing variable (x1) is 0.180. This means that every 1% increase in Content Marketing will increase Purchase Intention by 0.180.

The regression coefficient of the Influencer Marketing variable (x2) is 0.055. This means that every 1% increase in Influencer Marketing will increase Purchase Intention by 0.055.

Event Marketing variable regression coefficient (x3) is 0.255. This means that every 1% increase in Event Marketing will increase Purchase Intention by 0.255.

b.   **t test**

Based on Table 6, it can be seen that:

1) Content Marketing has a value of t arithmetic = 1.497 < t table = 1.9860 with a significant level of 0.138 > 0.05, then H0 is accepted and H1 is rejected. So that Content Marketing has no effect on Purchase Intention.

2) Influencer Marketing has a value of t arithmetic = 0.480 < t table = 1.9860 with a significant level of 0.632 > 0.05, then H0 is accepted and H2 is rejected. So that Influencer Marketing has no effect on Purchase Intention.

3) Event Marketing has a value of t arithmetic = 2.498 > t table = 1.9860 with a significant level of 0.014 <0.05, then H0 is rejected and H3 is accepted. So that Event Marketing has an effect on Purchase Intention.

c.   **F Uji test**

The F test is used to show whether the independent variable as a whole or simultaneously has an influence on the dependent variable tested at the 0.05 level (Ghozali, 2013).

Table 7 F . Test Results ANOVA

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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74,440	3	24,813	5.477	.002b
	Residual	416,800	92	4,530		
	Total	491,240	95			

Dependent Variable: Purchase Intention
Predictors: (Constant), Event Marketing , Influencer Marketing, Content Marketing
Based on Table 7, the Fcount value is 5.477 > 2.70 Ftable and significant for Content Marketing, Influencer Marketing and Event Marketing, is 0.002 or less than 0.05. So the regression model of Content Marketing, Influencer Marketing and Event Marketing, simultaneously affects Purchase Intention.

f. Coefficient of Determination Test
Based on Table 8 the results of the coefficient of determination above, the magnitude of R Square is 0.152. The results of this statistical calculation mean that the ability of the independent variables (Content Marketing, Influencer Marketing and Event Marketing) in explaining changes in the dependent variable (Purchase Intention) is 15.2%, the remaining 84.8% is explained by other variables outside the analyzed regression model.

Table 8. Results of the Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389a	.152	-124	2.12848

1) Predictors: (Constant), Event Marketing , Influencer Marketing, Content Marketing
2) Dependent Variable: Purchase Intention

IV. CONCLUSION
Based on the results of research and discussion, some conclusions can be drawn as follows:
1. Content Marketing has no effect on Purchase Intention, in terms of the total value of t count 1.497 < t table = 1.9860 with a significant level of 0.138 > 0.05.
2. Influencer Marketing has no effect on Purchase Intention, in terms of the total t value 1.497 < t table = 1.9860 with a significant level of 0.138 > 0.05
3. Event Marketing has a positive effect on Purchase Intention, in terms of the total value of t count 2,498 > t table = 1.9860 with a significant level of 0.014 <0.05.
4. Content Marketing, Influencer Marketing, and Event Marketing have an effect on Purchase

Intention. This is evidenced by the calculated F value of 5.477 > 2.70 Ftable and a significance of 0.002 or less than 0.05.

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EFFECT OF WORK ENVIRONMENT AND MOTIVATION ON EMPLOYEE PERFORMANCE (STUDY ON PENI AYU SUPERMARKET EMPLOYEES)

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Abstract - This study aims to determine the effect of work environment and work motivation on employee performance at Peni Ayu Supermarket. This type of research is descriptive quantitative research using survey methods. The sample in this study were 33 employees of the Peni Ayu Supermarket having their address at Jalan Raya Tajem Maguwoharjo, Depok, Sleman, Yogyakarta. The data collection technique was done by using a questionnaire. The data analysis technique used are validity test, reliability test, classical assumption test, multiple linear regression analysis technique, F test, t test, and coefficient of determination test. The results showed that there was a significant effect of work environment variables and work motivation on employee performance.

Keywords: work environment, work motivation, employee performance

I. PRELIMINARY

Human resources are the most important company assets in supporting the progress of the organization. The quality of human resources greatly affects the effectiveness and efficiency of performance in an organization(Hidayat & Taufiq, 2012). HR management also has a duty to create the best performance for the company and employees. Good performance is a performance that is carried out optimally to achieve a company goal. A good company is a company that seeks to improve the ability of human resources because this is a key factor to improve performance. Optimal work environment and motivation can boost the process to achieve a performance achievement that has been set by the company.

Motivation is very important for an employee to have in carrying out their duties at work. Employee performance is strongly influenced by the motivation of each employee (SM Hasibuan & Bahri, 2018). According to Wursanto, (2005: 301) performance improvement.

Employees who have good performance can support the achievement of goals and objectives set by the company. Employee performance is strongly influenced by motivation, ability, and work environment. Work motivation is expected to continue to exist in employees because motivation is the most important asset to do business that encourages employees to work optimally (Hanafi & Yohana, 2017). The description above makes the researcher want to know how the Peni Ayu

Supermarket manages Human Resources, especially its employees, so it can boost their employee performance and to achieve the goal from the organization.

II. LITERATURE REVIEW

A. Work environment

According to Nitisemito in Nuraini, (2013: 97) The work environment is everything that is around the employee and can affect in carrying out the tasks assigned to him, for example by the presence of an air conditioner (AC), adequate lighting and so on. Because these things are very important in the process of carrying out the work. According to Sedarmayanti (2011: 46) work environment indicators are as follows:

    a. Lighting
    b. Air temperature
    c. Noise
    d. Space Required
    e. A sense of security for employees is very influential on security in the workplace

B. Motivation

Motivation is the result of a number of processes that are internal or external to each individual in carrying out their activities. With the motivation of each individual, it will indirectly affect behavior at work. The motivation that exists in a person will manifest a behavior that is directed at the goal of achieving the goal of satisfaction and motivation is not a visible behavior. So that leaders must be able to motivate employees in order to carry out work according to the skills they have and it is expected that they do the work the right way (Nababan, 2017). Robbins and Judge (2008) describes in a hierarchy the five basic human needs according to Maslow, namely:

1. Physiological needs, including hunger, thirst, shelter, sexual and other physical needs.
2. Security or safety needs, including the desire to be protected from physical and emotional harm.

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3. Social needs (Affiliation or acceptance needs), including affection, belonging, acceptance and friendship.
4. Esteem needs include internal rewards such as self-respect, autonomy and achievement as well as external reward factors such as status recognition and attention.
5. Self-actualization needs (Needs for self-actualization), the drive to become a person according to his abilities includes growth, achieving one's potential and self-fulfillment.

Types of Motivation
According to Hasibuan (2011: 150) explains that there are two types of motivation, namely:
a. Positive motivation (Positive Incentives), meaning that managers motivate (stimulate) subordinates by giving prizes to those who excel above standard performance. With positive motivation, the morale of subordinates will increase because people generally like to accept things that are fine.
b. Negative Motivation (Negative Incentives), meaning that managers motivate subordinates with their standards of punishment. With this negative motivation, the morale of subordinates in the short term will increase because they are afraid of being punished, but in the long term it can have bad results.

C. *Employee performance*
Employee performance plays a very important role in achieving the success of goals in a company. Employee performance determines the progress or decline of a company. Employees play an important role in carrying out every company activity, because every field of work is carried out by employees (Azmi & Syahrial, 2016). Employee performance is a comparison between work results and work standards set. Employee performance can also be seen from the work results in quantity and quality achieved from their responsibilities (Siswatiningsih, Raharjo, & Prasetya, 2016). Employee performance can be seen from several indicators, namely (Siswatiningsih et al., 2016):
1. Quality
2. Quantity
3. Timeliness
4. Cost-effectiveness
5. Need for supervision

D. *Hypothesis*
The hypothesis is a temporary answer given by the researcher and then expressed in a statement that can be researched. Based on the framework that has been expressed, the hypotheses proposed in this study are:
H1 : There is a significant influence between the work environment on the performance of Peni Ayu Supermarket employees.
H2 : There is a significant influence between motivation on the performance of the Peni Ayu Supermarket employees.
H3 : There is a significant influence between work environment and motivation simultaneously on the performance of the employees of the Supermarket Peni Ayu.

III. RESEARCH METHODS
This type of research uses descriptive quantitative research methods. This study explains the relationship of influence between variables studied. The data used in this study is primary data, namely data that refers to information obtained first-hand by researchers relating to variables of interest for the specific purpose of the study. The data are obtained through questionnaires, as well as field observations containing structured questions related to motivation, work discipline and work environment and their relationship to employee performance. The sample size was taken using the Slovin formula and obtained a total sample of 33 employees.

$$n = \frac{N}{1 + N\,e^2}$$

Information:
n = Number of Samples
N = Total Population
e = Fault Tolerance Limit

IV. RESULTS AND DISCUSSION
A. *Validity Test*
The function of the validity test is to get a valid research instrument. The research instrument can be used to measure what should be measured. The results of the validity test of the work environment variable statement can be seen in Table 1. Based on Table 1, it shows that each statement item on the employee performance variable is said to be valid. This is indicated by the value of rcount in each statement that is greater than rtable (0.344).

Table 1 Validity Test Results

Statement Number	Rcount	rtable	Information
LK_1	0.367	0.344	Valid
LK_2	0.779	0.344	Valid
LK_3	0.715	0.344	Valid
LK_4	0.438	0.344	Valid
LK_5	0.750	0.344	Valid

Statement Number	Rcount	rtable	Information
LK_6	0.629	0.344	Valid
MK_1	0.562	0.344	Valid
MK_2	0.522	0.344	Valid
MK_3	0.803	0.344	Valid
MK_4	0.724	0.344	Valid
MK_5	0.522	0.344	Valid
MK_6	0.803	0.344	Valid
K_1	0.634	0.344	Valid
K_2	0.551	0.344	Valid
K_3	0.709	0.344	Valid
K_4	0.808	0.344	Valid
K_5	0.634	0.344	Valid
K_6	0.551	0.344	Valid

B. Reliability Test

Reliability test serves to obtain a reliable (feasible) research instrument. A research instrument is said to be reliable (feasible) if the respondent's answer to the statement is consistent or stable from time to time. Reliability tests were carried out on each variable. Based on Table 2, it shows that the research instrument on the work environment variable consisting of 6 statements is said to be reliable. This is shown based on the data of Cronbach's Alpha value of all variables greater than 0.60

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Theory	N of items	Information
Work Environment (X1)	0.671	0.600	6	Reliable
Work Motivation (X2)	0.831	0.600	6	Reliable
Employee Performance (Y)	0.783	0.600	6	Reliable

C. Classic Assumption Test Results

1. Normality test

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		33
Normal Parameters,b	Mean	.0000000
	Std. Deviation	1.07265293
Most Extreme Differences	Absolute	.145
	Positive	.111
	negative	-.145
Test Statistics		.145
asymp. Sig. (2-tailed)		.076c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

2. Multicollinearity Test

Table 4. Multicollinearity Test Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,951	2,312		1,277	.212		
Work environment	.371	.118	.460	3.135	.004	.618	1.618
Work motivation	.443	.162	.401	2,732	.010	.618	1.618

a. Dependent Variable: Performance

3. Heteroscedasticity Test

The heteroscedasticity test is carried out to see whether there is an inequality of variance from the residuals of one observation to another observation. Based on Figure 1 shows that the data is spread out, then there is no heteroscedasticity.
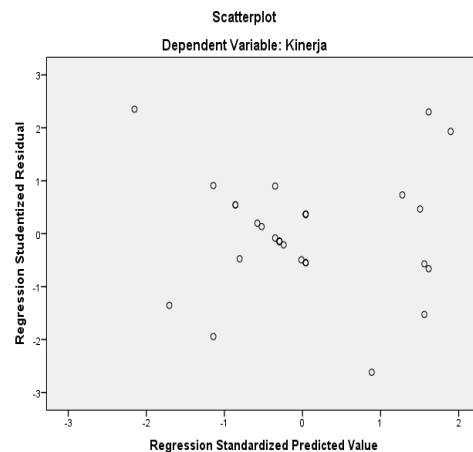
Figure 1. Heteroscedasticity Test Results

4. *Multiple Regression Analysis*

Based on Table 5 shows that the results of multiple regression analysis obtained coefficients for the work environment variable of 0.371 and work motivation of 0.443, with a constant of 2.951, so that the multiple linear regression equation model obtained is as follows:

$$Y = a + b1.x1 + b2.x2$$
$$= 2.952 + 0.371X1 + 0.443X2$$

The a value of 2,951 is a constant or condition when the employee performance variable has not been influenced by other variables, namely the work environment variable as X1 and work motivation X2. If the independent variable does not exist, the employee performance variable does not change. The value of b1 (regression coefficient value x1) of 0.371 indicates that the work environment variable has a positive influence on employee performance, which means that every 1 unit increase in the work environment variable will affect employee performance by 0.371, assuming that other variables are not examined in this study. The value of b2 (regression coefficient value x2) is 0.443, indicating that the variable indicates that the work motivation variable has a positive influence on employee performance, which means that every increase of 1 unit of work motivation will affect employee performance by 0.371, with the assumption that other variables are not examined in this study.

Table 5. Multiple Linear Regression Results Coefficients

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775a	.601	.574	1.10783

a. Predictors: (Constant), Work Motivation, Work Environment

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	2,951	2,312		1,277	.212
Work environment	.371	.118	.460	3.135	.004
Work motivation	.443	.162	.401	2,732	.010

a. Dependent Variable: Performance

5. *t test (Partial)*

The t-test was conducted to determine how far the influence of each individual regression coefficient on the independent variables consisting of the work environment and work motivation that affect the performance of Peni Ayu Swalayan employees. Based on Table 5 shows that the work environment variable has a value of t count > t table or 3,135 > 2,039. This shows that the alternative hypothesis is accepted, namely that there is a partial effect of work environment variables on employee performance. The work motivation variable has a value of t count > t table or 2,732 > 2,039. This shows that the alternative hypothesis is accepted, namely that there is a partial effect of work motivation on employee performance.

6. *F Test (Simultaneous)*

Table 6. F Test Results

ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	55,363	2	27,682	22,555	.000b
Residual	36,819	30	1,227		
Total	92.182	32			

a. Dependent Variable: Performance
b. Predictors: (Constant), Work Motivation, Work Environment

Based on Table 6 shows that the significance value of 0.000 is smaller than 0.05, it shows that there is a significant effect of work environment and work motivation on employee performance.

7. *Coefficient of Determination Test*

Table 7. Coefficient of Determination Test Results

Model Summary

Based on Table 7 shows that the test results above obtained the coefficient of determination value of the test results obtained by the coefficient of determination (R^2) of 0.601 which indicates that 60.1% of employee performance is influenced by work environment factors and work motivation. The remaining 39.9% is influenced by other variables that do not exist in the linear regression model.

V. CONCLUSION

Based on the results of research and discussion, it can be concluded that:

1. The work environment affects the performance of the employees of the Supermarket Peni Ayu Swalayan seen from the value of t count greater than t table or 3.135 > 2.039.
2. Work motivation has an effect on the performance of Peni Ayu Supermarket employees, seen from the t count value greater than t table or 2.732 > 2.039.
3. Simultaneously, work environment and work motivation significantly affect employee performance, seen from the significance value of less than 0.05.

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EVALUATION OF MSME MARKETING STRATEGY DURING THE COVID-19 PANDEMIC (STUDY ON SMES TOFU TUNA POKLAHSAR NAVAR BAHARI RAYA)

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Abstract - This research is a descriptive study that aims to analyze the implementation of marketing strategies in Micro, Small and Medium Enterprises (MSMEs) during the Covid-19 pandemic. The research was conducted on one of the MSMEs located in Pacitan Regency which is an area with superior products of Tuna Tofu. MSME Tofu Tuna Poklahsar Navar Bahari Raya which is one of the SMEs producing tuna tofu that has survived the Covid-19 Pandemic. Therefore, it is necessary to evaluate the marketing strategy implemented during the pandemic period in order to develop a business when it has passed the Covid-19 pandemic. The research was conducted using in-depth interviews with the business owners of SMEs Tofu Tuna Poklahsar Navar Bahari Raya. Based on the results of the interview, it was shown that MSMEs Tofu Tuna Poklahsar Navar Bahari Raya optimized the Marketing Mix Marketing Strategy in the form of Product Strategy, Price Strategy, Promotion Strategy, and Place / Distribution Strategy. Based on the implementation of this strategy, it can be concluded that it can increase sales volume even though it cannot be the same as sales volume as before the Covid-19 pandemic.

Keywords: Marketing Strategy, Marketing Mix, MSME, Covid-19 Pandemic

I. PRELIMINARY

The impact of the implementation of the PSBB policy to reduce the spread of Covid-19 is also felt by Micro, Small and Medium Enterprises or commonly referred to as MSMEs. According to Rudjito (2003), MSMEs are businesses that help the Indonesian economy. Because through MSMEs, they will form new jobs and increase the country's foreign exchange through business entity taxes. The definition of MSMEs according to Law no. 20 of 2008 is a trading business managed by individuals referring to productive economic businesses with criteria that have been stipulated in the Act with a certain amount of wealth and income.

As a result of the large number of large companies reducing the number of employees to the point of bankruptcy, independent business sectors began to emerge in order to survive and earn income during the pandemic. The emergence of independent business actors is certainly an additional challenge for existing MSME business actors, where they are already faced with the challenge of declining sales volume from their business.

Sales volume can be a measure to show the amount of goods or services sold. The stability of the level of sales that continues to increase every year in accordance with the number and sales of products produced by the company is one of the effective marketing strategies. The company must reduce the impact of threats that come by making a strategy that is able to take advantage of various opportunities (Wulandari, 2014).

In order to achieve the goal of sales volume stability, business actors must at least implement a marketing strategy. Marketing strategy has a broad scope in the field of marketing including strategies in facing competition, pricing strategies, product strategies, promotion strategies, and so on. This strategy applies to all sectors of the company, including the MSME sector (Rahmat, 2012).

Marketing strategy can be influenced by two factors, namely internal factors and external factors. Internal factors can be identified through the strengths and weaknesses of the company. These internal factors include all kinds of functional management in the company such as marketing, finance, operations, human resources, research and business development, management information systems, and also corporate culture. The next factor is external factors, from which opportunities and threats can be formed. External factors relate to conditions that occur outside the company that affect company decisions. These factors include the industrial environment and the micro business environment (Irham, 2015).

MSME Poklahsar Navar Bahari Raya is a home-based business engaged in processed tuna meat. The Navar Bahari Raya Processing and Marketing Group was originally an individual business engaged in the production of tuna meat into tuna fish balls. Before being formed as Poklahsar, there were visits from PPL officers who provided direction and guidance regarding the convenience or advantages of forming a Poklahsar.

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So that on September 9, 2012, production activities began with the status of Poklahsar.

Currently, Poklahsar Navar Bahari Raya activities have undergone many developments, both in terms of product quality and quantity. Product quality has developed, such as: the use of labeled packaging, as well as packaging that has used a vacuum sealer. Meanwhile, in terms of product quantity, there have been developments, such as: daily production which has reached 500 packs, monthly profit of ± Rp. 30,000,000, and also 18 kinds of processed products.

Entering a pandemic situation, Poklahsar Navar Bahari Raya SMEs also experienced the impact. Sales continue to decline, this is because consumers are more focused on health and basic daily needs for survival. This situation makes it a big problem for Poklahasar Navar Bahari Raya to be able to maintain its business. The marketing strategy applied must also adjust to the existing conditions. For comparison, the following is data on the sales volume of tuna tofu produced by MSME Poklahsar Navar Bahari Raya before and during the Covid-19 pandemic.
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II. THEORETICAL BASIS

A. Marketing strategy

Marketing strategy is a form of directed plan in the field of marketing to obtain optimal results. There are two separate factors in a marketing strategy, but they are interrelated, namely:

a. The target market or target, which is a group of the same, which is the company's target.
b. Marketing mix, namely marketing variables that can be controlled, which will be combined by the company to obtain maximum results.

These two factors have a close relationship. The target market is a target to be achieved, while the marketing mix is a tool to achieve these goals. So, the marketing strategy is to select and analyze the target market. which is a group or person who is suitable and can satisfy the target market (Kotler, 2011)

Marketing strategies can be divided into three types, namely:

a. Marketing strategy that does not differentiate the market (undifferentiated marketing).
b. Differentiated marketing strategy
c. Concentrated marketing strategy

B. Marketing Mix (Marketing Mix)

The marketing mix is a set of tools that the company uses to continuously achieve its marketing objectives in the target market. Marketing mix is a level that combines important elements of marketing goods or services, such as product excellence, pricing, product packaging, advertising, inventory, distribution and marketing budgets in an effort to market a product or service (Thorik et al., 2007).

1. Product
2. Price
3. Promotion
4. Place
5. People
6. Process
7. Physical evidence

C. Sales Volume

Sales volume shows the value of the offer which has the impression of being in accordance with the level expressed in financial or nominal values. The increase in sales volume for the company is very important to measure the success of managers, or is an indication of the success of the company in its competition. Companies that are not successful will result in other functions in the company being meaningless. Therefore, it is the goal of every company to increase its sales volume (McDaniel, 20017).

According to Putra, et al (2016), sales volume is also influenced by two environmental factors, namely: (1) uncontrollable environmental factors consist of a competitive, economic, technological, political, legal, and socio-cultural environment; (2) controlled environmental factors are environmental factors that affect marketing including sales within the company.

III. RESEARCH METHODS

The research approach used by the author in this study is a case study approach. Case study research includes in-depth and contextual analysis of similar situations in other organizations, where the nature and definition of the problem that occurred was similar to the problem experienced today.

The research location is closely related to the population. Both of them determine the affordability of research. This research was conducted at Poklahsar Navar ahari Raya which is located at Jl. Sunan Gunung Jati RT 04 RW 04 Bengkal Hamlet, Tanjungsari Village, Pacitan District/Regency. In this study, the informant was the Head of Poklahsar Navar Bahari Raya, who was considered to have a thorough understanding of Poklahsar Navar Bahari Raya starting from history, operational activities, marketing strategies, and other activities. In this study using data sourced from the research location, obtained through interviews with the owner of Poklahsar Navar Bahari Raya using short questions (questionnaires).

There are 3 data collection techniques used, namely:

a. Interview
b. Observation
c. Documentation

Data analysis techniques used in this study are:

a. Data reduction

The data obtained are written in the form of reports or detailed data. Reports are compiled based on the power obtained, reduced, summarized, selected the main things, and focused on the things that are important.

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b.   Data presentation

The data obtained are categorized according to the subject matter and made in the form of a matrix so that it makes it easier for researchers to see patterns of relationships between one data and another.

c.   Conclusion and verification

The inference activity is a further step from the data reduction and presentation activities. Data that has been reduced and presented systematically will be concluded temporarily. Provisional conclusions need to be verified. Techniques that can be used to verify are triamgulation of data sources and methods.

IV. RESULTS AND DISCUSSION

General description SMEs Pohlahsar Navar Bahari Raya

In Pacitan Regency, you can find several MSMEs working in the creative industry sector, or more precisely in the food and food sub-sector which is processed from several homes. The existence of SMEs that produce tofu is due to the abundance of Pacitan waters in the form of tuna. The following are SMEs that produce tuna tofu in Pacitan Regency.

Table 2. SMEs that produce tuna tofu in Pacitan Regency, East Java

No	Business Name	Address
1.	Tofu Tuna Anugerah Jaya	Jl. Attorney General Suprapto No. 8
2.	Tuna Aziza Tofu	RT 01 RW 11 Teleng Neighborhood, Sidoharjo Village, Pacitan Regency
3.	Tofu Tuna Bu Erwin	Jl. WR. Supratman (in front of Kucur's grave) Jalan Raya near the tourist site of Teleng Ria Pacitan
4.	Tofu Tuna Dewa Ruci	Ngadirojo Village, Ngadirojo District, Pacitan Regency
5.	Tofu Tuna Pak Ran	RT 05 RW XI Link. Teleng, Sidoharjo Village, Pacitan Regency
6.	Tofu Tuna Srikandi Pacitan	Jl. Pierre Tendean No. 5 district. Pacitan, Kab. Pacitan
7.	Tofu Tuna Sari Ulem	Jl. Gajah Mada No. 23, Ex. Baleharjo, Kec. Pacitan, Kab. Pacitan
8.	Tofu Tuna Inggil Pacitan	Jl. Scout Gang Tuna RT 01 RW 11, Lingk. Teleng Ria, Kel. Sidoharjo, Kec. Pacitan, Kab. Pacitan

No	Business Name	Address
9.	Tofu Tuna Navar Bahari Raya Pacitan	Jl. Sunan Gunung Jati RT 4 RW 4 Bengkal Hamlet, Tanjungsari Village, Kec. Pacitan, Kab. Pacitan

Source: Data on tuna tofu trading business in Pacitan Regency 2016

MSME Pohlahsar Navar Bahari Raya has survived for more than 5 years and requires the presence of products and strategies to develop them. For the sustainability of the MSME food and beverage business, business actors need to know the development of the business environment which tends to change very quickly. Such conditions require proper strategic management, so that business actors do not only focus on financial management but also on marketing management, especially in the formulation and implementation of competitive strategies. These efforts are needed to increase sales of food and beverage products by implementing accurate marketing strategies.

D.   Results and Discussion

A number of business people are having difficulty achieving the targets that must be achieved when the national economy is disrupted due to Covid-19. In addition to the difficulty of achieving certain targets, the sluggish market due to the impact of the Corona Virus was not able to boost sales figures for MSME business players. As a result, the income received is not as expected. This causes the company's financial balance to be disrupted, the worst impact is that the business that is run can go out of business due to the funds that run out before the business develops or returns on capital.

The marketing strategies carried out by MSME Poklahsar Navar Bahari Raya in maintaining their business during the Covid-19 pandemic are:

a.   *Product Strategy*

Communication media in the form of social media is advertising that can be done every day by UMKM Poklahsar Navar Bahari Raya. The social media used is mainly Whatsapp, so that anyone can access product information easily. In addition, ordering or purchasing products can be directly connected to the Chairman of MSME Poklahsar Navar Bahari Raya. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) related to products stated that:

"The products we produce are varied, such as tofu tuna fish balls, spicy tuna fish balls tofu, tuna fish dumplings, tuna fish nuggets, vegetable tuna fish balls, tuna fish rolls, tuna fish steaks, and many more. However, for the product that has been produced from the beginning of the formation of Poklahsar Navar Bahari Raya SMEs, it is tuna fish ball tofu."

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The tuna fish ball tofu product produced by Poklahsar Navar Bahari also adapts to the tastes of consumers whose information is obtained from sales agents. The variety of spicy tuna fish balls tofu products is only produced according to orders from consumers or from sales agents. Another innovation in terms of products made by Poklahsar Navar Bahari Raya is packaging products in canned packaging. This canned product is still in the testing phase to determine the food's durability or its proper consumption period. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) related to product innovation stated that:

"Tofu spicy tuna fish ball is a product innovation that is carried out by adjusting the tastes of consumers. There are several sales agents from outside the city and within the city who have ordered the production of spicy tuna fish balls tofu several times. But we have not dared to produce for stock taking because of the addition of supporting ingredients in spicy tuna fish ball tofu, such as chili and other spices. In addition, we are also in the testing phase of food safety in canned packaging. The hope is that when we know the shelf life of the canned product that is being tested, we can collaborate with bigger food companies to expand our marketing."

In addition to innovating, Navar Bahari Raya SMEs also complete the legal aspects of the business. The legal aspect in question is by registering tofu products of tuna fish balls with the Food and Drug Supervisory Agency or better known as BPOM, Indonesian National Standard products or SNI, Processing Feasibility Standards or SKP, and also extending the MUI Halal period. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) related to the legal aspects of the product stated that:

"To further convince consumers about the safety of products produced by MSMEs Poklahsar Navar Bahari Raya, we do not hesitate to register our products with the Food and Drug Supervisory Agency or BPOM, then SNI, SKP to prove that the processing of our products is clean and proper. , and also we are currently extending the MUI Halal period of our products."

Based on the explanation above, it can be seen that Navar Bahari Raya MSMEs are not afraid to carry out product development during the Covid-19 pandemic. The development carried out by the Navar Bahari Raya MSME cannot be separated from studying market needs and also adjusting to the financial conditions of the Navar Bahari Raya MSME during the Covid-19 pandemic. This adjustment was made to be able to maintain or increase consumers from Poklahsar Navar Bahari Raya in order to maintain business continuity. In addition, Poklahsar Navar Bahari Raya MSMEs also register their products at BPOM, SNI, SKP, and also Halal MUI to be able to give consumers a sense of trust in the products produced by Poklahsar Navar Bahari Raya MSMEs.

b.   *Pricing Strategy*

Determining the right price is able to make marketing activities run well and optimally for the goods offered. According to Rahman (2010), one of the pricing strategies is Penetration Price. Penetration price is a marketing approach strategy that sets a lower selling price than the normal price with the aim of accelerating market penetration or acceptance of the products offered. This means that a company or business unit focuses on increasing market share by setting the price of goods lower than the normal price. The 0long-term strategy is to accelerate market acceptance or increase existing market share. During the Covid-19 pandemic, MSMEs Poklahsar Navar Bahari Raya carried out a price strategy in the form of price discounts to attract consumers and be able to maintain business. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) related to price discounts stated that:

"The price discount that we are giving is because at the beginning of the corona, agents who usually buy in large quantities have bought very few quantities. If you don't provide a discount, it is likely to threaten business continuity. Therefore, to attract old customers, we provide discounted prices. However, giving a discount will still get a profit, because it is useless if we give a discount but we don't get a profit even though we get a small profit, the transaction must continue so that the Poklahsar Navar Bahari Raya MSME can survive in the midst of the Covid-19 pandemic."

Based on the description above, it can be said that the implementation of the pricing strategy carried out by MSME Poklahsar Navar Bahari Raya focuses more on retaining old customers. Because in the Covid-19 pandemic situation, people's purchasing activities in general have decreased, so to attract the interest of old customers, a price strategy is applied by providing discounted prices for purchases of a certain amount. The decision to implement this pricing strategy must have gone through calculations that allow businesses to continue to earn profits even though they provide discounted prices. The pricing strategy carried out by MSME Poklahsar Navar Bahari Raya also aims to attract more customers or expand its market share.

c.   *Promotion Strategy*

Promotion is a marketing mix activity that is as important as other activities. In this case, the entrepreneur tries to promote all the products and services he has, either directly or indirectly. Without promotion, customers cannot recognize the products or services offered. Therefore, promotion is the most powerful means to attract and retain consumers. According to Daryanto (2011), promotion strategy is a plan to get the desired target from a business unit. The forms of promotion used by SMEs Poklahsar Navar Bahari Raya are as follows:

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1. *Advertising via social media*

Communication media in the form of social media is advertising that can be done every day by UMKM Poklahsar Navar Bahari Raya. The social media used is mainly Whatsapp, so that anyone can access product information easily. In addition, ordering or purchasing products can be directly connected to the Chairman of MSME Poklahsar Navar Bahari Raya. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) stated that:

"Advertising through social media is free and can be done anytime and anywhere. Like through Whatsapp alone, it is able to reach many people. If there are staff who manage other social media such as Facebook, Instagram might be able to reach a wider advertising reach."

1) Giving Sample

UMKM Poklahsar Navar Bahari Raya provides samples of new product variants for old customers and new customers who will buy products in large quantities. Giving samples to old customers aims to maintain customer loyalty which will create a feeling of being given a bonus by the producer. Another goal, of course, is to introduce new products and persuade old customers to make purchases of the new products produced. As for new prospective customers, giving samples will give a sense of trust in the product so that it will make them interested in making a purchase transaction. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) stated that:

"We usually give samples to existing customers as a form of bonus or appreciation for being regular customers and also buying products in large quantities. In addition, this sample is given to attract old customers to buy new products produced by us. For new potential customers, giving samples is intended to make customers believe in our products so that they become interested in buying our products".

2. *Private sale*

The form of individual sales carried out by UMKM Poklahsar Navar Bahari Raya is a form of direct interaction with potential customers or more to make presentations, answer questions and receive orders. In carrying out individual sales activities, the marketing department plays an important role, because the marketing department is responsible for answering and receiving orders and interacting directly with potential customers.

3. *Catalogs and banners*

To facilitate explanation and introduction to consumers, MSME Poklahsar Navar Bahari Raya facilitates agents or sales partners with catalogs and banners. This catalog and banner contains products produced by MSME Poklahsar Navar Bahari Raya as well as other information such as product prices and also how to purchase.

Based on the description above, it can be said that the promotional strategy carried out by UMKM Poklahsar Navar Bahari Raya not only focuses on introducing new potential customers, but also maintains the cooperative relationship that has been formed with old consumers. Promotional activities carried out of course sooner or later will be able to expand the market reach of MSME Poklahsar Navar Bahari Raya. Providing facilities in the form of brochures and banners for sales agents will also make it easier to get new customers.

d. **Distribution Strategy**

The location of the business and marketing of MSME Poklahsar Navar Bahari Raya is in RT 4 RW 4 Bengkal Hamlet, Tanjungsari Village, Pacitan District, Pacitan Regency. The location of the existence of this business is not close to the center of the crowd or the center of tourism. However, it is not difficult to distribute product shipments because the road access is easy to take. The results of interviews conducted with informants (Chairman of UMKM Poklahsar Navar Bahari Raya) stated that:

"The location of the Poklahsar Navar Bahari Raya MSME business is indeed less strategic if it is for marketing activities like a shop. Locations that are in an alley, and are around people's homes sometimes make it difficult for new customers to find our place of business. However, now our place of business can be found on google map. Because the original purpose of this location was chosen for production intended for wholesale sales."

Based on the results of the interviews above, it can be concluded that the MSME business place of Poklahsar Navar Bahari Raya is less strategic for retail sales, because of its less strategic location, not with the center of the crowd or tourism places. The location selection was initially only aimed at serving wholesale sales. However, access roads that are already asphalted make it easy for product delivery.

V. CONCLUSION

This research shows the results of the research that have been described previously so that the following conclusions can be drawn:
1. The marketing strategy implemented by MSME Poklahsar Navar Bahari Raya in the form of a marketing mix consists of:
   a. Product Strategy. The product is in the form of tofu, tuna fish ball, which has BPOM, SNI, SKP, and MUI halal permits.
   b. Pricing Strategy. The pricing strategy applied is to give discounts for purchases in certain quantities.
   c. Promotion strategy. There are several types of promotional strategies applied, namely:
      1) Advertising through social media, especially Whatsapp
      2) Providing samples for old customers or new customers
      3) Private sale
      4) Providing catalog and banner facilities for agents or sales partners

d. Place strategy. The place used for production activities is less strategic for marketing activities because it is far from the center of the crowd

From the implementation of the marketing strategy that has been carried out, it can be concluded that it can increase sales volume even though it cannot be the same as sales volume as before the COVID-19 pandemic.

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FACTORS ANALYSIS OF ISLAMIC WORK ETHICS AS ANTECEDENT ON THE WORK MOTIVATION AND THE JOB PERFORMANCE IN INDONESIA

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Abstract— This study investigates influence relationship of Islamic work ethics factors on work motivation and work performance. With 58 employee respondents who have an Islamic work background in Indonesia. The collected in this study used purposive sampling with the criteria for employees with more than 1 year. The results of this study indicate that the itqan and nafii'un lighairi Islamic work ethics factors have positive correlation on work motivation and work performance. The implications and limitations of this study are discussed.

Keywords— *Islamic Work Ethics, Itqan, Nafii'un Lighairi.*

I. INTRODUCTION

Research on work ethics has begun to be researched and continues to develop on the subject aspect, the basis of experience, and based on business ethics in various countries such as America and several European countries (Hadisi, 2014). Studies of work ethics that have begun to develop based on belief (religion) include the study of the Protestant Work Ethics (Lessnoff, 1994) and the study of the Islamic Work Ethics (Ali, 1992). The Islamic work ethic describes the principle part of one's belief in God's rules. Beekun et al. (1997) define an Islamic work ethic with moral principles that explain right and wrong in an Islamic context. Islamic work ethics are based on the main legal sources, namely the Al-Quran and Al-Hadith which are explained by Islamic scholars so that the values of Islamic work ethics must show good work attitudes (morals). According to Sehhat (2015), Islamic work ethic refers to morals, while Hayati (2012) defines Islamic work ethic as a person's behaviour in the workplace which includes effort, dedication, responsibility, and social relations. Islamic work ethic is a moral principle that distinguishes what is right and wrong which is acculturated as part of worship and fulfilling religious obligations as Muslims (Miswanto et. al, 2020). Therefore, this study aims to analyze the factors of Islamic work ethics referring to research (Murniyati, 2017). This research focuses on filling the gaps in the scientific

literature using factor analysis of Islamic work ethics as antecedent variables to work motivation and performance in Indonesia.

Therefore, this study aims to analyze the factors of Islamic work ethics referring to research (Murniyati, 2017). This research focuses on filling the gaps in the scientific literature from a business perspective into an individual perspective as a worker using factor analysis of Islamic work ethics as an antecedent variable to work motivation and performance in Indonesia.

II. LITERATURE REVIEW

Research study of work ethics aims to determine work orientation in a society, (Ali, 1992). Indonesia is a country with the largest number of Muslims in the world today, so this study focuses on exploring the orientation of the Muslim community in Indonesia. The study of Islamic work ethics was first reviewed by Ali (1988) by compiling a scale of Islamic work ethics related to the organizational context. Furthermore, studies of Islamic work ethics vary such as organizational citizenship and collaboration (Murtaza, et al., 2016), organizational justice by Fesharaki & Sehhat (2018), job outcomes or performance by Hayati & Caniago (2012); motivation by Gheitani, Imani, Seyyedamiri, & Foroudi (2019), professionalism (Kamarudin & Kassim, 2022).

The research focuses on exploring the factors of Islamic work ethics, which refers to previous research, whether it affects work motivation variables and work performance variables in Indonesia. The first factor is the attitude of being responsible in work and giving the best contribution to the workplace which is called itqan. There is a positive relationship between the ethical perspective and responsibility in business, profit and work productivity by Grbac & Loncaric (2009) in Hayati & Caniago (2012). In previous studies there was a correlation between Islamic work ethics and work loyalty (Abbas & Ali A., 2008). The second factor in this study describes Islamic work ethics as a beneficial work attitude for others called nafii'un li ghairi. In previous research on business ethics there were four principles, namely aspects of spirituality, ethical aspects, aspects of ingenuity and establishing

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good relations (altruism) (Sula & Kartajaya, 2006). Islamic work ethics correlate with individual issues in cross-cultural research (Ali, 1988). This study explores the influence of Islamic work ethics on individual issues, namely motivation and performance which can be measured at the individual's internal level. Therefore, the hypothesis are:

H1a: Islamic work ethics (itqan) is significantly and positively related to work motivation

H1b: Islamic work ethics (itqan) is significantly and positively related to job performance

H2a: Islamic work ethics (nafii'un li ghairi) is significantly and positively related to work motivation

H2b: Islamic work ethics (nafii'un li ghairi) is significantly and positively related to job performance

III. METHOD

The data collection in this study used purposive sampling with the criteria of the employee's working period of more than 1 year. Respondents are employees who have a work background with an Islamic environment. This research method uses a test of the direct influence of the antecedent variable to the dependent variable WarpPls 7.0. Respondents' answers will be measured by a five-point Likert scale. The strongest scale will represent "strongly agree" while the representation of the weakest answer is "strongly disagree".

This study examines the relationship of Islamic work ethics with 2 factors, namely, nafii'un lighairi and itqan. The first factor is Itqan is a work attitude that shows one's sincerity in work and shows professionalism in work. Examples of itqan indicators are "I am responsible at work" and "I do my work with serious effort" (α=0.946). The second factor is naafi'un lighairih which is useful for others. Examples for the indicators of the nafii'un li ghairi factor are "I make it easy for others to work" and "I pay attention to social affairs in doing work" (α = 0.884). Examples of Islamic work ethics questionnaire items were adopted from the measurement scale developed by (Djamilah, 2015).
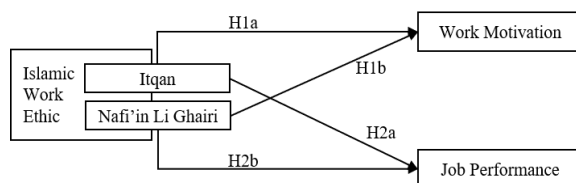

Figure 1. Framework Research

IV. RESULTS AND DISCUSSION

The results depicted in this study in (Fig.2) show that the positive effect test is shown by all relationships. The research fit model shows Average Path Coefficient (APC) = 0.001, Average R-Squared (ARS) = <0.001 smaller than 0.05 and Average Index Fit (AVIF) = 1.925 smaller than the ideal value of 3.33.
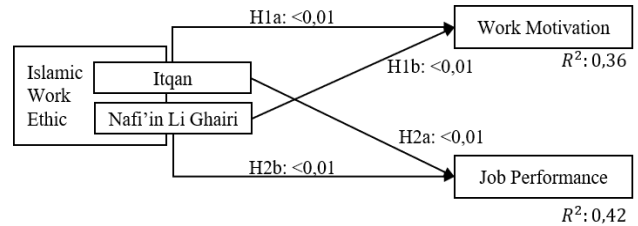
Figure 2. Hypothesized Structural Model

The results show that the four hypotheses are overall supported. H1a: Islamic work ethic (itqan) has a positive correlation to work motivation (<0.001). H1b: Islamic work ethic (itqan) has a positive correlation to work performance (<0.001). H2a: Islamic work ethic (nafii'un li ghairi) has a positive correlation to work motivation (<0.001). H2b: Islamic work ethic (nafii'un li ghairi) has a positive correlation to work performance (<0.001). However, the R-Square value of the dependent variable means that the variable can only explain <0.50.

Table 1. Characteristics of Respondents

Classification	Description	Percentages (%)
Gender	Male	91.4
	Female	8.6
Workplace	Bali	1.7
	Jakarta D.K.I.	5.2
	Jawa Barat	12.1
	Jawa Tengah	12.1
	Jawa Timur	25.9
	Lampung	1.7
	Sumatera Selatan	3.4
	Sumatera Utara	10.3
	Yogyakarta D.I.	27.6
Lengths of Employment (yr)	<1	36.2
	6-10	37.9
	11-15	22.4
	16-20	3.4

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Table 2. P Values For Correlations

Variable	1	2	3	4
1. Islamic Work Ethics (Itqan Factor)	1.000			
2. Islamic Work Ethics (Nafii'un Lighairi Factor)	<0.001	1.000		
3. Work Motivation	<0.001	<0.001	1.000	
4. Job Performance	<0.001	<0.001	<0.001	1.000

Correlations is significant at the 0.001 level

Implication

The results of the relationship between Islamic work ethic variables on work motivation and job performance are significantly positive. This means that Islamic work ethics can make employees in Indonesia motivated and have good performance.

The findings and conclusions in this study can be applied by taking into account the limitations of the study. First, the respondent's criteria are still choosing the background of the employee respondents working in an Islamic environment, in the future they can apply all working Muslims. The two generalizations of the results still need further research considering that the R-Square results in this study are still below the 0.5 limit, meaning that there are other antecedent factors that influence work motivation and work performance. Third, the number of respondents using a sample of 58

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FINANCIAL PERFORMANCE MEASUREMENT
PT GUDANG GARAM TBK (Period 2013 – 2017)

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Abstract - Measurement of financial performance is carried out in order to assess the development of a company from year to year. The purpose of this study is to assess the financial performance of PT Gudang Garam Tbk during the period 2013-2017, then compare it with the industry averages of similar companies listed on the IDX. The data collection technique used is a documentation technique in the form of income statements and balance sheets from 2013-2017. The data analysis technique used is financial ratio analysis, namely, liquidity ratios, solvency ratios, profitability ratios and activity ratios. From the results of the analysis conducted, it can be concluded that the performance and financial position of PT Gudang Garam Tbk in 2013 to 2017 can be concluded that it is still less than optimal even though it has increased every year but is still small and not good. Judging from the company's ability to pay off its current debts, it is still poor, this is because current assets which are considered the most liquid are still lacking, so far the most current assets are still held in stock, while inventories are still classified as less liquid assets. But when compared to total assets with total debt, the company is still good where the company is deemed able to pay off its total debt. For asset management ratios, the company is able to utilize its resources effectively and efficiently but is still not optimal, while in terms of earning profit, good company just need to add its ability in terms of Gross Profit Margin. Thus, the company is expected to be able to improve itself by knowing the existing weaknesses, and be able to immediately make improvements in order to obtain better results in the coming year.

Keywords: Financial Performance, Financial Ratios, Liquidity Ratios, Solvency Ratios, Profittability Ratios, Activity Ratios

I. INTRODUCTION

The high consumption of cigarettes in Indonesia causes the development of the cigarette industry to increase. This has become the glance of several investors in investing in the cigarette industry sector. The existence of several companies in the cigarette sector causes increasingly competitive competition. In the competition, companies must be able to create innovations and develop new concepts within the company, so that the company's continuity is maintained. To be able to survive in the competition and increase the value of the company in the future, company management must be able to keep the company's performance stable, because financial performance is one of the important things in increasing company value.

The better or the increasing value of the company will attract investors to invest in the company. To see the company's performance, the company must provide detailed financial statements as an assessment of financial performance that has been carried out so far. The company's financial condition can be seen from the company's financial statements, the financial condition can also be seen from the evidence of the achievement of a company's achievements, or the company's ability to achieve the desired profit. In this case, the role of company management is very important not only to ensure that the company's survival continues but also to assess the performance or financial condition of the company.

A.　A. Financial statements

Financial statements are the object of analysis of financial statements. The definition of financial statements according to PSAK No. 1 (2015:2) is that financial statements are part of the financial reporting process. Complete financial statements usually include a statement of financial position at the end of the period, a statement of profit or loss and other comprehensive income during the period, a statement of changes in equity during the period and notes to the financial statements or other notes and reports and explanatory material that are an integral part of the financial statements. In fact, financial statements can be used to help forecast future earnings and dividends. From an investor's point of view, forecasting the future is at the core of true financial analysis.

B.　B. Financial Statement Analysis

Financial statements that have been prepared based on relevant data, and carried out with correct

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accounting and valuation procedures, will show the actual financial condition of the company. Financial conditions such as the number of assets, debts, equity in the balance sheet owned, income received and total expenses incurred during a certain period so that it can be seen how the results of operations (profit or loss) obtained during a certain period in the income statement that have been prepared. To find out the financial condition is to conduct an analysis or analysis of financial statements so that financial statements are easier to understand and understand and can provide information about the weaknesses and strengths of the company. According to Harahap (2006:

C.   C. Financial performance

Performance is a description of the achievements achieved by the company in its operational activities both regarding financial aspects, marketing aspects, aspects of raising funds and distributing funds, technological aspects, and aspects of human resources (Jumingan, 2006:239). Because performance reflects the company's ability to manage and allocate its resources, performance is an important thing that must be achieved by every company. Financial performance is a description of the company's financial condition in a certain period regarding aspects of fund raising and distribution of funds, which are usually measured by indicators of capital adequacy, liquidity, and profitability (Jumingan, 2006:4).

D.   D. Financial Ratio Analysis

Financial ratios are a way to analyze the elements in financial statements. The financial statements in question are the balance sheet and income statement. The balance sheet describes the position of assets, debt, and equity owned by the company at a certain time. The income statement reflects the results achieved by the company during a certain period. According to Kasmir (2015:104) financial ratios are: The activity of comparing the numbers in the financial statements by dividing one number by another. Comparisons can be made between one component with components in one financial report or between components that exist between financial statements.

II.   RESEARCH METHODS

The type of research used is a case study, namely research on certain objects in certain companies. This research uses a descriptive method. Descriptive method is one way of research by describing and interpreting an object in accordance with the existing reality (Nazir, 2011:46). The object of this research uses a period of 5 years (2013-2017 period) by collecting data and information related to the company and adapted to the research objective, namely to measure the financial performance of the company.

A. Data Analysis Stages
To analyze the financial performance of PT. Gudang Garam Tbk. Then you have to go through the following steps:
1. Prepare all data used in the financial statements of PT Gudang Garam Tbk and all companies in the cigarette sector for the period 2013-2017.
2. Calculate the financial ratios of PT Gudang Garam Tbk in 2013 -2017.
3. Calculating the financial ratios of the industry average of companies in the cigarette sector for the period 2013-2017
4. Comparing the ratio of PT. Gudang Garam Tbk, with the average ratio of similar industries.
5. Assessing the comparisons that have been made based on the theories included in the research.

III.   RESULTS AND DISCUSSION

A.   Performance and Financial Position of PT. Gudang Garam Tbk in 2013 - 2017 based on Financial Ratio Analysis

1.   Liquidity Ratio
a.   Current Ratio
Based on calculations for CR (Current Ratio) for five years has increased. The current ratio is safer if it is above 100%, which means the company's ability to pay or pay off its short-term debt with all its current assets is quite good. Overall, the average current ratio (2013-2017) of PT Gudang Garam Tbk is 179.87%, this indicates a fairly good financial performance, because it has exceeded 100%.

b.   Quick Ratio
Based on the results of the Quick Ratio calculation, it shows that the quick ratio for five years is quite small. This is shown in the statement of financial position, the amount of current debt is large, while the assets that are considered the most liquid (all current assets except inventories) have not been able to cover the amount of current debt each year. Overall, the average Quick ratio (2013-2017) of PT Gudang Garam Tbk is 21.33%, this shows that the financial performance is still poor.

c.   Cash Ratio
Based on the results of the calculation of the Cash Ratio, it shows that the cash ratio for five years is relatively small. This can be seen in the number of cash equivalents which are far below current liabilities, which means that the company's ability to pay off its current debts with cash equivalents is still poor. Overall, the average Cash Ratio in 2013-2017 of PT Gudang Garam Tbk was 8.53%, this indicates poor financial performance.

2.   Solvency Ratio
a.   Total Debt to Total Assets Ratio (Debt ratio)
Based on the calculation results, the Debt Ratio for five years is quite good. Overall, the average Debt Ratio in 2013-2017 of PT Gudang Garam Tbk was

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39.82%, this indicates a fairly good financial performance.

b.   Debt to Equity Ratio

Based on the calculation results, the Total Debt To Equity Ratio from 2013 to 2017 decreased (the ratio number increased) due to an increase in total debt, both long-term and short-term, where the increase was greater than the increase in capital. Overall, the average Debt to Equity Ratio (2013-2017) of PT Gudang Garam Tbk is 66.45%, this indicates poor financial performance.

3.   Profitability Ratio

a.   Profit Margin

In the calculation of the profitability ratio for OPM (Operating Profit Margin) for five years has increased. Overall the average Profit Margin (2013-2017) of PT Gudang Garam Tbk is 13.26%, this shows a fairly good financial performance, and this ratio continues to increase every year (2013-2017).

b.   Gross Profit Margin

In calculating the GPM (Gross Profit Margin) ratio for five years the majority continues to increase every year. Overall, the average Gross Profit Margin in 2013-2017 of PT Gudang Garam Tbk is 21.16%, this shows that poor financial performance is still not optimal because the company's ability to generate GPM is only 21.16%.

c.   Net Profit Margin

Based on the results of the calculation of the Net Profit Margin Ratio, showing the ratios of PT Gudang Garam Tbk, respectively 7.91% in 2013, 8.28% in 2014, 9.17% in 2015, 8.75% in 2016 and 9.31% in 2017. Overall the average Net Profit Margin (2013-2017) of PT Gudang Garam Tbk is 8.68%, this indicates a fairly good financial performance.

d.   Return On Assets (ROA)

The results of the Return on Assets Ratio calculation show that the ratios of PT Gudang Garam Tbk are 11.69% in 2013, 12.38% in 2014, 13.60% in 2015, 14.19% in 2016. In 2017 the ROA was 15.63% which means the company is only able to generate a profit of 15.63% of the total assets used. Overall, the average Return On Assets (ROA) in 2013-2017 of PT Gudang Garam Tbk was 13.50%, this shows that financial performance is still not good, because the company is only able to generate 13.50%.

e.   Return On Equity (ROE)

Based on table 4.12, the ratio number is 14.90% in 2013, 16.24% in 2014, 16.98% in 2015, 16.87% in 2016 and 18.38% in 2017. If you pay attention, this ratio continues to increase from in 2013 and continued to increase until 2017, which means the company is able to generate profits from its own capital. Overall the average Return On Equity (ROE) (2013-2017) of PT Gudang Garam Tbk is 16.67%, this indicates a fairly good financial performance.

4.   Activity ratio

a.   Accounts Receivable Turnover

The results of the ratio calculation show each 30.98 times in 2013, 34.97 times in 2014, 45.39 times in 2015, 41.70 times in 2016 and 38.58 times in 2017. From the table above, it is known that the company's ratio From 2013 to 2017 it continued to increase, this means that the company is able to manage its receivables, this is indicated by the ratio number above the minimum number of 12 times. The greater the ratio, the better for the company, which means the company is increasingly able to manage receivables.

b.   Total Assets Turn Over (asset turnover)

The results of the ratio calculation show the number 1.20 in 2013 and 2014, 1.16 in 2015, 1.21 in 2016 and 1.28 in 2017. From year to year Total Assets Turnover has experienced ups and downs as in 2015 when compared to 2014 it decreased by 4%, but in 2017 it increased by 8% when compared to 2016 this shows the company's performance in utilizing its assets has improved because every year has increased, the greater this ratio the better for the company because the company is more efficient in using its assets.

c.   Inventory Turnover

In the calculation of the Inventory Turnover ratio for five years there has been an increase. In 2013 it was 0.78 times and in 2014 it was 1.59 times, which means an increase of 0.81 times. While in 2015 it was 1.52 times, decreased not too much by 0.07 times. In 2016 it was 1.60 times and increased by 0.13 times compared to 2017 with 1.72 times. And when compared for 5 years from 2013 to 2017 this ratio continues to increase, which means it is getting better for the company.

IV.   CONCLUSION

1. PT Gudang Garam Tbk's financial performance seen from the current ratio can be said to be good because for five years it has increased but the Quick ratio and cash ratio are still quite bad even though it has increased every year but is still considered unable to pay its current debt because assets that are considered liquid are still far below current debt, so it can be concluded for the Quick ratio and Cash Ratio the financial performance of PT Gudang Garam Tbk is bad.

2. PT Gudang Garam Tbk's financial performance seen from the solvency ratio measured by the Debt to Equity Ratio and the Total Debt to Total Assets Ratio (Debt ratio) can be concluded to be good but not optimal, because for five years the two ratios only experienced a slight increase as shown getting smaller). Thus, the company's ability to guarantee its debts with all its assets is said to be good but not optimal.

3. PT Gudang Garam Tbk's financial performance seen from the profitability ratios measured by Profit

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Margin, Gross Profit Margin, Net Profit Margin, Return On Equity (ROE), and Return On Assets (ROA) can be concluded good but not optimal, because for five years the majority of each ratio increased but only slightly.

4. PT Gudang Garam's financial performance is seen from the activity ratio measured by Inventory Turnover, Total Assets Turn Over and Accounts Receivable Turnover. Based on the asset turnover and inventory turnover is not optimal, while the accounts receivable turnover can be good.

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INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, PROMOTION AND PRICES ON PURCHASE DECISIONS FOR POSONG TLAHAB COFFEE PRODUCTS

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Abstract - This study aims to analyze the effect of the variable product quality, brand image, promotion and price are partially positive and significant on purchasing decisions for Posong Tlahab coffee products, as well as analyzing variable influence product quality, brand image, promotion and price simultaneously have a significant positive effect on purchasing decisions for Posong Tlahab coffee products. This research includes survey research. The population in this study are consumers who make purchasing decisions for Posong Tlahab coffee products. Sampling technique using Convenience Sampling with a sample of 100 people. The data collection technique uses a questionnaire or questionnaire that has been tested for validity and reliability. The data analysis technique used is the normality test, linearity test, heteroscedasticity test, multicollinearity test, t test, F test, multiple linear regression test and the coefficient of determination (R2). The results showed that: (1) product quality had a significant positive effect on purchasing decisions for Posong Tlahab coffee products (sig.=0.043 < 0.050 and 1 = 0,209), (2)brand image has a significant positive effect on purchasing decisions for Posong Tlahab coffee products (sig.=0.000 < 0.050 and 2 = 0,413), (3)promotion has a significant positive effect on purchasing decisions for Posong Tlahab coffee products (sig.=0.000 < 0.050 and 3 = 0,508), (4)price does not have a significant positive effect on purchasing decisions for Posong Tlahab coffee products (sig.=0.470 < 0.050 and 4 = 0,063), (5) product quality, brand image, promotion and price have a simultaneous effect on purchasing decisions for Posong Tlahab coffee products (sig. = 0.000 < 0.05 and the calculated F value is 32.073).

Keywords : Product Quality, Brand Image, Promotion, Price and Purchase Decision

I. PRELIMINARY

In today's increasingly competitive era of business competition, every business person who wants to win the competition in the market

competition will pay full attention to the marketing strategy they are implementing. One of the main problems that become obstacles in marketing is the number of competitors in the market itself, both from similar products and from other products. This is a big responsibility that must be won by a company if it wants to exist in the business competition. The increasingly fierce competition and changes that continue to occur must be used as lessons by marketing management so that they can proactively anticipate changes that occur both now and in the future.

Temanggung is known as the best tobacco-producing city in the world. Therefore, it is not difficult to find tobacco plants in this city. Besides tobacco, Temanggug is also known as one of the largest coffee plant producers in Central Java. Because of its good quality, Temanggung's coffee has not only become local consumption and manufacturers but has also penetrated the export market. There are two types of coffee produced by farmers in Temanggung, namely Arabica and Robusta. Arabica coffee has a relatively small population, but the interest of farmers to plant has shown progress. Arabica coffee grows at an altitude above 800 meters above sea level. One of the areas suitable for growing Arabica coffee is Tlahab Village, Kledung. This type of Arabica coffee grows a lot in the Posong area where the coffee produced has good quality,

Posong coffee is one of the fascinating types of arabica coffee on the island of Java because it is grown in Tlahab Hamlet, Temanggung Regency at an altitude of 1600 masl with high rainfall. Posong coffee began to be cultivated in 1999. At the beginning of its introduction, this plant was rejected by many farmers because it was considered an expensive commodity and less desirable. Farmers' perceptions began to change when they saw the high demand after the first harvest. The living environment that is flanked by two

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mountains, namely Mount Sindoro and Mount Sumbing is a blessing in itself for coffee farmers because the soil texture is suitable for growing coffee. The coffee that is grown and processed is known as Kopi Posong.

Promotion is one of the important factors in product marketing. So far, Posong Coffee is still not as familiar as other coffee products, this mainly caused by promotional strategy that is not utilizing the technological advance maximally. The promotion strategy used by Kopi Posong up to this time is by joining events surrounding the area and through Instagram. However, it is not enough to push or to increase the sales of Kopi Posong since they are not able to provide specific information so that the consumer making a purchase. Coffee entrepreneurs are expected to give clear and specific information about their product in order to attract the consumer making purchase decision. Price, Brand Image, Quality, and Promotion are variables that can encourage purchasing decisions that is by providing the detailed product information as expected by the consumers. Based on the background above, the researcher is interested in taking the title "INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, PROMOTION AND PRICES ON THE PURCHASE DECISION OF TLAHAB POSONG COFFEE PRODUCTS".

E. *Formulation of the problem*

Based on the description of the background above, the researcher can formulate the problem as follows:

1. Does product quality have a significant positive effect on purchasing decisions for Posong Tlahab coffee products?
2. Does brand image have a significant positive effect on purchasing decisions on Posong Tlahab coffee products?
3. Does promotion have a significant positive effect on purchasing decisions for Posong Tlahab coffee products?
4. Does price have a significant positive effect on purchasing decisions for Posong Tlahab coffee products?
5. Do product quality, brand image, promotion and price simultaneously have a significant positive effect on purchasing decisions for Posong Tlahab Coffee products?

II.LITERATURE REVIEW

A. *Theoretical study*

1. *Product quality*

Quality is a product and service that goes through several processes by taking into account the value of the product and service without the slightest deficiency so that the product and service can meet the consumers expectation. Kotler and Keller (2009) stated that product quality is the overall characteristics of a product or service on the ability to satisfy stated/implicit needs. Mursyid (2010:71) is a variation or a series of products that are sold or traded by a company, both to small customers and to large companies.

2. *Brand Image*

Brand is the identity of goods or services. A well-known and trusted brand is an invaluable asset. Brands have developed into the largest source of assets and are an important factor in marketing activities. The most unique skill of a professional marketer is his ability to create, maintain and protect and enhance brands. Kotler and Keller (2007:78) brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to differentiate it from other products or services designed to satisfy the same needs.

3. *Promotion*

Promotion is an effort to notify or offer products or services to consumers with the aim of attracting potential consumers to buy or consume them. With the promotion, manufacturers or distributors expect an increase in sales figures. Kotler and Armstrong (2009) said promotion is an activity carried out by the company in an effort to communicate a product to consumers so that it can influence consumer buying interest in the company's products. Activities that communicate the merits of the product and persuade target customers to buy it.

4. *Price*

Price is the most flexible element of the marketing mix meaning it can change quickly. This is different from product characteristics or commitment to distribution channels. These two things cannot be changed easily and quickly, unlike the price. Kotler and Keller (2012:405) price is one element of the marketing mix that generates revenue, while other elements generate costs. Price is the easiest element in a marketing program to customize rather than other elements from product features, channels, and even communications that take a lot of time.

5. *Buying decision*

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Kotler (2001:139) purchase decision is the stage in the decision-making process where consumers actually buy. Schiffman and Kanuk (2000). The purchase decision is the selection of an action from two or more alternative choices.
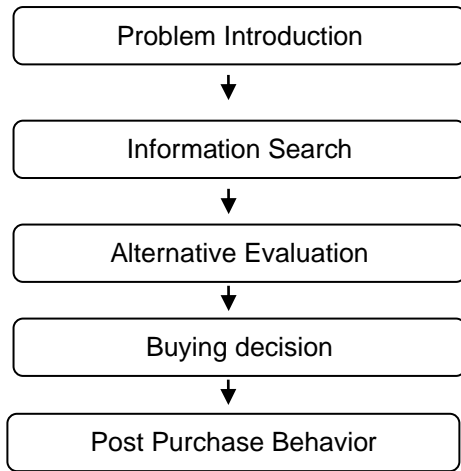
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Figure 1. Purchasing decision process (Kotler & Keller, 2009:208)

B.   Hypothesis

H1 : It is suspected that product quality (X1) has a significant positive effect on purchasing decisions(Y) Posong Tlahab Coffee Products.

H2 : Allegedly Brand Image (X2) has a significant positive effect on Purchase Decisions(Y) Posong Tlahab Coffee Products.

H3 : Allegedly Promotion (X3) has a significant positive effect on Purchase Decision(Y) Posong Tlahab Coffee Products.

H4 : It is suspected that the price (X4) has a significant positive effect on the Purchase Decision (Y) of Posong Tlahab Coffee Products.

H5 : Alleged Product Quality (X1),Brand Image (X2), Promotion (X3), and Price (X4) have a significant positive effect simultaneously on Purchase Decision (Y) of Posong Tlahab Coffee Products.

III. RESEARCH METHODS

Locations of research on the effect of product quality, brand image, promotion and price on purchasing decisions for Posong Tlahab coffee products were conducted in Temanggung and Kledung sub-districts. Population is all the elements contained in the object of research. These elements can be objects, people, companies, attributes or any units contained in the object of research. Thus, in this study, it is the general public who buy and consume coffee in Temanggung. The sample is part of the population that is the object of research which can be considered to represent the condition or state of the population. The sample selection technique used in this study is Convenience Sampling. Malhotra (2009:364), the minimum number of samples is 5 times the number of question items or statements contained in the questionnaire. So, the number of samples taken in this study were 100 respondents (Malhotra, 2009:364). The data collection method used in this study used a questionnaire.

1)   A. Data analysis method
    a) 1. Validity Test and Reliability Test

According to Sugiyono (2011: 173), the main instrument used in this study is a list of questions distributed to respondents, so that the list of questions made is able to represent the data so that it can answer the problems until the research objectives must be tested for validity. Reliability test is an index that shows the extent to which a measurement tool can be trusted or reliable and the extent to which the measurement results remain consistent when two or more measurements are made of the same symptoms, with the same measuring instrument (Sekaran, 2000).

    b) 2. t test

The t test determines how much influence the independent variable has partially on the dependent variable (Sugiyono, 2011: 215).

    c) 3. F Uji test

The F test shows whether all the variables included in the model have a joint influence on the dependent variable (Sugiyono, 2011: 115).

    d) 4. Multiple Linear Regression Analysis

Multiple regression analysis is a (X1,2,3......n) on the dependent variable (Y) (Sunyoto, 2014:139).

$Y = a + b1x1 + b2x2 + b3x3 + b4x4 + e$

Information :

Y = Purchase Decision
a = Constant Value
X1 = Product Quality
X2 = Brand Image
X3 = Promotion
X4 = Price
b1 = Regression Coefficient x1
b2 = Regression Coefficient x2
b3 = Regression Coefficient x3
b4 = Regression Coefficient x4
e = Error

5.   Multiple Coefficient of Determination (Adjusted R2)

The coefficient of multiple determination (Adjusted R2) is an estimate of the proportion of the dependent variable with purchasing decisions (Y) contributed by the independent variables, namely the product quality variable (X1), brand image variable (X2), promotion (X3) and price variable (X4). The value of the coefficient of determination is between zero (0) to one (1). A small value of R2 means that the ability of the independent variables in explaining the dependent variable is limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variable.

IV. RESULTS AND DISCUSSION

A. Overview of Research Objects

Posong coffee is one of the fascinating types of arabica coffee on the island of Java because it is grown in Tlahab Hamlet, Temanggung Regency at an altitude of 1600 masl with high rainfall. Posong coffee began to be cultivated in 1999. At the beginning of its introduction, this plant was rejected by many farmers because it was considered an expensive commodity and less desirable. Farmers' perceptions began to change when they saw the high demand after the first harvest. The living environment flanked by two mountains, Mount Sindoro and Mount Sumbing, is a blessing in itself for coffee farmers because the soil texture is suitable for growing coffee. The coffee that is grown and processed is known as Kopi Posong.

B. Respondent Description

To obtain the necessary data, a questionnaire of 100 respondents was used to buyers and consumers of Posong Tlahab coffee products in Temanggung and Kledung sub-districts. Based on the information obtained from the questionnaire given, respondents are classified into several characteristics based on gender, age, occupation and income.

C. Validity test

Validity test is used to test the level of instrument validity for each variable. An instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied appropriately.

Based on calculations using SPSS version 23, it shows that all variables have 20 statement items given to 100 respondents having a calculated r value greater than r table 0.1966 which means all statement items are declared valid.

D. Reliability Test

Reliability test is an index that shows the extent to which a measurement tool can be trusted or reliable and the extent to which the measurement results remain consistent when two or more measurements are made of the same symptoms, with the same measuring instrument.

Table 1. Reliability Test Results

Variable	Cronbach's if item Delected Alpha	Cronbach's Alpha	Information
Product quality	0.831	0.60	Reliable
Brand Image	0.748	0.60	Reliable
Promotion	0.888	0.60	Reliable
Price	0.777	0.60	Reliable
Buying decision	0.733	0.60	Reliable

Source: Primary data processing results, 2021

E. T Test

Table 2. Partial Test Results
Coefficients

Model	Unstandardized Coefficients		Standardize Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2,944	1,794		1,641	0.104
Product quality	0.209	0.102	0.167	2.054	0.043
Brand Image	0.413	0.100	0.345	4,116	0.000
Promotion	0.508	0.109	0.394	4,652	0.000
Price	0.063	0.087	0.050	0.725	0.470

Source: Primary data processing results, 2021

Product quality has a partial influence on purchasing decisions for posong tlahab coffee products with a significance value of t of $0.043 < 0.050$.

Brand Image has a partial influence on purchasing decisions for posong tlahab coffee products with a significance value of t of $0.000 < 0.050$.

Promotion has a partial influence on purchasing decisions for posong tlahab coffee products with a significance value of t of $0.000 < 0.050$.

The price has no partial effect on purchasing decisions for posong tlahab coffee products with a significance value of t of $0.470 > 0.050$.

F. F Uji test

Table 3. Simultaneous Test
ANNOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	357,479	4	89,370	32,073	0.000b
Residual	264.711	95	2,786		
Total	622,190	99			

Source: Primary data processing results, 2021

Based on the table above, it is known that the calculated F value of 32.073 is greater than the F table of 2.70 with a probability value of 0.000 less than a

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significant value of 0.050 so it can be concluded that the four variables have a significant positive simultaneous influence on purchasing decisions.

G. Multiple Linear Regression Analysis

Based on Table 2 Partial Test Results can be obtained multiple linear regression equation as follows:

$Y = a + b1x1 + b2x2 + b3x3 + b4x4 + e$

$Y = 2.944 + 0.209\ X1 + 0.413\ X2 + 0.508\ X3 + 0.063\ X4 + e$

H. Coefficient of Determination Analysis
(*Adjusted R2*)

Table 4. Results of the Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.758	0.575	0.557	1,669

Source: Primary data processing results, 2021

The results of the calculation of the coefficient of determination, the resulting coefficient of determination (*Adjusted R2) of 0.557, this result means that the dependent variable of purchasing decisions can be explained by the independent variables of product quality, brand image, promotion and price as much as 55.7%. While the remaining 44.3% is explained by other variables not included in this study.*

V. CONCLUSION

Based on the results of the research and discussion above, it can be concluded as follows:

1. Product quality has an effect on purchasing decisions for Posong Thahab coffee products.
2. Brand image influences purchasing decisions for Posong Thahab coffee products.
3. Promotion has an effect on purchasing decisions for Posong Tlahab coffee products.
4. Price has no effect on purchasing decisions for Posong Tlahab coffee products.
5. Product quality, brand image, promotion and price are simultaneously have positive and significant affect on purchasing decisions for Posong Thahab coffee products.

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MENTAL HEALTH STATUS AMONG FAMILY MEMBERS OF HCWS DURING THE CORONA VIRUS DISEASE 2020(COVID-19) IN INDIA: A CROSS-SECTIONAL STUDY

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Abstract - Till Date, the psychological factor of COVID-19prevails among healthcare workers (HCWs) families in India has been left out of discussions. In this research, we are going to use cross-sectional study to investigate and analysis the psychological (social and mental) related factors among families of HCWs employed in COVID Hospitals, India. We have chosen family members of HCWs COVID hospitals in Major city, India for our study because; it has separate specialty COVID ward or hospital (recognized for treating the COVID Patients) during COVID time. Demographic related variables, COVID-19-related variables in the lives of the HCW families, knowledge factors of COVID-19, and the working criteria of family members were collected using self-administered questionnaires and interview methods. The Factor pertaining to mental health status was assessed using the GAD -7, RIS Scale and Patient Health Questionnaire-9 (PHQ-9). In this research, Multi-variable logistic regression are used to study the factors which has highest impact with respect to mental health conditions of families of COVID HCWs. Overall 530 participants participated in the survey using the questionnaire method with the response rate of 96%. The Presence of Anxiety is 32.74% (95% CI: 30.59-36.98%), Depression 28.52% (95% CI: 26.23-32.14%) and Insomnia were 26.23% (95% CI: 23.42-33.45%), respectively by using the 5 as cut off score for GAD -7 for anxiety, PHQ-9 for depression and RIS for Insomnia. Compared to the spouse of HCWs, parents are more likely to be affected by the mental health issues when compared to all other relation of HCWs and also Parents of HCWs were high risk factors of developing the Anxiety, depression and insomnia symptoms followed by next Kinships of HCWs. The HCWs families, who have direct contact in treating the COVID patents also, had greater mental health issues. The Psychological impact is highly significant among the HCWs families during the 2nd wave of COVID in India. Our research along with adequate finding state that there is an urgency need to take care the mental well-being of HCWs families along with the HCW who stood strong and determined in taking care of patient during pandemic Era.

Keywords: Coronavirus disease 2019 (COVID-19), Mental health being, relation status - Family details of HCWs, Symptoms of Anxiety, Symptoms of Depressive and Insomnia symptoms.

I.   BACKGROUND

During Mid of December 2019, COVID – 19, a corona virus disease 2019 outbreak was first spotted in Wuhan, Hubei Province, China, which in very short time spread through put the world and then to the India In India, the COVID – 19 officially identified on Jan 31 2020, as of now (Dec 2022) nearly 3.48 Cases register all over India with death of 4.81 and 28.5 Crore confirmed cases with 54.2 Lakh death shall been reported globally.

There are many reasons discussed for the rapid outbreak of COVID-19 in India. Hospital workers are under great physical and psychological pressure as they fight the COVID-19 epidemic. People who work in hospitals are especially vulnerable to health care-associated infections [1]. (Kariya, Sakon, Komano, Tomono, & Iso, 2018). India is the country, where unorganized migrant travelers travel

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daily for working. This is major reason for the sudden rise in Cases throughout India. The larger effective of the COVID-19 in India is causing serious mental health problems among HCWs such as stress, anxiety, insecurity and depressive symptoms. The mental health is affected in greater way among the family members of HCW during COVID times [2]. (Ying 2020). The main reason for this fear among HCWs is that it will be spreads to their families and cause severe effects. They are in fact afraid of passing the same to their family's members. The social security of families causes a great concern among members of HCWs during the COVID – 19. The psychological symptoms among the families of COVID workers are highly   visibly during the pandemic era (Jiang Du 2020) .Corona virus disease (COVID-19) has brought tremendous psychological stress around the world, including stress from significant morbidity and mortality [4].(Tsou 2020).We are going to use this research, to establish the fact that HCWs families are adversely affected by series of social and mental problems Based on the research data, we hypothesized that HCWs families were likely to suffer from the same psychological problems that caused the HCWSduringtheCOVID-19 era, and also the Demographical values of HCWs could cause significant factors among family members. There is evidence of mental stress like depression, stress and anxiety is present in general public during the COVID pandemic time [5]. (Makhbul 2021)

The psychological factors among the HCWs families in India have been neglected.   The psychological and mental health has greater impact in families of COVID worker [6].(Cai 2021) The Social and mental health being remains largely left out in all the discussion. We have large number of research studies that indicate the psychological impact of COVID among HCW or people or general category but the psychological impact among HCWs families is always remain out of box.

To close this gap, the objective of the research study was to use the data to evaluate and analyses the mental and social health status of members of HCWs families and to find the greater influencing factors who had a close contract with the COVID exposed population.

II.   METHODS

This research was conducted using cross-sectional methods in Various COVID hospitals / during Second Wave of COVID-19. The Sample method used in this research is Convenience sampling method. Initially, we used friend's help who work in AIIMS and other major hospital in COVID Hotspot, we ask them to help in this research

by carrying out the survey with the research participant. Secondly, by using online tool, we sent the questionnaire to all the HCWs who work in different departments and ask them to participate in the survey. Lastly, we asked all the HCWs to forward the said online questionnaire to their family members and ask them to complete the same. We used both online and Offline based survey methods for greater reach and validity if survey data. For this research, we took participant (1) The HCWs working in all the department of AIIMS (All India Institute of Medical Science), Major COVID hospitals in COVID Hotspot. The entire participant is well informed about the research and got their consent for carrying out the research and to collect the data. Out of 550 participants 535 were involved and 5 were left out due to incomplete in their data, thus, 530 participants are the total populations for this survey. The response rate was 96.00% . PHQ-9 questionnaire was used to analyses the symptoms relate to depression of families of HCWs. PHQ-9 is well known 9 – item scale which has self-assessing questionnaire for measuring the depression severity. The accuracy and prediction using PHQ-9 is largely discussed and validate [7].(Levis 2020). The Study participant is asked to rate the items against each factor with the occurring symptoms frequency during last 2 weeks of times. They also asked to use a 4-point scale from 0-3 (0 (not at all) to 3 (happen every day). Overall scores are ranged from $0 - 27$, which implies that higher the score denote the greater level of severity of depression symptoms. The PHQ-9 scale is widely used in India and their overall reliability and factor validity proven to be good. The Cronbach's α was 0.91 in this study. The score of ≥5 points in the PHQ-9 clearly classified as depression symptoms.

For measuring the anxiety, we are going to use GAD-7 that accurately indicates the anxiety symptoms relate to HCW families. GAD-7 is a scale that contain self-report which is used to measure the severity of overall anxiety disorder. The psychometric property of anxiety is validated and proved using the GAD-7 and its accuracy is higher [8].(Rutter et al., 2017). Participants are asked to rate with the seven items with respect to their frequency of symptoms over the past two weeks on a 4-point scale from 0 (not at all) to 3(nearly every day).Total scores are calculated on basis from 0 to 21, with greater scores that denote the high severity of anxietytheGAD-7hasbeenwidelyusedall over the world and their reliability and validity is considerable good. The Cronbach's α was measures as 0.87 in this research. The acceptance of anxiety symptoms was proclaiming as a total score of ≥5 points intheGAD-7.

We used the Regensburg insomnia scale to measure and assess the   insomnia symptoms of

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HCW families. The accuracy and validation of using the RIS scale in determining the insomnia symptoms is proven and the same is evaluated[9]. (Okajima, et al., 2020). RIS Scale is a new self-rating scale to measure and validate the psychophysiological aspects of Insomnia. Five items are selected and to cover both qualitative and quantitative sleep parameters: Sleep latency, Sleep duration, Sleep continuity, early awakenings and sleep depth. A 5 step Likert scale was used to record the respondent data.

The demographic characteristics covered in this research include age, gender, educational level, occupation, and Kinship with CWs. The mentioned Occupation included the following five types: (1) Nursing Officers; (2) Doctors; (3) Supporting Staff; (4) Securities and (5) others, which include consultants, and other supporting staffs. The HCWs relationship include the following types :(1) spouses or Husband ;(2) children (both real and adopted); (3) parents (spouse and husband side); and (4)Kin.

III. RESULT

The data presented in Table 1 shows the demographic related data. For the research, total of 530 peoples are asked to complete the questionnaire, which include 240 male and 290 females. In which, 290 (54.7%) were spouse of front-line rescue workers, 58 (11%) were Children's 69 (13%) were parents, and 113 (21.3%) were next kin.

Health Care Workers data consists of workers include 287 Doctors (20.2%), 287 nurses (54.1%), 46 medical technicians (8.7%), and 90 MTS – Multi Tasking Staffs (17%).

Table 1. The Demographic Related Data

n(%)/Median(IQR)	Anxiety symptoms (GAD-7 score)		P	Depressive symptoms (PHQ-9 score)		P	Insomnia symptoms (RIS Scale)		P
	<5(n=380)	≥5(n=150)		<5(n=392)	≥5(n=138)		<5(n=375)	≥5(n=155)	
Demographics									
Gender			0.041			0.013			0.018
Male 240(45.28)	157(41.32)	61(40.7)		172(43.88)	53(38.41)		177 (47.20)	61 (39.35)	
Female 290(54.72)	223(58.68)	89(59.3)		220(56.12)	85(61.59)		198 (52.80)	94 (60.64)	
Age									
36.00(33.00–45.00)	35.00(32.00–44.00)	37.00(34.00–46.00)	0.017	35.00(31.00–42.00)	37.00(33.00–43.00)	0.072	35.00(33.00–41.00)	37.00(35.00–42.00)	0.015
HCWs Relationship Nature									
Spouses 290(54.72)	265(69.74)	62(41.33)		295(75.25)	95(68.84)		254(67.73)	87 (56.13)	
Children 58(10.94)	25(6.6)	9(6.0)		38(9.69)	(3.62)		32 (8.53)	15 (9.68)	
Parents 69(13.02)	30(7.9)	25(16.66)		22(5.63)	21(15.22)		46 (12.26)	22 (14.19)	
Kinship 113(21.32)	60(15.79)	54(36)		37(9.43)	7(12.32)		43 (11.47)	31 (20.00)	
COVID Related cases In Families or Friends			0.154			0.128			0.158
Yes 63(11.89)	35(9.21)	4(02.67)		6(01.53)	5(03.62)		15(04.00)	10(06.45)	
No 467(88.11)	345(90.79)	146(97.33)		386(98.47)	133(96.38)		360 (96.00)	145(93.55)	
The HCWs Working Status			0.251			0.452			0.251
Departments - Frontline 90(16.98)	82(21.59)	48(32.00)		95(24.23)	32(23.19)		53 (14.13)	30 (19.35)	
Medical Department 107(20.19)	69(18.16)	29(19.33)		42(10.71)	21(15.22)		56 (14.93)	25 (16.13)	
Staff Nurse Department 287(54.15)	182(47.90)	65(43.33)		220(56.12)	76(55.07)		218 (58.14)	72 (46.45)	
Other Support department 46(8.68)	47(12.37)	8(5.34)		35(8.93)	9(6.52)		48 (12.80)	28 (18.06)	
Does HCWs had or have direct contact with COVID Suspected Patients			0.018			0.029			0.012
Yes 279(52.64)	253(45.18)	79(52.67)		279(71.17)	72(52.17)		218 (58.13)	86 (55.48)	
No 251(47.36)	307(54.82)	71(47.33)		113(28.83)	66(47.83)		157 (41.87)	69 (44.52)	

The analysis from the table 1 represents the demographic character of HCWs and their families. The median of age factors is 36.00 years (IQR 33.00-45.00), and the male and female percentage was 45.28 and 54.72 respectively. The HCWs families comprise largely of spouses (54.72) followed by

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kinship (21.32), parents (13.02) and lastly Children's with 10.94.

The COVID related case in families or friends with 11.13% respectively and 52.64% are had or have direct contact with the COVID suspected patients' classification of working status comprise of 54.15% of Nurses, followed with Medical department (Doctors) 20.19%, Front line department with 16.98% and lastly other support department (MTS) with 8.68%.,

The impact of Psychological COVID factor on the HCWs families is determined by using Uni-variate analysis with relate to Anxiety, Depression and Insomnia. The detailed prevalence analyses of Anxiety, Depression and Insomnia are discussed and uni-variate analysis result of all the factors of HCWs families are shown in below Tables.

The Presence of Anxiety is 32.74% (95% CI: 30.59-36.98%), Depression 28.52% (95% CI: 26.23-32.14%) and Insomnia were 26.23% (95% CI: 23.42-33.45%), respectively.

Table 2. Analysis of Multivariate Logistic Regression of Anxiety Symptoms

Variables	Anxiety symptoms (GAD-7 score $\geq$ 5)		
	p	OR	95%CI
Gender			
Male	Reference		
Female	0.002	1.203	1.054-1.373
Age (Years)	0.125	1.109	1.024-1.216
HCWs Relationship Nature	0.454		
Spouse	Reference		
Children	0.518	0.719	0.382-1.215
parents	0.007	1.485	1.245-1.351
Kinship	0.245	0.845	1.145-2.151
Does HCWs had or have direct contact with COVID Suspected Patients			
No	Reference		
Yes	0.018	1.54	1.071-1.992

significance 5% level is indicated in Bold

Table 2 shows the regressions related to anxiety symptoms. Here Multivariate logistic regression is used. The Parents of HCWs (OR = 1.485, 95%CI: 1.245-1.351) and the Direct contact with COVID suspect families of HCWs (OR = 1.540, 95%CI: 1.071-1.992) significantly higher to develop symptom of anxiety. The participant whose gender is

female are slightly significant to have symptom of anxiety (OR = 1.203, 95%CI: 1.054-1.375) than the participant who are male. The overall final model also shows great discrimination (C-statistic = 0.690, 95%CI: 0.634 - 0.778) and has greater calibration $\chi 2 = 5.926$, degree of freedom = 8, P = 0.678).

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Table 3. Analysis of Multivariate Logistic Regression of Depression Symptoms

Table 3 :			
Analysis of Multivariate logistic regression of Depression symptoms			
Variables	Depression symptoms (PHQ--9 score ≥ 5)		
	p	OR	95%CI
Gender			
Male	Reference		
Female	0.152	1.503	1.254-1.473
HCWs Department			
Departments - Frontline	0.061	1.018	0.925-1.452
Medical Department	0.041	1.652	1.012-1.998
Staff Nurse Department	0.006	0.812	0.412-1.658
Other Support department	0.008	1.213	0.912-1.854
HCWs Relationship Nature	0.474		
Spouse	Reference		
Children	0.518	0.723	0.454-1.152
parents	0.005	1.918	1.451-2.445
Kinship	0.032	1.414	1.095-1.979
Does HCWs had or have direct contact with COVID Suspected Patients			
No	Reference		
Yes	0.018	1.498	1.112-1.989
significance 5% level is indicated in Bold			

From Table 3, we can understand that the parents of HCWs (OR=1.918,95% CI:1.451-2.445) and the participant who work in Nursing Department (OR = 0.812,95%CI:0.412-1.658) are most likely to have greater significance of developing the Depression symptoms. The Regression analysis clearly state that the Parents of the HCWs are most likely to develop the depression symptoms when compare to all other relations in the HCWs. The second most relation who has impact of developing the depression symptoms are the next kinship. The HCWs who has contact with the COVID suspect also likely to develop the

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Depression symptoms to moderate level. In this, the model showed greater discrimination (C–statistic = 0.679, 95% CI: 0.619–0.692) and good calibration ($\chi 2 = 4.922$, degree of freedom = 8, P = 0.698).

Table 4. Analysis of Multivariate Logistic Regression of Insomnia Symptoms

Table 4 :			
Analysis of Multivariate logistic regression of Insomnia symptoms			
Variables	Insomnia symptoms (RIS score ≥ 5)		
	p	OR	95%CI
Gender			
Male	Reference		
Female	0.127	1.012	0.945-1.452
HCWs Relationship Nature	0.018		
Spouse	Reference		
Children	0.452	0.514	0.454-1.152
parents	0.008	1.456	1.210-1.786
Kinship	0.005	1.125	0.985-1.586
significance 5% level is indicated in Bold			

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From the Table 4, the data clearly shows that the parent of HCWs (OR=1.456,95% CI:1.210-1.786) and the next kinship of HCWs (OR=1.125,95% CI:0.985-1.586) are significantly higher associate with developing Insomnia Symptoms. While considering the families of HCWs who participated in the research, we have found that the parents have greater chance of getting affected by insomnia followed by next Kinship.

IV.   Discussion

The cross-sectional study of psychological impact of COVID clearly state that there is greater prevalence of anxiety, depression and insomnia among families of HCWs who work in COVID specialty hospital. It also noted that the need of mental health support is higher among families of HCWs.

We hereby found in the research that, the Anxiety is 32.74% (95% CI: 30.59-36.98%), Depression 28.52% (95% CI: 26.23-32.14%) and Insomnia were 26.23% (95% CI: 23.42-33.45%) in the families of HCWs, who work in AIIMS and COVID specialty hospitals. This research also helps in understanding the psychological disturbance faced by families of HCWs. Many researches have done to find the psychological impact of COVID on HCWs, but their families being the greater support of HCWs in handling the situation is left out or consider to be the out of topic. We also analyzed the demographic variable to find out who's have greater psychological impact of COVID.

Using the analyzed data, we found that the less contact with the COVID cases have lower chance of getting affected by the symptoms of depression, anxiety and insomnia. However, the perception of spreading the disease to family's member is very high among Nurses, followed with Doctors, and then front-line workers, lastly, support department (MTS). The Parents of HCWs are highly significant affecting by Anxiety symptoms followed with the Kinship and lastly the spouse.

Usually the Depression symptoms are followed with anxiety and insomnia, as all together significantly correlated with each other. The Participants feel that one of the symptoms is always prevail if the think about COVID and they always worry about their relation who work closely with the COVID affected person. Sometime if any of their relative who works in COVID hospitals or AIIMS got affected by COVID, their first reaction will be testing themselves. During the period of testing and getting the result, the depression, anxiety and insomnia all are highly significant in their daily activities. Sometime, they find very difficult to express their depression because the fear of affecting another member plays a vital role.

V.   Conclusions

The study clearly show the evidence of presence of mental health issues among the HCWs families, who work in AIIMS and Designated COVID Hospitals in INDIA. The research shows that the mental health of HCWs families is greatly affected with depression anxiety and insomnia. The Participants, who had direct contact with the COVID patient has significant anxiety symptoms among family's member of HCWs. This study provides a gateway for understanding the importance of mental health among the Health Care Workers families and urgency that need to be taken with at most care. However, considering these studies, the Government must consider some steps in improving the mental health of HCWs families because they are the backbone of HCWs who treat and support the COVID patients in pandemic time and help them to overcome mental health issues in near future.

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PARTICIPATING ROSCAS IN INDONESIA

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Abstract—**The aim of this study was to describe the ROSCAs of Indonesian society based on gender, marital status, residence, age category, and education. This study uses a descriptive approach. The data sources used in this research are IFLS (Indonesia Family Life Survey) data, namely IFLS4 and IFLS5. The unit of analysis in this study is the individual level. This study uses panel data with a sample of 25,692 respondents. The analysis used in this study is cross tabulation analysis. The results of the study show that Indonesians who tend to participate in ROSCAs are female individuals, married individuals, individuals living in urban areas, and individuals with higher education.**

Keywords—*ROSCAs, ROSCAs Participation, Indonesia, Financial*

I. INTRODUCTION

The Rotating Credit and Savings Association (ROSCAs) contains a group of individuals who act as informal financial institutions. ROSCAs usually collects funds from individuals in a certain amount on a regular basis, while one member gets the funds at each meeting by the lottery method. Geertz (1962) defines ROSCAs as "a lump sum fund composed of fixed contributions from each member of the association is distributed, at fixed intervals and as a whole, to each member of the association in-turn". Beasley et al. (1993) explained that ROSCAs is an economic activity in the scope of savings and loans. ROSCAs is popular where banking is limited, such as in developing countries. ROSCAs is also known as ASCRA/ASCrAs or Accumulating Saving Credit Association. Bouman explains that various countries call ROSCAs with different names, such as kitty party and chit fund in India, esusu (Nigeria), sparkasse (Germany), paluwagon (Philippines) and ticks (Malaysia)[1].

Indonesia is a country with the fourth largest population in the world with a population of 270.2 million people in 2020[2]. Indonesia is a developing country that is rich in traditions, especially at the group or community level. One of the traditions in the economy is the ROSCAs. In Indonesia, ROSCAs is a form of informal organization that is in great demand by the community, especially women. In the city, social gathering will increase the scope of one's social circle. In the village, social gathering is a means of friendship that makes it easier for people to communicate with each other.

ROSCAs participation topics that have been researched previously but are still in limited numbers. The aim of this study was to describe the ROSCAs of Indonesian society based on gender, marital status, residence, age category, and education. This study contributes to add to the literature on ROSCAs participation in Indonesia, which still has much to be researched.

II. LITERATURE REVIEW

Based on the Big Indonesian Dictionary, ROSCAs is an activity to collect money or goods of the same value by several people and then draw lots among them to determine who gets it, the lottery is held in a meeting periodically until all members get it[3]. ROSCAs is generally attended by a group of people who have similarities, for example in the community in the area where they live, ethnic and cultural similarities, in the same workplace, and others. In addition, social gathering activities can be an interlude at events such as recitations, routine family gatherings, and others.

In general, studies around the world have reported a higher propensity for women to participate in ROSCA when compared to men[4]–[7]. There is also a conception that women's ROSCAs are more likely to be successful than those run by men—a phenomenon attributed to the gender ideology of women's superiority in terms of honesty and chastity and household management prowess[6]. Interestingly, many studies also recognize that the recent dominance of ROSCA by women represents a reversal of the role of male dominance over associations in prehistoric times[4], [7].

According to Varadharajan, married individuals participate more in social gathering[8]. Highly educated individuals have a significant and positive relationship with social gathering participation compared to uneducated individuals. ROSCA in Indonesia is not always aimed at the poor, but rather the rich have a higher probability of participating in ROSCA.

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According to Iregui-Bohórquez et al. individuals who live in cities tend to follow social gathering. Individuals living in villages are more likely to hold cash because they are unsure and afraid to hand over their money to strangers, both from formal and informal institutions. In addition, they also don't have much money to spend on social gatherings[9]. A person chooses to enter ROSCA for certain benefits. Most of the research results found that the determinants of participation discussed individual characteristics. ROSCA participants are usually married, middle-aged women who have obtained at least a basic education and are not below the poverty threshold [10]–[13].

Anderson & Baland found that older people were more likely to participate in ROSCA when compared to younger people[14], Varadharajan found the opposite[8]. Varadharajan reported that the older the people in their sample, the lower the likelihood of participating in ROSCA. Baland observed a concave relationship between age and participation in ROSCA with 35 years of age being the peak of the concave relationship and then a decline occurring unlike Varadharajan's findings which put the score at 39 years of age. Varadharajan also observed that the participation of other household members was significantly correlated with the age of the head of the household.

Education level is not always directly proportional to ROSCA participation. Amankwah et al., Donoso et al. and Sandsor stated that ROSCA participants tend not to obtain higher education[15]–[17]. However, this is different from the findings of Lasagni et al. which states that ROSCA participants are highly educated[18]. Meanwhile, according to Schreiner and Nagarajan, Dagnelie and LeMay-Boucher education level does not affect participation in ROSCA[11], [19].

Ademola et al. stated that education level had a significant and negative effect on member participation in ROSCA. The findings show that entrepreneurs with little or no education participate more in ROSCA and the higher the education level of entrepreneurs, the more they prefer to access formal financial institutions. This is possible because the low level of education makes respondents alienated from formal financial institutions[20].

The low level of education and financial literacy in low-income groups makes it difficult for them to access the formal financial system. Expenditures of low-income people are not proportional to the income earned. As a result, they have to ask for help from moneylenders, family members, and relatives who are considered as informal credit or they follow ROSCA[21].

III. RESEARCH METHOD

This study uses a descriptive approach. The data sources used in this research are IFLS (Indonesia Family Life Survey) data, namely IFLS4 and IFLS5. The unit of analysis in this study is the individual level. This study uses panel data with a sample of 25,692 respondents. The analysis used in this study is cross tabulation analysis to determine the correlation of the social gathering participation variable with other independent variables. The independent variables used in this study were gender, marital status, age category, education, and place of residence.

IV. RESULTS

Based on table 1, there is an increase in the number of ROSCAs participation from 2007 to 2014, both from individual women and men. Individuals of the female sex tend to participate in social gathering compared to men.

Table 1. Crosstab Analysis Participating ROSCAs by Gender

Participating ROSCAs		Gender	
		Female	*Male*
2007	Not Participate	63,64	84,32
	Participate	36,36	15,68
2014	Not Participate	51,80	78,47
	Participate	48,20	21,53

Source: IFLS4 & IFLS5 processed

Based on table 2, there is an increase in ROSCAs participation, both from individuals who are not married and those who are married. Married individuals tend to participate in social gathering compared to unmarried individuals.

Table 2. Crosstab Analysis Participating ROSCAs by Marital Status

Participating ROSCAs		Marital Status	
		Unmarried	*Married*
2007	Not Participate	81,41	70,37
	Participate	18,59	29,63
2014	Not Participate	69,77	61,97
	Participate	30,23	38,03

Source: IFLS4 & IFLS5 processed

Based on table 3, there is an increase in individuals participating in social gathering, both individuals living in rural areas and in urban areas. Individuals who live in cities tend to participate in social gathering compared to individuals who live in villages.

Table 3. Crosstab Analysis Participating ROSCAs by Residence

Participating ROSCAs		Residence	
		Rural	*Urban*
2007	Not Participate	77,63	67,96
	Participate	22,37	32,04
2014	Not Participate	70,14	58,88
	Participate	29,86	41,12

Source: IFLS4 & IFLS5 processed

Based on table 4, there is an increase in the number of ROSCAs participation from 2007 to 2014 for individuals in all age categories. The age category

X is the category of individuals who participate in social gathering the most compared to other age categories. Individuals in the Traditionalist age category are the category of individuals who participate in the least number of social gatherings compared to other age categories.

Table 4. Crosstab Analysis Participating ROSCAs by Age Category

Participating ROSCAs		Age Category			
		Y	X	Boomer	Trad.
2007	Not Participate	77,61	68,90	70,40	81,33
	Participate	22,39	31,10	29,60	18,67
2014	Not Participate	63,27	59,44	65,07	78,47
	Participate	36,73	40,56	34,93	21,53

Source: IFLS4 & IFLS5 processed

Based on table 5, there was an increase in the number of ROSCAs participation from 2007 to 2014 for individuals at all levels of education. College education is the category of individuals who participate in social gathering the most compared to other education levels. Education level > junior school is a category of individuals who attend the least social gathering compared to other levels of education.

Table 5. Crosstab Analysis Participating ROSCAs by Education

Participating ROSCAs		Education			
		>Junior School	Junior School	Senior School	College
2007	Not Participate	76,28	71,60	71,28	59,51
	Participate	23,72	28,40	28,72	40,49
2014	Not Participate	70,42	58,80	58,90	50,69
	Participate	29,58	41,20	41,10	49,31

Source: IFLS4 & IFLS5 processed

V. CONCLUSION & DISCUSSION

Most of the results of this study are in line with previous studies. First, this study found that female individuals tend to participate in social gathering compared to male individuals. The results of this study are in line with previous research which showed that women tend to participate in social gathering more than men[18], [22]. One of the reasons women tend to participate in ROSCAs is the existence of habits that make women manage family financial problems[23].

Second, this study found that married individuals tended to participate in social gathering compared to unmarried individuals. The results of this study are in line with previous studies which showed that married individuals tend to follow social gathering. Varadharajan mentions in the results of the study that a married woman has more pressure on her own resources because women have to spend money to maintain the household. Therefore he is likely to join the social gathering. Women are also more likely to be able to contribute to ROSCAs because she has the capacity to take advantage of her husband's income[8].

Third, this study found that individuals who live in cities tend to participate in social gatherings compared to individuals who live in villages. The results of this

study are in line with previous studies which showed that individuals who live in urban areas tend to follow social gathering. ROSCAs in urban areas is more varied than in rural areas, for example, gathering for vehicles, gathering for hajj, and gathering for jewelry. This is different from the village which tends to only save and borrow social gatherings[18].

Fourth, this study found that there was no pattern in age categories with regard to participation in ROSCAs. The results show that generation X is the highest and the Traditionalist generation is the lowest in terms of ROSCAs participation. The results of this study are not in line with previous research which showed that the higher the age of the individual, the more likely the individual to join social gathering[18].

Fifth, this study found that individuals with higher education tend to follow ROSCAs. The results show that individuals with tertiary education are the category of individuals who most participate in social gatherings. The results of this study are in line with previous studies which showed that education had a positive effect on ROSCAs participation[18], [23]. Alpay & Kahyaoglu stated that highly educated individuals view arisna as a financial instrument. Therefore, the higher an individual's education, the more specific the individual's interest in selecting ROSCAs.

The participation of ROSCAs in society in Indonesia in 2007 and 2014 has increased. The results of the study show that Indonesians who tend to participate in ROSCAs are female individuals, married individuals, individuals living in urban areas, and individuals with higher education. The recommendation to increase the participation of ROSCAs in Indonesia is to increase the financial literacy of the people so that they are more aware of the importance of using formal and informal financial institutions to protect their money.

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THE EFFECT OF COMPENSATION AND AUTOCRATIC LEADERSHIP STYLE ON ORGANIZATIONAL COMMITMENT (CASE STUDY ON EMPLOYEES OF BELIVING FOODS YOGYAKARTA)

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Abstract—Data from the Central Statistics Agency (2020) regarding the Open Unemployment Rate in the Special Province of Yogyakarta shows that in February the unemployment rate increased by 1.19% in August 2020. One of the causes of unemployment is employees who resign and then decide not to work. Several factors cause employees to decide to resign due to lack of career clarity, low compensation, irregular working hours, or even because they do not get satisfaction while working. Employees who decide to resign are actually because employees do not have a commitment to the company. This study aims to determine the effect of compensation and autocratic leadership style on organizational commitment of employees of Beliving Foods Yogyakarta. This study uses a quantitative approach. The results showed that compensation and autocratic leadership style had a positive and significant impact on employee organizational commitment at Beliving Foods Yogyakarta.

Keywords—compensation, autocratic leadership style, organizational commitment

I. INTRODUCTION

Data from the Central Statistics Agency (2020) regarding the Open Unemployment Rate in the Province of the Special Region of Yogyakarta shows that in February the unemployment rate of 3.38% increased to 4.57% in August 2020. The causes of unemployment are very diverse. One of them is an employee who resigns and then decides not to work. Some of the factors that cause employees to decide to resign can be due to lack of career clarity, low compensation, irregular working hours, or even not getting satisfaction during work. The employee who decides to resign is actually because the employee does not commit to the company.

Employee commitment to the organization will make employees loyal to the organization and work well for the benefit of the organization (Yuwalliatin, 2006 Widodo, 2010). Mowday et al. (1982) stated that employees who have high organizational commitment will be more motivated to attend the organization and try to achieve organizational goals. Organizational commitment is a sense of identification, loyalty, and involvement expressed by an employee to the organization or organizational unit (Mowday et. al.) in Dey et. al. (2014:281). Employees who are committed to the organization have a desire to maintain membership in the organization. Therefore, employees with low organizational commitment tend to have a desire to change jobs. Robbins (2013:101) states that there are three indicators of organizational commitment, namely: (1) Affective Commitment, (2) Continuance Commitment, and (3) Normative Commitment.

Beliving Foods Yogyakarta is a shop that provides a variety of fresh bakery products every day and various kinds of market snacks. Beliving Foods Yogyakarta was founded in 1993 by the owner named F.X Kiantanto. This company had its peak of glory in 2000 until around 2010 when finally, some internal company problems occurred which resulted in employees getting eroded their commitment to the company.

Beliving Foods has problems with low organizational commitment due to high absenteeism. Many employees often take sick leave repeatedly, to family events, and so on. Not only that, delays often occur, causing problems in the work process. For example, if a sales department employee (sales) arrives late, it will result in late product distribution to stores. Such things, if allowed to continue, will certainly cause losses to the company.

Indicators of emotional ties (affective commitment) to the company are one of the benchmarks so that an employee is said to have organizational commitment. High turnover indicates that the commitment to employees is very weak. The low emotional bond of employees to the company makes employees not work sincerely so they easily leave the company.

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The second indicator to measure organizational commitment is Continuance Commitment which means a growing commitment to stay with the organization because of its economic value which makes employees not leave the organization. Based on interviews conducted by researchers with several employees of Beliving Foods Yogyakarta, information was obtained that many employees claimed to work just to earn money, not to serve or fight together to advance the company. Many employees claim that they are better off working at Beliving Foods Yogyakarta with a mediocre salary than not working at all. And of course, these employees will be willing to leave Beliving Foods if they find other more promising jobs. Based on this, it can be concluded that the continuity commitment that should exist in an employee to form organizational commitment is not owned by Beliving Foods Yogyakarta employees.

The third indicator to measure organizational commitment is Normative Commitment which is related to the feeling of obligation to keep working in the organization. This means employees who have high normative commitment feel that they are ought to stay in the organization. However, based on observations made by researchers at Beliving Foods Yogyakarta, there was no normative commitment found in several other employees. In addition to many employees who claim to work just to earn money, several other employees survive. However, they survive not because they are loyal or have a high commitment to the company, but only because they are already comfortable with short working hours and work that is not too tiring. For example in the sales department, namely drivers and sales whose job is to distribute products to shops, they only work from 08.00-14.00. Some of these employees are afraid that if they leave this company, they will not find another company that has a system like Beliving Foods Yogyakarta.

Based on the observations of researchers at Beliving Foods Yogyakarta regarding organizational commitment, problems were found due to deviations from the indicators that indicate organizational commitment. According to Stum (in Sopiah, 2008:164) suggests that five factors influence organizational commitment, namely: (1) a culture of openness, (2) job satisfaction, (3) personal opportunities to develop, (4) organizational direction, and (5) work rewards according to to needs.

Meanwhile, Luthans (2006; 249) suggests several factors that influence organizational commitment including: (1) People variables, which include age, position in the organization, and positions such as positive or negative effectiveness, or attribution of internal and external controls, (2) Organizational variables, which includes job design, values, support and leadership style, (3) Non-organizational variables, namely the existence of other alternatives after deciding to join the organization will affect subsequent commitment.

Based on the description above, one of the factors that influence organizational commitment according to Stum (in Sopiah 2008:164) is job satisfaction, where to achieve job satisfaction there is a compensation factor. Compensation is one of the main things that a person considers when choosing a job. Appropriate compensation usually makes people more interested in the job. And someone who has worked for a long time with appropriate compensation will usually be loyal to his company. According to Kurniawan, et al (Arta & Surya, 2017) compensation is something that workers receive as compensation for services that have been given to the company. Compensation must be given fairly and equitably to create a productive and conducive work environment for the company. According to (Simamora, 2004) the compensation indicators are: (1) Salary, (2) Allowances, and (3) Facilities.

Information obtained based on researcher interviews with several employees of Beliving Foods Yogyakarta, explained that compensation in the form of a basic salary should be given once a month at the beginning of the month, namely on the 1st. However, the problem is that the basic salary is often not timely. The provision of basic salary is often late even on the 20th. This makes employees disappointed because the expected salary after being tired of working has not been given.

Another problem that reduces employee commitment is related to wages. In the heyday of Beliving Foods, employees who successfully meet the company's targets will be given a fairly large salary as a bonus for the performance given. For example, every salesman who succeeds in selling bread above the target will receive wages combined with a basic salary at the end of each year and will receive one motorbike at the end of the year. However, since 2011 the company no longer provides bonuses. This reduces employee commitment to the company because employees do not get satisfaction as before.

The problem of allowances also occurred in Beliving Foods Yogyakarta. The company does not provide child or wife allowances to all of its employees. Employees only receive a basic salary and small bonuses such as the Holiday Allowance (THR).

The indicators related to facilities are also not fulfilled in this company. Researchers found fact that office facilities such as box cars, trucks, and several machines for producing bread were often damaged and hampered operations. However, there was no follow-up from the company to immediately address these problems.

Another factor that influences organizational commitment according to Luthans (2006; 249) is leadership style. Leadership is a process by leaders

who exert social influence on subordinates to achieve organizational goals Omolayo (2007) ((Purwanto, et al., 2020). The policies decided by leaders are one of the things that have a direct impact on employees.

The problem with the autocratic leadership style at Beliving Foods Yogyakarta is the attitude of the leader who tends to be arbitrary towards his subordinates. Autocratic leadership style according to (Duncan W. Jack, 1981) can be measured by: (1) Leaders demonstrate their capacity as leaders, (2) Leaders do not provide opportunities for employees to participate in decision making, and (3) superiors assign tasks and deadlines accompanied by rewards and punishments.

Researchers get information through observations that have been made at Beliving Foods Yogyakarta, relating to the indicators of leadership style above. Examples of actions that are usually taken by leaders of Beliving Foods Yogyakarta are always being domineering in decision making, scolding employees when they make mistakes, whether intentional or not, and rarely allowing their subordinates to express their aspirations. These things trigger an attitude of disrespect towards the leader.

Based on the background description above, to examine compensation and autocratic leadership style, as well as its effect on organizational commitment at Beliving Foods Yogyakarta, the author takes the title: EFFECT OF COMPENSATION AND AUTOCRATIC LEADERSHIP STYLE ON ORGANIZATIONAL COMMITMENT (Case Study on Employees of Beliving Foods Yogyakarta).

II. LITERATURE REVIEW

A. Organizational Commitment

Organizational commitment is defined as a situation that favors a particular organization and the goals and desires of its employees in maintaining membership in the organization Robbins (2008) ((Rosita, 2016). Porter and Smith (1995) in Kusjainah (2012) state that commitment is the nature of an individual's relationship with the organization that allows a person to have a high commitment, which can be seen from the characteristics, namely a strong urge to remain a member of the organization, willingness to try their best for the benefit of the organization, trust, and acceptance. Gibson et al (2012: 182) stated that organizational commitment is a sense of identification, loyalty, and involvement expressed by an employee towards the organization or organizational unit.

Mohamed (2012) (in (Arta & Surya, 2017) states that organizational commitment is based on the readiness of employees to work hard, accept and realize the organization's mission, organizational standards, organizational principles, organizational ethics, and organizational values to always survive in

all situations. the situation and condition of the organization. Organizational commitment is the attitude of employees to maintain a sense of loyalty to the company and is willing to contribute by working as best as possible to achieve organizational goals (Puspitawati & Riana, 2014).

According to Robbins (2013:101) organizational commitment is grouped with three separate indicators: 1) Affective commitment, namely affective commitment, namely the commitment to stay with the organization because of the emotional similarity to the organization and have confidence in its values 2) Continuance commitment, namely the commitment to stay with the organization because of the perceived economic value of staying with an organization if compared to leaving the organization. 3) Normative commitment, namely normative commitment, namely commitment to stay with the organization for moral or ethical reasons.

Stum (in Sopiah, 2008:164) suggests five factors influence organizational commitment, namely:

1) Culture of Openness; 2) Job Satisfaction; 3) Personal Opportunities for Development; 4) Organizational Direction; 5) Appropriate Work Rewards.

B. Compentation

According to the Big Indonesian Dictionary (KBBI) compensation is a reward given by a company or organization in the form of money or non-money given to employees. Several experts put forward the definition of compensation, one of which Hasibuan (2016:118) explains that compensation is income received by employees in the form of money and or goods directly or indirectly.*According to (Dessler, 2016) employee compensation is any form of payment given to employees arising from work relationships. There are two components of employee compensation, namely the first direct financial payments which include wages, salaries, incentives, commissions, and bonuses. Then the second is indirect financial payments, which include financial benefits such as insurance and paid vacations provided by the company. The most considered compensation is usually cash, so other aspects are often overlooked.*

Salary is not the only goal of people working, but at least salary is the main factor that people are willing to work. A high salary is one of the main driving factors for employee satisfaction, but it does not mean that a high salary will increase productivity because many other factors affect productivity (Paramitadewi, 2017).

According to Simamora (2004) in (Yustini & Yuliza, 2021) compensation indicators consist of 1) Salary is the money the company gives every month

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for services and contributions that employees have made to the company 2) Allowances, namely compensation given to certain employees as compensation for his sacrifice for the company 3) Facilities, namely supporting facilities provided by the organization or company.

And then According to Sutrisno (2009: 190), the organization or company in determining the amount of compensation is strongly influenced by: 1) There is a demand and supply of manpower; 2) Company's Ability and Willingness to Pay; 3) Trade Unions or Employees' Organizations; 4) Work productivity/employee performance; 5) Cost of living; 6) Employee Position or Position; 7) Education Level and Work Experience; 8) Government Sector.

According to Hasibuan (2017:121), the objectives of compensation are: Cooperation Bonds, Job Satisfaction, Effective Procurement, Motivation, Employee Stability, Discipline, Labor Union Influence, and Labor Influence.

H1 Compensation affects the organizational commitment of employees at Beliving Foods Yogyakarta

C. Autocratic Leadership Style

The autocratic leadership style is a style of a leader who considers the organization to be his personal property and sees subordinates as mere tools. Mulyadi (2015) revealed that the autocratic leadership style is leadership that focuses on the leader as a policy maker in all activities, employees act as implementers of activities with direction from the leadership so that the role of organizational members becomes passive.

An authoritarian leadership style often places power in the hands of one person. Leader as sole ruler. Seeing himself more in everything, compared to his subordinates so that the ability of subordinates is always looked down upon (Zainal et al., 2017:36).

The indicators for assessing autocratic leadership style that has been adapted to the above characteristics according to (Duncan W. Jack, 1981): 1) Leaders show their capacity as leaders 2) Leaders do not provide opportunities for employees to participate in decision making 3) Supervisors provide tasks and deadlines accompanied by rewards and punishments. Based on the description above, it can be described the hypothesis:

H2. Autocratic leadership style affects employee organizational commitment at Beliving Foods Yogyakarta.

Compensation and autocratic leadership style are expected to influence employee organizational commitment at Beliving Foods Yogyakarta. As research conducted by Arta & Surya (2017) shows that compensation has a significant positive effect on organizational commitment to employees or group members. Providing good compensation to employees can increase employee commitment to the organization. If employees receive good compensation by compensation indicators, then employees will have their satisfaction with the company. That way, commitment to employees will emerge and employees will be loyal to the company.

Autocratic leadership also affects employee organizational commitment. Leaders who are authoritarian and tend to be arbitrary can result in their employees being disrespectful not only to the leader himself but to the company as well. Arbitrary treatment from leaders will make employees depressed at work. If this is allowed, employees may resign from the company due to a loss of commitment to the company. Based on the description above, it can be formulated:

H3. Compensation and autocratic leadership style have a simultaneous effect on employee organizational commitment at Beliving Foods Yogyakarta

II. METHOD

The approach used by the author in this study is quantitative because there is data analysis with statistical methods to prove a hypothesis. This research is included in the category of causal associative research. Causal associative research according to Umar (2005: 30) is research that aims to analyze the relationship between one variable and another or how one variable affects other variables.

The technique used in data collection is using a questionnaire in the form of several questions given to respondents to fill out. This study aims to examine the effect of compensation and autocratic leadership style on employee organizational commitment at Beliving Foods Yogyakarta.

In this study, the number of question items in the questionnaire was 18; so the number of samples is 5 times the number of questions or equal to 90. So, ideally, this study uses 90 respondents from the total population of 120 employees at Beliving Foods Yogyakarta. Based on this, this study will use a minimum of 90 respondents.

The questionnaire presented contains 33 questions with details: 8 questions about organizational commitment, 7 questions about compensation, and 3 questions about autocratic leadership style.

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Rotated Factor Matrix[a]

	Factor		
	1	2	3
komitmen1		0,537	
komitmen2		0,666	
komitmen3		0,863	
komitmen4			0,719
komitmen5			0,580
komitmen6			0,653
komitmen7			0,695
komitmen8			0,636
kompensasi1	0,610		
kompensasi2	0,642		
kompensasi3	0,565		
kompensasi4	0,532		
kompensasi5	0,750		
kompensasi6	0,700		
kompensasi7	0,761		
gaya1		0,707	
gaya2		0,688	
gaya3		0,765	

Sumber: Data Primer 2022

The table shows the results that there are invalid items, namely items 1-3 of the commitment variable. Thus the commitment variable is represented by items 4 to 8. While the compensation variable is represented by questions 9 to 15 and the autocratic leadership style variable is represented by items 16-18.

III.   RESULT & DISCUSSION

	model 1	model2	model 3	model 4
Gender	-0,029	-0,006	-0,046	-0,019
Experience	-0,017	-0,011	0,000	-0,005
Education	0,047	0,011	0,031	0,013
Kompensasi		0,508***		0,191***
Gaya otokratis			0,445***	0,381**
R^2	0,003	0,260	0,200	0,280
ΔR^2	0,003	0,257***	0,198***	0,278***

Based on the results of the analysis, it is known that hypothesis 1, namely compensation, has a positive effect on employee organizational commitment at Beliving Foods Yogyakarta as evidenced by a beta coefficient of 0.508***. This is by the study conducted by Anvari et al. (2011) stated that compensation is closely related to organizational commitment. This illustrates that the compensation at Beliving Foods Yogyakarta such as delays in giving salaries, no allowances, no bonuses or wages, and poor facilities make employees' organizational commitment decrease as evidenced by high turnover in the last ten years and also high absenteeism.

Therefore, Salaries, Benefits, and Facilities at Beliving Foods Yogyakarta have been shown to have a positive effect on employees' efforts to stay in the organization due to the emotional similarity to the organization, the perceived economic value of staying in the organization, and normative commitment to persist for the following reasons: moral or ethical reasons.

The results showed that the autocratic leadership style had a positive and significant effect on employee organizational commitment at Beliving Foods Yogyakarta as evidenced by a beta coefficient of 0.445***. An authoritarian leadership style often places power in the hands of one person. Leader as sole ruler. Sees himself more in everything, compared to his subordinates so that the ability of subordinates is always looked down upon (Zainal et al., 2017:36). Autocratic or authoritarian leadership affects organizational commitment. This is because the autocratic leadership style tends to arbitrarily affect employee respect for the leader himself and even towards the organization.

This is following research conducted by Prianih & Yusnita (2017) which proves that there is a

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positive relationship between autocratic leadership style and employee organizational commitment at PT Mitra Megah Sentosa. The same thing happened to Beliving Foods Yogyakarta because the leader showed his capacity as a leader who was quite dominating his employees. In addition, leaders do not provide opportunities for employees to participate in decision-making. Not only that, but deadlines are also applied for each job accompanied by rewards for workers who complete their work and punishment in the form of salary reductions for workers who fail to meet targets.

Therefore, it is proven that the attitude of the leader who shows his capacity as a leader, the absence of opportunities for employees to participate, and the implementation of rewards and punishments have a positive influence on employees' efforts to survive in the organization due to the emotional equality to the organization, the perceived economic value because persist in the organization, and a normative commitment to persist for moral or ethical reasons.

The results showed that compensation with a beta coefficient of 0.508*** and autocratic leadership style with a beta coefficient of 0.445*** had a positive and significant impact on employee organizational commitment at Beliving Foods Yogyakarta. Thus the third hypothesis is accepted. Panggabean (2002) suggests that compensation is an award given by the company to its employees as a reward for the contributions made by employees to achieve company goals. The results show that employees who get a salary that can meet their needs, appropriate benefits, and adequate work facilities will make employees more loyal and committed to the company. However, if these things are not met, then employees will be less satisfied with the company, thus triggering a loss of commitment to the company. The autocratic leadership style applied by Beliving Foods Yogyakarta's superiors also affects employee organizational commitment. The more arbitrary the leader's attitude towards employees, the lower the employee's commitment to the company. This is because the application of an authoritarian leadership style makes employees uncomfortable at work, thereby triggering a loss of organizational commitment which can take the form of high employee retention and absenteeism.

There are several limitations experienced and can be a factor for more attention for future researchers in perfecting their research. Some limitations in this study: 1) This study only uses two independent variables, namely compensation and autocratic leadership style; 2) The number of respondents is only 120 people, of course, it is still not enough to describe the real situation; 3) The two independent variables only contributed 27.8% so there were still 72.2% of other factors that influenced organizational commitment.

Based on the research that has been carried out there are several suggestions that can be submitted, as follows:

For further researchers, it is expected that: a) In future research, it is recommended to take more samples, this aims for better data accuracy in the research. b) Conducting ongoing research, is in order to be able to see and assess any changes in respondent behavior from time to time. c) It is hoped that there will be additional variables that might also affect many things in this study

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THE EFFECT OF THE PROMOTIONAL MIX ON CUSTOMER VISIT RATE IN YOGYAKARTA'S KUNENA EATERY RESTAURANT

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Abstract-- The purpose of this study is to analyze the effectiveness of promotions on the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta. The population in this study were customers who visited the Kunena Eatery restaurant in Yogyakarta. Using 100 respondents as a sample in the study. Based on the results of the t test, advertising has no significant effect on the level of customer visits with a significance value of 0.481 greater than 0.05, meaning that advertising has no significant effect on the level of customer visits. Sales promotion has a significant effect on the level of customer visits with a significance value of 0.040 less than 0.05, meaning that sales promotions have a significant effect on the level of customer visits. Publication and public relations have a significant effect on the level of customer visits with a significance value of 0.026 less than 0.05, which means that publications and public relations have a significant effect on the level of customer visits.

Keywords: Advertising, Sales promotion, publication and PR, Direct marketing, Customer Visit Rate

I. PRELIMINARY

There are many restaurants that stand in Yogyakarta, one of which is the Kunena Eatery Restaurant. Unlike other restaurants, Kunena Eatery comes with a variety of American Food menus. A different concept from the restaurant in general which serves traditional food that is typical of an area in Indonesia. The interior that is carried by Kunena Eatery is Scandinavian, photoable for Photo Hunting lovers. Apart from being a place to eat, Kunena Eatery can also be used as a comfortable gathering place and you can take as many photos as you want.

Therefore, every restaurant must be able to anticipate increasingly fierce market competition by developing marketing strategies on promotional media to attract consumers to visit the restaurant. Kunena Eatery needs an effective promotional strategy to introduce its products to consumers and be able to increase its market share, so that it can continue to survive in the culinary service industry. An effective promotional strategy will make consumers interested and able to encourage consumers to prefer eating at Kunena Eatery compared to places from its competitors.

II. LITERATURE REVIEW

A. Marketing Mix

The marketing mix according to Kotler (2008), the marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the desired response in the target market. The marketing mix is a tool that producers can use to influence consumer attitudes and actions. In addition, the marketing mix is also a determinant of the company's marketing success. Jerome McCarthy in Philip Kotler (2009) clarifies the marketing mix into four major groups consisting of product (Product) means a combination of goods and services offered by the company to the target market, price (Price) is the amount of money that must be paid by customers. to obtain the product, place includes the company's activities that make the product available to target customers, and promotion which means the activity to inform the benefit or the advantage of a product in order to attract the targeted customer.
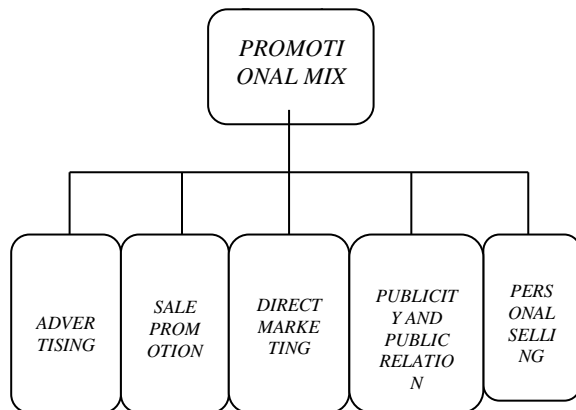
B. Promotion

Michael Ray in Morissan (2007) defines promotion as the coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea. According to Hurriyati (2008) there are three main objectives of promotion, namely first to inform (informing). Informing can be in the form of informing the market about the existence of a new product, introducing a new way of using a product, conveying price changes to the market, explaining how a product works, informing the services provided by the company, correcting wrong impressions, reducing fear or concern. buyers, and build a corporate image. The second objective is to persuade target customers to form a brand choice, shifting choices to certain brands, changing customer perceptions of product attributes, encouraging shoppers to shop on the spot, and encouraging

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shoppers to accept salesperson visits. The latter goal is re-minding, may consist of reminding buyers that the product in question is needed in the near future, reminding buyers of places selling the company's products, keeping buyers in mind about the product even when there is no advertising campaign, and keeping buyers' first memories from falling on company's products.

C. Promotion Mix

Promotional mix describes creative ways that influence consumers to make product purchases. Companies use a combination of promotion mix (promotion mix) to communicate their products. Marketing communication can be seen from a range of internal information (company) to the consumer decision-making side, which includes messages and images about products presented by the company to potential consumers and other stakeholders. The promotion mix consists of five main components, namely: (1) advertising (advertising), (2) sales promotion (sales promotion), (3) direct marketing (direct marketing), (4) publication and public relations (publicity and public relations). , (5) personal selling (Kotler, 2005).

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                    │ PROMOTI  │
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D. Visit Rate

Visits are the active arrival of the community to the service center. A visit in the Big Indonesian Dictionary (2008) is the thing (action, process, result) of visiting or visiting. While the level of visits (KBBI, 2008) is the frequency of visits or can also be called the frequency of visits. The author concludes that the visit rate is the frequency with which a person visits, comes or goes to a place within a certain period of time.

E. Research Hypothesis

A hypothesis is a temporary conclusion that still has to be verified through research, as stated by Arikunto (2006) that a hypothesis can be interpreted as a temporary answer to a research problem until it is opened through the collected data. The hypotheses in this study are as follows:

H1 :   Advertising has a positive and significant effect on the level of customer visits
H2 :   Sales promotion has a positive and significant effect on the level of customer visits
H3 :   Publication and Public Relations have a positive and significant impact on the level of customer visits
H4 :   Direct marketing has a positive and significant effect on the level of customer visits

III.   DATA ANALYSIS METHOD

This research was conducted at Kunena Eatery, which is located at Jalan Commissioner of Police Bambang Suprapto no.4, Baciro, Gondokusuman, Yogyakarta. Kunena Eatery is a restaurant that serves American food. It has several advantages, namely the Scandinavian-like interior which can be considered as a cozy hangout place and good for taking photos, besides that Kunena's location is close to Lempuyangan Station. In this study, the data collection methods used were primary data and secondary data. Primary data, namely data obtained from respondents by providing questionnaires or a list of questions to Kunena Eatery customers. The aim is to determine the effect of advertising, sales promotion, publication and public relations, and direct marketing on the level of customer visits. Secondary data, namely data obtained through documents and written reports from Kunena Eatery.

A. Operational Definition of Variables and Measurement

1. Advertisement

Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that must be paid for (Kotler, 2005). Advertising can be used to build a long-term image for a product and on the other hand can also accelerate sales. Advertisements made by Kunena are spread through social media such as Instagram and Facebook.

2. Sales promotion

Sales promotion is a collection of incentive tools, most of which are short term, designed to stimulate quicker and greater purchase of a particular product or service by consumers or merchants (Kotler, 2005).

The sales promotion that Kunena eatery does is giving discounts and shopping vouchers to every customer who has visited.

3. Publication and Public Relations

According to Rismiati and Suratno in Zakiyah (2008), publicity is a number of information about people, goods or organizations that are arranged in the editorial room of a media free of charge to be read, seen or heard by consumers or potential consumers with the specific purpose of achieving sales goals. Publication and public relations carried out by Kunena Eatery is by providing sponsorship for an activity.

4. Direct Marketing

Direct marketing is an effort by a company or organization to communicate directly with target prospective customers with the intention of generating responses and or sales transactions (Morissan, 2007). Kunena Eatery's direct marketing is an explanation of new menus or ongoing daily or weekly promotions.

5. Customer support rate

The level of customer visits is the frequency with which someone visits, comes or goes to a place within a certain period of time.

B. Population and Research Sample

Population according to Sugiyono (2014), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this research are all customers of Kunena Eatery. Sampling was done by using the purposive sampling formula. According to Notoatmojo (2010), purposive sampling is taking samples based on certain considerations such as the nature of the population or previously known characteristics. The sample in this study were Kunena Eatery customers who made purchases. So the researchers took 100 respondents.

For respondents obtained based on mathematical calculations using the following Slovin:

$$n = \frac{N}{1 + Ne^2}$$

Information:
n   = Sample size
N   = Population size

C. Data analysis method

The data analysis method used in this research is quantitative data analysis. Quantitative analysis is a form of analysis that is presented in numbers that can be measured and calculated. The results of the calculation of the scores are then used in statistical analysis carried out with the help of computers, using the SPSS program to prove the relationship and influence of research variables using the following data tests:

1. Validity test

Validity shows the extent to which a measuring instrument is able to measure what it wants to measure (Umar, 2003). Validation test is used to determine the feasibility of the items in a list (construct) of questions in defining variables. A question item is said to be valid if the value of r-count > r-table (Nugroho, 2005).

2. Reliability Test

If the questionnaire has been proven valid, then the validity of the questionnaire is tested for reliability. Reliability is the level of reliability of the questionnaire. A reliable questionnaire is a questionnaire that, if tried repeatedly on the same group, will produce the same data. In looking for reliability, measuring instruments in the form of a scale can use the Cronbach's Alpha formula.

D. Data Analysis Tools

1. Classic assumption test

Classical assumption test is a requirement that must be met in multiple linear regression analysis based on ordinary least squares (OLS). The essence of the OLS method is to estimate a regression line by minimizing the sum of the squares of errors of each observation on that line (Kuncoro, 2009).

2. Normality test

Aims to test whether in the regression model, the dependent variable with the independent variable both has a normal distribution relationship or not. A good regression model is normally distributed or close to zero. To test normality can be by analyzing the probability value. The condition is that if the probability value is > 0.05 then the regression model meets the assumption of normality (Ghozali, 2001).

3. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. A good regression model should not have a correlation between the independent variables, if the independent variables are correlated then the variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables = 0 (Ghozali, 2012 in Kusumawati, 2013).

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a. The amount of the Variable Inflation Factor (VIF), a guideline for a regression that is free of Multicollinearity, namely VIF ≤ 10.

b. The magnitude of the Tolerance guideline for a regression model that is free of Multicollinearity is the Tolerance value of 0.1. ≥

4. Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance of the other observation residuals remains, it is called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model is homoscedasticity (Ghozali, 2012 in Kusumawati, 2013). The basis for Glejser's decision making is as follows:

a. If the significance value is greater than 0.05, it means that there is no heteroscedasticity in the regression model.

b. If the significance value is less than 0.05, it means that there is heteroscedasticity in the regression model.

5. Multiple Linear Analysis

Multiple linear regression is used as a tool to find out how far the value of the dependent variable changes, if the value of the independent variable is manipulated or changed or increased or decreased (Sugiyono, 2005). The author uses multiple linear regression analysis which is analyzed based on the help of software, namely SPSS.

The data management method used in this study uses multiple linear regression analysis, with the formula:

$Y = a + b1X1 + b2X2 + b3X3 + e$

Where:

Y = customer visit rate
X1 = advertisement
X2 = sales promotion
X3 = publication and public relations
X4 = direct marketing
A = constant
B1, b2, b3 = regression coefficients
E = estimation error

6. T test (partial test)

The t statistic test basically shows how far the influence of one independent variable individually in explaining the dependent variable (Ghozali, 2013: 99).

IV. RESULTS AND DISCUSSION

A. Instrument Testing

1. Validity test

Table 1. Validity test results

Variable	Statement	r count	r table	Information
Advertisement	1	0.908	0.197	Valid
	2	0.880	0.197	Valid
	3	0.829	0.197	Valid
Sales promotion	1	0.768	0.197	Valid
	2	0.789	0.197	Valid
	3	0.729	0.197	Valid
	4	0.787	0.197	Valid
Publication and Public Relations	1	0.734	0.197	Valid
	2	0.871	0.197	Valid
	3	0.864	0.197	Valid
Direct Marketing	1	0.857	0.197	Valid
	2	0.849	0.197	Valid
	3	0.875	0.197	Valid
Customer Visit Rate	1	0.812	0.197	Valid
	2	0.794	0.197	Valid
	3	0.834	0.197	Valid

Source: Processed Primary Data (2020)

The results above show that the statement items in this study are valid. this is indicated by the calculated r on each question item is greater than r table (0.197), meaning that all statement items can be used as research instruments.

2. Reliability Test

Table 2. Reliability Test Results

Variable	Statement	Cronbach Alpha	Alpha standard	Information
Advertisem	1	0.924	0.60	Reliable

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ent				
Travel Promotion	1	0.927	0.60	Reliable
Publication and Public Relations	1	0.928	0.60	Reliable
Direct Marketing	1	0.925	0.60	Reliable
Customer Visit Rate	1	0.931	0.60	Reliable

Source: Processed Primary Data (2020)

The results of reliability testing on all statement items obtained the value of Cronbach Alpha greater than 0.6 so it can be concluded that all statement items in this study have met the reliability requirements or in other words that this questionnaire is reliable as a research instrument.

B. Classic assumption test
1. Normality test

Table 3. Normality Test Results

VARIABLE	GIS.	LEVEL OF SIGNIFICANT	DESCRIPTION
RESIDUAL 1	0.589	0.05	Normal
RESIDUAL 2	0.879	0.05	Normal

Source: primary data processed (2020)

Based on Table 3, the results of the normality test with the Kolmogorov Smirnov Test in the table can be seen that the probability value is > 0.05, then the regression model meets the assumption of normality.

2. Multicollinearity Test.

Table 4. Multicollinearity Test Results

Variable	Tolerance	Standard Tolerance	VIF	Standard VIF	Tension
Advertisement	0.393	0.10	2,541	10	Multicollinearity Free
Sales promotion	0.300	0.10	3,335	10	Multicollinearity Free
Publications and public	0.334	0.10	2,998	10	Multicollinearity Free

relations					
Direct marketing	0.350	0.10	2,861	10	Multicollinearity Free

Source: primary data processed (2020)

From Table 4. it can be seen that the Variable Inflation Factor (VIF) is less than 10 and the tolerance value is greater than 0.10. So it can be concluded that the regression model in this study is free from multicollinearity problems.

3. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Sig.	Standard sig.	Information
Advertisement	0.215	0.05	Homoscedasticity
Sales promotion	0.481	0.05	Homoscedasticity
Publications and public relations	0.225	0.05	Homoscedasticity
Direct marketing	0.389	0.05	Homoscedasticity

Source: primary data processed (2020)

From Table 5 it can be seen that the significance value of the independent variable is more than 0.05, it can be concluded that there is no heteroscedasticity problem in the regression model or it can be concluded that there is homoscedasticity.

4. Multiple Linear Regression Analysis

Table 6. Multiple Linear Analysis Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,124	1.154		1,841	.069
IK LAN (X1)	.082	.116	.087	.708	.481
SALES PROMOTION (X2)	.254	.122	.293	2,087	.040

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| PUBLICATION AND PR (X3) | .301 | .133 | .302 | 2.267 | .026 |
| LIVE REVIEW (X4) | .051 | .134 | .050 | .381 | .704 |

a. Dependent Variable: CUSTOMER VISIT RATE (Y)

Source: Processed Primary Data (2020)

Based on Table 6, the results of the calculation of multiple linear regression analysis can mathematically be written in the following equation:

$Y = 2.124 + 0.082X_1 + 0.254X_2 + 0.301X_3 + 0.051X_4$

The equation above shows the effect of the independent variable (X) on the dependent variable (Y). The meaning of the multiple linear regression coefficient is as follows:

a. Constant (a) = 2.124 means that if the variables of advertising, sales promotion, publication and public relations, and direct marketing do not exist or are equal to zero then the level of customer visits affects 2.124.

b. The relationship between the advertising variable (X1) and the variable level of customer visits at the Kunena Eatery Restaurant (Y) is shown by the regression coefficient b1 of 0.082, meaning that the advertising variable does not have a positive effect on the level of visits.

c. The relationship between the sales promotion variable (X2) and the customer visit rate variable (Y) is shown by the regression coefficient b2 of 0.254, meaning that the sales promotion variable has a positive effect on the level of customer visits.

d. The relationship between the variables of publication and public relations (X3) and the variable level of customer visits (Y) is shown by the regression coefficient b3 of 0.301, meaning that the variables of publication and public relations have a positive effect on the level of customer visits.

e. The relationship between the direct marketing variable (X4) and the variable level of customer visits (Y) is shown by the coefficient b4 of 0.051 which means that the direct marketing variable does not have a positive effect on the level of customer visits.

5. t test

Table 7. t test results

Variable	t count	t table	Significance	Information
X1	0.708	1,661	0.481	Not significant
X2	2,708	1,661	0.040	Significant
X3	2,267	1,661	0.026	Significant
X4	0.381	1,661	0.704	Not significant

Source: Primary Data Processed (2020)

a. Testing on advertising variables

Based on the calculation results, it is obtained that t arithmetic is 0.708 smaller than t table (1.661), then the value of t arithmetic is in the area of acceptance of H0 and rejects Ha. It means that there is no significant effect of the advertising variable on the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta.

b. Testing on sales promotion variables

Based on the calculation results, the t-count value is 2.708 which is greater than the t-table (1.661), then the t-count value is in the rejection of H0 and accepts Ha. It means that there is a significant effect of the sales promotion variable on the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta.

c. Testing on the variables of publication and public relations

Based on the results of the calculation, it is obtained that t arithmetic is 2,267 which is greater than t table (1.661), then the value of t arithmetic is in the rejection of H0 and accepts Ha. It means that there is a significant effect of publication and public relations variables on the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta.

C. Testing on direct marketing variables

Based on the results of calculations obtained t count of 0.381 smaller than t table (1.661), then the value of t arithmetic is in the area of acceptance of H0 and rejects Ha. This means that there is no significant effect of direct marketing variables on the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta.

V. CONCLUSION

Based on the results of research and discussion on the effect of advertising, sales promotion, publications and public relations, and direct marketing on the level

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of customer visits, the following conclusions can be drawn:

1. Advertising has no effect on the level of customer visits at Kunena Eatery Restaurant Yogyakarta. This is evidenced by the value of tcount (0.708) which is smaller than ttable (1.661) and not significant with a significance value of 0.481. Using a significance level of 0.05.

2. Sales promotions affect the level of customer visits at Kunena Eatery Restaurant Yogyakarta. This is evidenced by the value of tcount (2.708) which is greater than ttable (1.661) and significant with a significance value of 0.040. Using a significance level of 0.05.

3. Publications and public relations affect the level of customer visits at Kunena Eatery Restaurant, Yogyakarta. This is evidenced by the value of tcount (2.267) which is greater than ttable (1.661) and significant with a significance value of 0.026. Using a significance level of 0.05

4. Direct marketing has no effect on the level of customer visits at Kunena Eatery Restaurant Yogyakarta. This is evidenced by the fact that tcount (0.381) is smaller than ttable(1.661) and not significant with a significance value of 0.704. Using a significance level of 0.05.

5. The variables that most influence the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta are the variables of publication and public relations with the calculation results of 0.301 or 30.1%. Meanwhile, the variable with the lowest influence on the level of customer visits at the Kunena Eatery Restaurant in Yogyakarta is the direct marketing variable, which is 0.051 or 5.1%.

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THE INDUSTRIAL REVOLUTION 4.0 CHALLENGES OF AUTOMATION AND OFFICE GOVERNANCE TEACHERS' COMPETENCE

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Abstract— **Improving teacher competence is a legal requirement that all teachers fulfill, and it encompasses pedagogical competence, personality competence, social competence, and professional competence. The purpose of this study is to highlight the need for increased teacher competency in OTKP Expertise Competencies in the period of the Fourth Industrial Revolution. The survey design is used in this investigation. Data was collected using open and closed questionnaires. The research included 61 instructors of OTKP Expertise Competencies in Vocational Schools in Yogyakarta's Special Region (DIY). An interactive model was used to analyze data. Tables and pie charts are used to present facts for simple reading. The study's findings indicate that 1) the need to develop teacher competency includes pedagogic competence, personality competence, social competence, and professional competence. 2) The need to improve teachers' pedagogical competencies, specifically: a) learning innovation, b) selection of appropriate learning resources, c) mastery of learning information technology, d) student development, e) classroom management, f) curriculum implementation in learning, g) learning strategies, h) learning evaluation, I online learning, j) mastery of learning materials and interesting learning principles, and k) preparation of teaching materials. 3) The necessity for teachers to strengthen their personality competencies, specifically: a) emotional control when teaching, b) professional ethics for teachers, c) grooming, d) discipline, e) Achievement Motivation Training (AMT), f) assertiveness/openness, and g) exceptional. 4) The need for teachers to improve social competence, specifically: a) communicating on social media, b) collaborating with other people/teams, c) collaborating and establishing communication with the Business World/Industrial World, d) adapting to the environment, e) communicating with students' parents/guardians, f) communicating with the surrounding community, and g) communicating in a fun way to compete. 5) The need for teachers to improve their professional competence in the following areas: a) the use of technology, b) the use of various learning applications, c) foreign language mastery, d) education and training for master of ceremonies (MC) and protocol, e) digital archive training, f) character training, g) professional improvement in productive subjects, h) MGMP empowerment, I scientific writing, j) e-learning, and k) adaptation to global challenges. 6) Internal variables (teachers, pupils, and schools) and external factors hinder instructors' ability to enhance competency.**

Keywords— competency improvement, OTKP teachers

I.   INTRODUCTION

The success of education is determined by various elements, one of which is the teacher. In Law No. 14 of 2005 concerning teachers and lecturers, it is stated that teachers are agents of learning for students. Teachers are responsible as facilitators, motivators, motivators, learning engineers, and inspirers for students. Teachers are required to be able to adapt to the demands of a dynamic and rapidly changing era in implementing learning. The era of the industrial revolution 4.0 which is marked by automation in all areas of life, requires teachers to improve competencies to be in line with existing developments.

A professional teacher must possess the four key competences that are mirrored in everyday life. Teacher competency is comprised of pedagogic competence, personality competence, social competence, and professional competence acquired through professional education. The four teaching competencies must be mastered and developed in a balanced manner. Competence is a pillar of

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professional performance, according to (Suherman, 2004). To develop and investigate teacher competencies, comprehensive teacher professional education is required. Competence in transferring knowledge, attitudes, and skills must be done collaboratively in order to generate a highly competitive future generation. To impart information, attitudes, and skills comprehensively, the teaching profession requires a solid pillar of competency. As a result, in order to generate intelligent people, every learning process necessitates the presence of a teacher who possesses appropriate competence in accordance with the standards that have been established.

Teachers with adaptable professional abilities are required in the period of the Fourth Industrial Revolution. Professional competence is the capacity to master a given topic thoroughly and thoroughly. Professional competence is one of the key abilities that a teacher must possess in order to develop a generation through the transfer of knowledge. Professional abilities or competences are one of the indices of a teacher's skills and expertise that can be measured. According to the findings of a study conducted by Nurkamilah (2016), the professional competency of teachers can be strengthened by various policies that create a sense of pleasure and increase the spirit of work. Teachers' professional competency can be increased by offering both material and non-material resources. Teachers must be able to adapt and acquire new sciences in the period of the Fourth Industrial Revolution, with the existence of information technology and artificial intelligence. Many teachers are also hesitant to develop their professional competence due to age and economic issues, however professional competence is critical in the contemporary period.

In the age of the Fourth Industrial Revolution, the presence of a competent teacher with four primary competences is critical for shaping future generations. The existence of coherence between the institution and the workplace is an important aspect that must be provided by professional teacher-producing institutions so that information received both in theory and practice may be used. To produce professional instructors, various efforts must be made in a holistic manner. Micro learning and micro teaching are very important in the formation of professional instructors. The government is also working on a new regulation for Teacher Professional Education. The provision of adequate skill competences, supported by government institutions and policies, can assist teachers in becoming superior, creative, and innovative individuals.

II.   METHODS

This study uses a survey design. The problems explored are urgent problems that need to be found

alternative solutions through exploring the need for increasing teacher competence in OTKP Expertise Competencies in the 4.0 industrial revolution era. The study was conducted on OTKP Expertise Competency teachers at Vocational High Schools (SMK) in the Special Region of Yogyakarta.

Data was collected using a questionnaire that respondents filled out. The questionnaire includes a list of closed and open questions. Closed questionnaire questions offer response choices so that respondents can simply select the alternative answer that is deemed the most appropriate, but open questionnaire questions must be replied by the responder.

Respondents who investigate the need to improve the skills of effective teachers. OTKP Expertise Competence in the Era of the Fourth Industrial Revolution The information portion of the need for teacher competency improvement includes: 1) the state of the teacher's competence in OTKP expertise, 2) the need for enhancing teacher competence, and 3) the teacher's barriers to improving competence. This study's subjects were 61 productive instructors from Public Private Schools OTKP Expertise Competencies at Vocational High Schools (SMK) in the Special Region of Yogyakarta (DIY). Public and private vocational schools are used as research sites. There are 11 schools that serve as research sites. The data were examined descriptively and qualitatively using Miles and Hubberman's interactive model. To make it easier to understand, the data is organized into categories and presented in the form of tables and pie charts. This investigation yielded conclusions about the necessity to strengthen the competency of productive teachers of OTKP Expertise Competencies in DIY.

III.   RESULTS

The needs of instructors in professional development connected to the primary activities in learning are classified into numerous categories, including increasing Human Resources (HR), curriculum implementation, book/journal/module preparation, learning media and learning aids, and learning evaluation. Most teachers require professional development relating to their primary duty of teaching to increase the quality of human resources. The teacher discovered that the time they had to enhance themselves had been diminished due to the numerous administrative responsibilities. The reasons for each teacher choosing the component of development needs differ, namely: 1) a need that must be met by a teacher, 2) to increase the quality of teacher human resources in teaching, 3) to meet school goals, and 4) to simplify the process. KBM, 5) to meet the needs of DU/DI and curriculum, 6) to assist the accomplishment of student competencies, and 7) to increase teacher professionalism.

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Teachers need to improve their pedagogical competence in the following areas: 1) learning innovation, 2) selection of appropriate learning resources, 3) mastery of learning information technology, 4) student development, 5) classroom management, 6) curriculum implementation in learning, 7) learning strategies, 8) learning evaluation, 9) online learning, 10) mastery of learning materials and interesting learning principles, and 11) preparation of teaching materials. Teachers need to strengthen their personality abilities in the following areas: 1) emotional control when teaching, 2) teacher professional ethics, 3) grooming, 4) discipline, 5) Achievement Motivation Training (AMT), 6) assertiveness/openness, and 7) exemplary. Teachers feel the need to increase personal competence to have a good personality that meets the needs of educational learning.

Teachers' needs to improve social competence include: 1) communicating on social media, 2) collaborating with other people/teams, 3) collaborating and establishing communication with the Business World/Industrial World (DUDI), 4) adapting to the environment, 5) communicating with students' parents/guardians, 6) communicating with the surrounding community, and 7) communicating in a fun way to compete. Teachers need to improve their professional competence in the following areas: 1) the use of technology, 2) the use of various learning applications, 3) mastery of foreign languages, 4) education and training for master of ceremonies (MC) and protocol, 5) digital archive training, 6) character training, 7) increasing professionalism in productive subjects, 8) empowering MGMP, 9) writing scientific papers, and 10) e-learning , and 11) Adapting to global challenges The different needs of teachers for professional competence necessitate serious reactions from many parties in order for teachers to have facilities that assist them in meeting the needs of these professional abilities.

Teachers above the age of 50 who offer assertions of lack of motivation and age who are no longer productive fall into this category. The increasing demands of teacher administration make teachers feel as if time is running out to prepare for teacher administration. Teachers become less enthused about engaging in competency enhancement programs.

Support from the school is required to achieve an improvement in teacher competency, both in terms of planning to expand the provision of educational facilities and infrastructure and budgeting for the expense of training human resources. In addition to internal problems, instructors face several external challenges. Among them, the government's policy of performing attendance with fingerprints is the most frequently noted barrier by teachers. Meanwhile, if you participate in a training program conducted by an

organization during effective working hours, the school does not always provide permission, and approval is not usually accompanied by a letter of assignment. Such situations make it difficult for teachers to teach.

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THE INFLUENCE OF ENTREPRENEURIAL PROSOCIAL MOTIVATION ON THE FEAR OF FAILURE

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Abstract—**Business effort will be distracted by the one's fear of failure because this fearness can make the entrepreneur hesitant to start a business or run a business. So, this fearness need to be controlled by the entrepreneur. This study aims to examine the influence of entrepreneurial prosocial motivation on the fear of failure that consist of fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others. This study test whether the motivation can control the fear of failure. The sample of this research are 236 housewives in Kabupaten Banyumas, Indonesia. The study implies that entrepreneurial prosocial motivation can decrease fear of devaluing one's self estimate, fear of shame and embarrassment but not decrease fear of important others losing interest as well as fear of upsetting important others.**

Keywords—prosocial motivation, fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others

I. INTRODUCTION

Many factors influence the successful entrepreneur. But there some factors can inhibit the run of business. Some of them are the fear of failure. Fear of failure refers to individual's perception of evaluative situation for potential failures in achieving goals [1]. Fear of failure inhibit individuals to start of business. It because business have an uncertainty of nature and have a risk [2]. Fear of failure negatively affect achievement motivation [3], makes individual hesitant to make decisions to explore his/her business opportunity [4], and inhibit individual to start of business [5]. Considering the impact of fear of failure, entrepreneurs need to control this feeling and perception in order to not inhibit to achieve their goals getting many success businesses.

There are five dimensions of entrepreneurial fear of failure. The dimensions are fear of important others losing interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of uncertain future, and fear of upsetting important others [6]. This study focuses on four dimensions, which is fear of important others losing their interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of upsetting important others.

As the important of controlling the fear of failures, entrepreneurs need to know the factors that can influence the fear of failure. This study proposes about the effect of entrepreneurial prosocial motivation on the four dimensions of the fear of failure. Prosocial motivation is a desire to give a positive contribution to other people or social community [7] or to increase social well-being [8]. Prosocial motivation can generate many aspects of creativity [9][10]. Prosocial motivation also can stimulate social innovation [11]. These impacts indicate that prosocial motivation have a positive energy and spirit for entrepreneur to take an active action. So, these theories provide fundamental basis for this research to propose that entrepreneurial prosocial motivation can control the dimensions of fear of failure.

II. LITERATURE REVIEW

A. The Fear of Failure

Individuals with fear of failure tend to averse the risk that embedded to creating a new business. So, it feelings inhibit entrepreneurial entry [12]. Based on Conroy and Elliot's concept, fear of failure is a natural tendency to experience apprehension and anxiety toward situation related to negative consequences [13].

Fear of failure have five dimensions. They fear of important others losing interest, fear of devaluing one's self estimate, fear of shame and embarrassment, fear of uncertain future, and fear of upsetting important others [6]. It important to understand fully about the antecedent that influence of the five-dimension fear of failure.

B. The Effect of Entrepreneurial Prosocial Motivation on Fear of Failure

Basic perspective of prosocial motivation is desire to help. This perspective results the feel of joy and pleasure. It also makes individual feel worth [11]. Prosocial motivation makes a pleasure, so it intrinsically drives sustained activity [14].

Pleasure and joy that are embedded in prosocial motivation will control the anxiety and apprehension

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feeling of fear of failure. Sense of arousal that arise with that motivation can diminish those fears. Based on the theory, this study proposes four hypotheses,

H1: Entrepreneurial prosocial motivation negatively influences fear of important others losing their interest

H2: Entrepreneurial prosocial motivation negatively influences fear of devaluing one's self estimate

H3: Entrepreneurial prosocial motivation negatively influences fear of shame and embarrassment

H4: Entrepreneurial prosocial motivation negatively influences fear of upsetting important others.

III.   RESEARCH METHODS

A.   Sample

This study used convenience sampling method. There are 236 housewives for the respondents. This study collects the data by distributing online questionnaires.

B.   Measure

- The fear of failures are measured by instruments that developed by D. E. Conroy, J. P.Willow, & J. N. Metzler (2002) [6].
- The Entrepreneurial prosocial motivation is measured by instrument that adapted from self-regulation
  scales developed by R.M. Ryan and J.P. Connell (1989) [15].
-

IV.   RESULT

Table 1. shows about regression analyses for testing hypotheses.

TABLE I. REGRESSION ANALYSES

	Fear of important others losing interest			Fear of devaluing one's self estimate		Fear of shame and embarrassment			Fear of upsetting important others	
	β_1	Sig.		β_2	Sig.	β_3	Sig.	β_4	Sig.	
Prosocial Motivation	-0.066	0.315		-0.173	0.008	-0.151	0.020	-0.105	0.108	

This study result that entrepreneurial prosocial motivation negatively influence fear of devaluing one's self estimate ($\beta_{2=}$ -0,173 & Sig.= 0.008). Hypotheses 2 is supported. Prosocial motivation diminishes fear of devaluating one's self estimate.

The same result for the effect on fear of shame and embarrassment. Entrepreneurial prosocial motivation negatively influences fear of shame and embarrassment ($\beta_{2=}$ -0,151 & Sig.= 0.020). Hypotheses 3 is supported.

There are different results for Hypotheses 1 and Hypotheses 4. Hypotheses 1 and Hypotheses 4 are not supported. Entrepreneurial prosocial motivation negatively influences fear of important others losing interest ($\beta_{2=}$ -0,066 & Sig.= 0.315) and upsetting important others ($\beta_{2=}$ -0,105 & Sig.= 0.108).

V.   DISCUSSION

This study shows that entrepreneurial prosocial motivation influence on the fear of devaluing one's self estimate and shame and embarrassment, but not influence on fear of important others losing interest and upsetting important others. It means that the joy and positive feeling in prosocial motivation just diminish fear of devaluing one's self estimate and shame and embarrassment. The though that entrepreneurs have delivered positive impact toward social community or others can control the negative feeling about valuing them self. When the failure happened, they do not blame them self, they still value they are worth because they have taken effort to help others or community.

Unfortunately, the motivation does not have an effect on fear of important other losing interest and upsetting

important other. They still have perception that if they fail, they can lose interest from important people or upsetting important people. Because of the motivation that they work hard for other people, so, other's evaluation about them self is important. It because it is related to the trust of other people and their credibility. Entrepreneur have a fear that the failures lead to decrease their credibility and losing other's trust after they have tried hard for running the business.

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THE INFLUENCE OF FAMILY, PEERS, *SELF EFFICACY, SELF REGULATION* ON LEARNING MOTIVATION

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Abstract - This study aims to determine family, peers, *self-efficacy*, and *self-regulation* on learning motivation. The research was conducted using descriptive quantitative methods with a questionnaire data collection. The results of this study indicate that family, peers, *and self-regulation* have a positive and significant effect on learning motivation. There is no influence between *self-efficacy* on learning motivation.

Keywords— family, friends, peer, self-efficacy, self-regulation

I. INTRODUCTION

Education is important for a child because it can develop the mindset, nature, and behavior so that they are more educated to develop nation-building through education and create a dignified national culture and character. A person's educational needs can be related to Abraham Maslow's theory, motivation, and personality[1]. The theory has five levels of the pyramid, namely, physiological needs, a sense of security, a sense of love and belonging, appreciation, and self-actualization, where these five levels can be obtained from education [2].

Increasing self-learning motivation will be good in the future. The spirit of learning that arises will increase the sense of willingness to continue to want to advance achievement so that learning motivation is significant because it can achieve children's educational goals in the future.

In the family environment, the role of parents is first and last educators. The roles given are general education, faith, worship, morals, intellectual development, and psychological maturity that will produce maturity in life. Good parenting from the family, such as providing support, attention, and care for children, will affect learning motivation [3]–[5].

Peers have an influence on learning motivation such as providing encouragement to improve learning achievement, as well as good relationships

[6]–[8]. In Abraham Maslow's theory of needs, peers also include needs that individuals want because an individual needs others.

Self Efficacy and *Self Regulation* of the individual also dramatically affect the motivation to learn where one can control emotions and thoughts and encourage oneself to do positive things, which of course, can convince oneself that one can do something [9]–[11]. In Abraham Maslow's theory of needs, *self-regulation* and *self-efficacy* are self-actualization needs where a person must be able to fulfill his potential and become what he wants.

There are so many problems in the scope of universities from internal and external factors that affect learning motivation. Based on the problems above, this study aims to prove that family, peers, *self-efficacy*, and *self-regulation* can

affect learning motivation, according to Abraham Maslow's Theory of Accounting Education students.

II. THEORETICAL REVIEW

According to Abraham Maslow, the theory of motivation, or the theory of needs, suggests that basic needs are something everyone has [1]. People began to push to meet needs from the five levels of Abraham Maslow's hierarchy of needs pyramids. This theory consists of physiological needs, needs for security and protection, needs for love and belonging, needs for self-esteem, and needs for self-actualization [2].

The most basic needs in a person are physiological, where individuals need primary and secondary basic needs to survive. After the physiological needs are satisfied, the need for security arises. These security needs include physical security, protection, and freedom from threats that threaten. The need for love and belonging includes the presence of friends, the desire to have a partner and offspring, the need to be close to family, and interpersonal needs such as giving and receiving love. Humans will be free to

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pursue their ego needs for the desire to achieve and have prestige. Everyone needs appreciation, namely lower and higher needs, such as an appreciation for achievements. The award that has been achieved must meet the need for self-actualization. a person proves and shows himself to others by developing his potential [12].

The family environment is an external factor that affects students in improving their learning. Researchers hope that the family there is a positive influence on increasing learning motivation. The encouragement of motivation is not only from within but also from outside, such as encouragement from the family [13]. The role of parents is significant in growing motivation to learn [14]. The parenting style used by parents is very different, such as determining the rules but taking into account the circumstances and needs of the child [15]. Parents motivate their children by providing a conducive, comfortable learning environment, accompanying them when studying, and appreciating their children's achievements [16]. In these conditions, when the family provides good communication and attention, it will have an impact on increasing learning motivation [17].

It can be concluded that family also encourages students to continue to motivate their learning. The existence of a good family environment can meet students' needs for love, affection, and security. Families do not only command and scold children, but families must accompany, provide direction, and understand the child's condition [18]. Based on these assumptions, then:

H1: There is a positive effect of family on learning motivation.

External factors from peers can positively influence, such as working together to overcome learning problems [19]. Compatibility in making friends is needed so that there is comfort when studying together [20]. Good peers can affect learning motivation and vice versa if deviant peers can reduce learning motivation [21]. The existence of peer habits that lead to positive things will increase the desire to learn so that learning motivation will increase [22], [23].

Most peers who form their groups have bad behavior [24]. At the same time, good associations will positively impact students' learning motivation, such as a sense of cooperation

and mutual trust with friends. On the contrary, bad associations will make learning motivation decrease. Peers have an essential role in motivating learning; the role is to fulfill individual needs such as affection, attention, and acceptance. Peers are also encouraged to study hard [6]. From the two explanations about the impact of peers on learning, it can be concluded that peers can encourage motivation to learn and be more diligent in learning, and peers can also influence behavior in the development of behavior, thought patterns, and traits. Based on the above assumptions, then:

H2: There is a positive influence of peers on learning motivation.

In humans, it is necessary to instill *self-efficacy. Self-efficacy* in individuals is very influential in the future [25]. Good thinking can trust itself and is very good for psychology. Moreover, it affects increasing learning motivation [26], [27]. *Self-efficacy* makes students more diligent in doing assignments, tenacious, not anxious, and able to manage their thoughts [28]. Showing self-efficacy influences strong motivation in a person and is crucial in supporting efforts to achieve success [29]. Based on the above assumptions, then:

H3: There is a positive effect of *self-efficacy* on learning motivation.

After a person manages his *self-efficacy, self-regulation* will be formed where the individual manages his behavior to learn [30]. The success of performance and behavior depends on how self-control factors influence behavior, which means self-regulation in the learning process or *self-regulation* can be influenced by learning motivation [31]. If, in learning, you feel comfortable and have a good attitude, it can increase learning motivation [32]. The higher the *self-regulation*, the higher the students' learning motivation [33], [34]. Based on the above assumptions, then:

H4: There is a positive effect of *self-regulation* on motivation to learn.

III. RESEARCH METHODS

This type of research is descriptive quantitative research. Respondents in this study were students of Accounting Education, the University of PGRI Madiun, totaling 88 people

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with a saturated sampling technique. The variables in this study consisted of independent variables, namely Family (X1), Peers (X2), *Self Efficacy* (X3), *Self Regulation* (X4), and Learning Motivation (Y). The data analysis used is a multiple linear regression test, t-test, and f test with the indicators in Table 1.
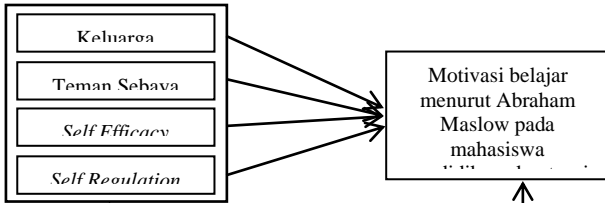

Figure 1 Research Design

Table 1 Operational Definitions of Variables and Indicators

Variable	Operational definition	Indicator
Family (X1)	The primary group consists of two or more people related by blood. In Abraham Maslow's theory, the need for affection, security, and love needed by individuals is also given through the family.	• Parental education • Family economic situation • Relationships between family members • Understanding from parents • Cultural background [35], [36]
Peers (X2)	Someone who has approximately the same age or maturity level. In Abraham Maslow's theory, peers are also included in the need for affection and a sense of belonging from the individual.	• Honesty • Justice • Cooperation [37]
Self-Efficacy (X3)	It is an impulse from the individual's mind to motivate himself to take action and convince himself that he is capable. In Abraham Maslow's theory, *self-efficacy* includes the need for self-	• Individual ability to complete academic tasks with varying degrees of difficulty • Establish planning and self-regulation in completing tasks • Confidence in business ability • Confidence in the efforts made to achieve learning outcomes • The ability to use the

Variable	Operational definition	Indicator
	actualization.	experience as a power to achieve optimal results • Confidence in ability in subjects [38]
Self Regulation (X4)	a person does that results in action from self-regulation in order to achieve his goals. In Abraham Maslow's theory, *self-regulation* includes the need for self-actualization.	• Activating the mind • Activate behavior • Activate feelings • Generate action • Generate plans • Setting the achievement strategy • Adapt yourself • Evaluating learning • Regulating cognition [39]

IV. RESULTS AND DISCUSSION

Table 2 Description of Respondent's Characteristics

No	Gender	Frequency	Percentage(%)
1.	Man	6	6.8%
2.	Woman	82	93.2%
Number of Respondents		88	100%
No	Semester	Frequency	Percentage%
1	Semester 2	30	34.1%
2	Semester 4	18	20.5%
3	6th semester	20	22.7%
4	Semester 8	20	22.7%
Number of Respondents		88	100%

Table 2 shows six male respondents or 6.8%, and female respondents, as many as 82 people, or 93.2%. The proportion of student levels consists of; in semester 2, there are 30 students or 34.1%, in semester 4, there are 18 students or 20.5%, in semester 6, there are 20 students or 22.7%, and in semester 8, there are 20 students or 22.7%.

The classical Assumption Test in this study uses the normality test using the *Kolmogorov-Smirnov test,* with the results showing the Asymp value. Sig. (2-Tailed) 0.200 (> 0.05) means that the data is normally distributed. This result is supported by a histogram graph that resembles a perfect bell and a normal probability plot shows that the plot points are evenly distributed in the area of the diagonal line. These results indicate that the data are normally distributed and prove that the regression model is feasible to use because it has met the requirements of the data normality test.

Multicollinearity test was carried out with *Variance inflation Factor (VIF)*, where all independent variables have a tolerance value > 0.10 and Variance Inflation Factor (VIF) < 10.00. Based on the results, It can be said that the regression model in this study does not have multicollinearity between variables. Furthermore, the heteroscedasticity test using a scatterplot graph shows that the points spread above and below the number 0 on the Y axis, so there is no heteroscedasticity. Test with the glacier test showed a significance value > 0.05, so there were no symptoms of heteroscedasticity.

Table 3 Hypothesis Test Results

Coefficient ts ᵃ					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	- 0.845 _	3,948		- 0.214 _	0.831 _
Family	0.175 _	0.083 _	0.191 _	2,118	0.037 _
Friend peer	0.278 _	0.108 _	0.214 _	2,564	0.012 _
Self Efficacy	0.079 _	0.101 _	0.083 _	0.779 _	0.438 _
Self Regulation	0.367 _	0.077 _	0.476 _	4,752	0,000
a. Dependent Variable: Learning Motivation					

Family Influence on Learning Motivation

Based on table 4, it is known that family affects learning motivation in Maslow's theory of human needs, where a person needs the affection, security, and love needed by the individual is also given through the family. Strong encouragement from the family where the role of parents is significant, the harmony between parents and children can have a good effect on their children.

Family is one of the essential factors for the existence of motivation within the individual. A child needs emotional support from his family to increase his learning motivation [14]. What is the role of parents in educating children in their daily lives, accompanying them when studying, and encouraging them to learn so that children's motivation to learn will increase. The way parents educate children so that there is motivation to learn children is also from communication between parents and children [17].

Parents providing understanding guidance to children can increase children's learning motivation more than parenting which is often known as pampering parenting because it is characterized by the freedom and openness given by parents to their children [15]. The fact is that parents always encourage and motivate their children to learn. Parents need to motivate learning such as understanding their children's condition; encouragement is the most important thing. Parents with a good economy and can provide complete learning facilities for children can increase learning motivation [13]. Parents who always accompany their children in the educational process will provide and foster more motivation to learn in children than parents who are less behind their children [16].

The Influence of Peers on Learning Motivation

Based on table 4, it is known that peers affect learning motivation. In Maslow's theory having peers is a need for affection and a sense of belonging from the individual. Where not only parents, but friends can have an effect on the lecture environment. Friends who have a positive attitude and there are no problems between friends can have a good impact on the environment. Peers can be a source of information, solve problems together, and learn together [23]. The environmental conditions peers give will affect anything in children [21].

Peers are the second factor after the family that encourages learning motivation. Individuals with friends around their environment, such as the student environment, namely the campus. Those who are more likely to hold positive learning activities together. Participate in other positive activities such as (organizational activities, UKM), and the absence of enemies in friendship. It will positively impact students because it increases enthusiasm for learning and increases motivation. Someone who has a habit of automatically following their peers will always follow their friends' activities [20]. Humans must also have the awareness to choose good peers [19].

High peer acceptance will increase learning motivation, while low peer acceptance will reduce learning motivation [19]. Existing facts from respondents revealed that they have classmates or different study programs who always invite positive things and provide advice and suggestions that

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build motivation to learn. Informants said they might have friends who like to betray, but they always ignore and still achieve their goals in lectures by motivating themselves to learn.

The Influence of Self-Efficacy on Learning Motivation

Based on Table 4, it is known that *self-efficacy* does not affect learning motivation. This is probably because the questionnaire focuses on measuring cognitive learning motivation, while students' *self-efficacy* is different and leads to other things. The results identify that success in learning (achieving a high GPA) is not just a student's self-esteem need. This shows that other factors affect *self-efficacy* in students. Based on the non-acceptance of the third hypothesis in this study, it was identified that there was no influence of *self-efficacy* on student learning motivation.

The existence of a sense of overconfidence fosters a lazy nature because he feels he is right and smart, so he does not want to evaluate again. Many students follow the organization on campus, so he ignores the development of learning in class. Another factor that makes *self-efficacy not affect* learning motivation is psychological factors such as lack of self-confidence and feeling inferior because everyone has different *self-efficacy* and opinions [40]. This study is in line with research [41]which states that *self-efficacy* is not significant to learning motivation due to several factors.

The Effect of Self Regulation on Learning Motivation

Table 4 shows that *self-regulation* affects learning motivation in Maslow's theory, where *self-regulation* is a need for self-actualization, where a person shows himself to others. A person is fully aware of all his potential. The desire for self-actualization requires a relentless drive to reach one's potential. Someone who has *self-regulation* will regulate himself to be more confident and achieve maximum results [30].

Self-regulation in oneself can activate thoughts, behaviors, and feelings and produce actions to carry out learning activities. Students with a positive attitude can improve their learning and make them active and diligent. On the contrary, a negative attitude will interfere with their learning activities [34]. Motivate yourself to be enthusiastic in learning to achieve a goal. How can we take the time to study, consider making decisions, control emotions while studying, and evaluate the results of our work.

Students who have *self-regulation* are expected to be able to regulate and design their learning styles according to what they want so that in *self-regulation,* they develop their minds and implement or produce behaviors that others can show, such as having the motivation to learn and ultimately getting an increase in achievement [31]. The ability to self-regulate well will be ready to face problems in anything in lectures and in the community [33]. The fact from the respondents, in a week, they always make time to study. The efforts of the informants to learn to feel comfortable is to arrange the environment to be calm and comfortable. Besides that, they can also learn by playing, so they do not feel bored. In essence, everyone has a different way of learning. Someone who has good *self-regulation* will be comfortable in learning [32].

V. CONCLUSION

This study proves that family, peers, *and self-regulation* positively and significantly affect learning motivation. Better support, parental guidance, a positive peer environment, and student self-regulation to regulate behavior, emotions, and thoughts in learning will increase learning motivation. At the same time, *self-efficacy* does not affect learning motivation because of psychological factors such as lack of self-confidence. , feel inferior because everyone has different *self-efficacy* and opinions.

The limitation of this research is that it only discusses part of Abraham Maslow's theory of needs. The discussion is limited to internal and external factors, namely family, peers, *self-efficacy*, and *self-regulation*. Therefore, it is hoped that further research can add variables or factors that increase student motivation to learn.

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THE ROLE OF BANK SYARIAH INDONESIA (BSI) IN THE RECOVERY OF MSMES TO SUPPORT THE INDONESIAN ECONOMY DURING THE COVID-19 PANDEMIC

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Abstract— **This study aims to determine the role of BSI in helping MSMEs deal with problems that occur during the covid-19 pandemic. The method used is descriptive qualitative with the type of research literature review (literature review) using secondary data collected from various pieces of literature. The results of the study state that BSI has an important role in the recovery of MSMEs to encourage the Indonesian economy during the COVID-19 pandemic through the BSI MSME Center, BSI KUR, Go Digital MSMEs, and the Islamic Sociopreneur Development Program (ISDP), where MSME actors receive capital assistance and empowerment. The BSI MSME Center plays a role in increasing the distribution of financing for the MSME sector, helping to modernize the business and marketing of MSME products. KUR BSI has helped MSMEs a lot, especially in the wholesale and retail trade, agriculture, and manufacturing sectors. The Go Digital MSME program plays a role in expanding the market for MSME players and the ISDP program has succeeded in graduating student entrepreneurs and turning them into new solopreneurs who have businesses in various fields and even make their business a legal entity PT.**

Keywords— Covid-19 pandemic, MSMEs, Indonesian Islamic Banks, BSI MSMEs Center, KUR, Go Digital MSMEs, ISDP

I. INTRODUCTION

The impact of the COVID-19 pandemic can be felt in almost all sectors of life, one of which is the economic sector. The pandemic has caused the collapse of the world economy, including Indonesia. The Indonesian Central Statistics Agency noted that the Indonesian economy in 2020 decreased by 2.07% from the previous year. This decline occurred in the household consumption sector by 2.63%, LNPRT consumption by 4.29%, PMTB by 4.95%, exports by 7.70%, and imports by 14.71%. Meanwhile, government consumption increased by 1.94% .

The government has implemented various policies to prevent the spread of the COVID-19 virus, such as social restrictions and regional quarantine policies. However, this policy harms business actors, especially MSMEs. Limited community activities and mobilization have made it difficult for business actors to obtain consumers. As a result, many business actors, especially MSMEs, have experienced a decline in income. The results of a Bank Indonesia survey stated that 87.5% of MSMEs were affected by the COVID-19 pandemic, of which 93.2% were negatively affected on the sales side. Business owners

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choose to wait and see as the pandemic puts pressure on revenues, profits and cash flow .

Therefore, the role of external parties such as Bank Syariah Indonesia (BSI) is needed. BSI, which officially operated on February 1, 2021, is a financial institution that ranks 7th national bank with the largest assets in Indonesia, and is included in the ranks of the 10 largest Islamic banks. in the world. With this strong position, BSI is expected to be able to help overcome the problems faced by MSMEs in order to boost the Indonesian economy during the COVID-19 pandemic.

According to previous research, BSI has tried to help restore MSMEs by providing training programs such as the ISDP (Islamic Sociopreneur Development Program) program and the Go Digital MSME program. In addition, BSI also provides social funds such as KUR (Kredit Usaha Rakyat) which is a collaboration program between the government and Indonesian Islamic banking so that MSME players can maintain their business during the pandemic.

This study discusses the role of BSI in helping MSMEs deal with problems that occurred during the COVID-19 pandemic. This is important considering the magnitude of the impact of the pandemic on the economy and the important role of BSI and MSMEs in Indonesia. In addition, the age of BSI which is still relatively new makes it even more interesting to study.

II.   LITERATURE RIVIEW

A.   Bank Syariah Indonesia (BSI)

Islamic banking is different from conventional banking. Islamic banks are bound by the provisions contained in the Qur'an and Hadith. Transactions in sharia banking must avoid interest (usury) and contracts that contain uncertainty (gharar and maysir), emphasize the principle of profit sharing and risk, prioritize investment in the halal economic sector, and must be based on real transactions (asset-based).

In supporting the growth of Micro, Small, and Medium Enterprises (MSMEs), financial institutions such as banks play a very important role in bridging the need for working capital, especially sharia banking. The phenomenon that occurs in MSMEs is that there are still many who have difficulty getting their business capital. Conventional banks with their interest instruments are not able to support the growth of small businesses because the amount of return that must be paid is not proportional to the results obtained by entrepreneurs. Bank Syariah Indonesia (BSI) as a sharia bank with a profit-sharing system can meet the working capital needs of small entrepreneurs.

B.   MSMEs

MSMEs as micro-enterprises are productive businesses that meet the criteria which have been regulated in Article 1 no. 20 of 2008. The Minister of Finance in his decision No. 316/KMK.016/1994 dated 27 June 1994, decided that MSMEs are individuals or business entities that carry out business or activities that have an annual turnover of Rp.600,000,000 or assets of Rp.600,000. 000 (excluding land and buildings occupied) which consists of (1) Business Fields (CV, PT, and Cooperatives) (2) Individuals (craftsmen/home industries, farmers, breeders, traders of goods and services, fishermen, miners). MSMEs are the biggest assets of national economic actors as well as businesses that can face situations when the economy is difficult. The real evidence is that when Indonesia experienced an economic crisis, MSMEs have been able to survive and even MSMEs have also been able to contribute to the National Economic Recovery process. Currently, the growth of MSMEs is very important because with an effective contribution almost 90% of MSMEs need adequate infrastructure to overcome challenges . In this study, Islamic banks have a close relationship with financial services to the micro and small business segments. This relationship implies that sharia banks have products that are suitable for the needs of MSMEs with low-income people. Sharia banks are a solution for low-income people who do not get credit or financing facilities from conventional banks because they do not meet requirements such as the availability of collateral (unbankable).

C.   Covid-19 Pandemi

Coronavirus is a new virus and an unknown disease before the outbreak in Wuhan, China in December 2019 which was later declared a pandemic by WHO. COVID-19 is an infectious disease caused by a new type of coronavirus. The majority of people infected with COVID-19 have mild to moderate respiratory illness. The elderly and people with health problems such as cardiovascular disease, diabetes, chronic respiratory disease, and cancer have a high chance of developing serious illnesses. COVID-19 can be spread through splashes of saliva or fluids from the nose when someone sneezes or coughs.

D.   Production Theory

Production is an economic activity that produces the final result or output of a process that requires a lot of inputs or inputs. Therefore, production activity is a combination of several inputs or inputs which can be referred to as factors of production, producing outputs or outputs that increase the use of these goods or services. This theory describes the behavior of production factors or the behavior of producers who maximize production profits by using a combination of production factors and production functions as effectively as possible.

E.   Production Cost Theory

Production costs are important factors that determine production decisions and pricing. Calculation of costs is needed to assist entrepreneurs in determining the amount of production and prices to obtain optimal profits. Every business must have spent a certain amount of money to fulfill the

production process. These costs consist of fixed costs and variable costs. Fixed costs are costs that do not change regardless of the number of goods produced.

III.   RESEARCH METHOD

This research is a qualitative descriptive study with the object of research, namely the Indonesian Islamic Bank (BSI) which was chosen with consideration as one of the financial service institutions that make a major contribution to the economy in Indonesia. In this study, the types and sources of data used are secondary data sources. This study uses a literature review by seeking information through reference books, scientific journals, online news sites, and other literature relevant to the research theme to form a theoretical basis.

The data collection method in this study is a literature review. A literature review is a research conducted by researchers by collecting several books and magazines related to the problem and research objectives. The method applied in this study is a qualitative descriptive method that begins with a theoretical basis for the role of BSI for SMEs. After establishing the basic theory, the researcher collected data from various literature sources related to the role of BSI on MSMEs. After that, the researcher will analyze the data inductively which will then be found patterns and become hypotheses. So that the hypothesis can be concluded from the BSI data and the researcher's analysis.

IV.   RESULT

Based on Article 1 paragraph 13 of Law Number 20 of 2008, what is meant by Partnership is business cooperation based on the principles of mutual need, trust, strengthening, and benefit involving Micro, Small, and Medium Enterprises with Large Enterprises. The partnership of micro, small and medium enterprises (MSMEs) with large companies is an important matter for increasing the MSME class that these partnerships must continue to be developed with the principle of mutual benefit so that they can be competitive in the global market.

BSI's consistency in assisting MSMEs as a partnership relationship is indicated by the increase in the value of the financing disbursed. In 2021, the disbursed funds amounted to Rp38.3 trillion, which is around 23% of the total BSI financing portfolio. Then on June 9, 2022, this amount increased to Rp40.8 trillion, which is around 23.05% of the total BSI financing portfolio . This indicates the seriousness of BSI in encouraging the progress of people's businesses. In addition, BSI also contributes to developing the MSME sector in Indonesia through various programs and efforts, such as the BSI MSME Center, KUR, Go Digital MSMEs, and ISDP (Islamic Sociopreneur Development Program).

A.   BSI UMKM Center

BSI UMKM Center is BSI's real support in developing people's businesses which are the backbone of the national economy. The BSI MSME Center's facilities and services will be a forum for MSME players to receive training, coaching, financing, and assistance in the product marketing process. That way, it is hoped that MSME actors can increase their business scale by optimizing business potential to support the business digitization process**.**

Until now, there have been two BSI UMKM Centers launched, including in Aceh and Yogyakarta. For Aceh Province, the distribution of BSI financing to the MSME sector has reached Rp6.9 trillion. This amount is about 46% of the total portfolio of financing disbursed by BSI in Aceh As for Yogyakarta Province, the distribution of BSI financing to the MSME sector reached Rp 599.58 billion as of May 2022. This number has increased by around 23.76% since December 2021. This increase indicates the company's seriousness in encouraging the progress of people's businesses.

The President Director of BSI, Hery Gunardi also added, to increase the development of MSMEs, BSI will later re-build MSME Centers in several other areas in the country. The BSI MSME Center also provides training to MSMEs to modernize their business by utilizing social media as a marketing platform. In addition, BSI has also created a special portal to assist the marketing of MSME products assisted by the BSI MSME Center. The portal is expected to be able to expand market access for MSME players to be able to support their business development which in turn can also support national economic growth.

B.   KUR BSI

People's Business Credit (KUR) is credit or financing to Micro, Small, and Medium Enterprises (MSMEs) in the form of providing working capital and investment supported by guarantee facilities for productive and feasible businesses but has limitations in fulfilling the requirements set by banks. The government's aims and objectives for the KUR policy are to accelerate proper development and empower MSMEs in increasing access to financing for MSMEs.

Bank Syariah Indonesia (BSI) is one of the Islamic financial institutions that have a license to issue KUR-based products. In general, these KUR funds are channeled by conventional banks that still apply the interest system in providing KUR credit. However, the community's need for alternative banking that provides banking services that operate without using interest presents a new concept in the banking world such as Islamic banking. BSI KUR financing products also vary, ranging from 10 million to 500 million, with a fast process and of course following sharia principles. MSME actors can use this KUR financing

to increase business activities, utilize labor, and welfare.

According to Saiful Mahdir, Retail Financing Business Deputy BSI, the business sectors that absorb KUR funds include trade, fisheries, hotels, restaurants, transportation, telecommunications, electricity, water, housing, and others. Among these sectors, the business sector that absorbs the most KUR funds is the wholesale and retail trade sector, which reached IDR 1.2 trillion. Followed by the agricultural sector at Rp732.274 billion and the manufacturing sector at Rp202.787 billion. In addition to the three business sectors, there are several other business sectors whose absorption of KUR funds is quite large, namely, the business sector for providing accommodation and providing food and drink, including the restaurant, cafe, tourism, and hospitality business sector, which absorbs Rp. 116.612 billion. Then, the community service business sector absorbs Rp 219.653 billion, the fishery business sector absorbs Rp 61.677 billion. The transportation, warehouse, and communication sectors absorb Rp 47.837 billion. The housing, rental, and corporate services sectors absorbed Rp 34,864 billion. The health and social service business sector absorbs Rp 27.038 billion.

The head of the Aceh Trade Service, Mohd Tanwir said, by utilizing KUR funds as additional capital for one of its sources of financing, the trade business sector in Aceh returned to life after being hit by the COVID-19 pandemic. Likewise, farmer groups in Aceh have begun to expand the types of commodities that are planted, from rice plants to shallots, red chilies, tomatoes, patchouli, citronella, corn, and several plantation commodities, such as oil palm, areca nut, cocoa, and others.

C. Go Digital MSME

The Go Digital MSME Program is a training program for 1,000 MSMEs throughout Indonesia through a digital platform called Mikro Go Digital. This training was initiated by Bank Syariah Indonesia in collaboration with the largest e-commerce platform in Indonesia, Shopee, and has been attended by 550 micro-enterprises. The purpose of this program is to help the businesses of MSMEs to grow by continuing to market their products offline and online, especially during the pandemic.

The training, which starts from June to November 2021, consists of coaching, mentoring, financing, education, and literacy processes for MSMEs in Indonesia. The training and mentoring classes will be carried out comprehensively, where each class will consist of 25-30 MSME actors, BSI provides material on studying the potential of online business, knowing the techniques of taking product photography, understanding consumer behavior, making product copywriting and product branding, to strategies marketing in e-commerce. After the Go Digital MSME training ends, assistance will continue to be carried out and monitored directly from BSI and Shopee Indonesia.

BSI's Micro Business Group Head, Mohammad Isnaeni in the webinar "BSI For MSMEs in Indonesia" in Jakarta on Friday, October 15, 2021, said the Go Digital MSME program has expanded the market for participating MSME players so that their income has also increased. Initially, the market was only in local area, now it has expanded to the national level. Some MSME actors who take part in this program also have large factories so that they absorb labor and can supply their products to large companies. However, some MSMEs still need training on how to manage finances properly

D. Islamic Sociopreneur Development Program

ISDP is a business incubator scholarship program to prepare new entrepreneurs from among students as solopreneurs who have an Islamic character, are capable of entrepreneurship, have high social awareness, and are efficient in society. The program, which is partnered with the Amil Zakat Institute for the Prosperous Development of Mitra Ummah (LAZ BSMU) and higher education institutions, has been attended by 130 participants and has partnered with 7 universities, including Institut Pertanian Bogor (IPB), Gajah Mada University (UGM), Hasanuddin University, UIN Jakarta, SEBI-Depok School of Islamic Economics, Airlangga University, and Andalas University.

This program combines two things, namely providing tuition fee scholarships and providing business capital for entrepreneurial students so that success is still intertwined between educational careers and business careers. The goal of ISDP is to create young Indonesian entrepreneurs who are not only concerned with personal gain but prioritize solving socio-economic problems in the community through maturity and readiness to build the solopreneurship era.

ISDP consists of three programs, including entrepreneurship training, Islamic coaching, and internships. As for the stages, there are four stages, including recruitment for approximately two months, debriefing for approximately fourteen months, funding and implementation for approximately ten months, and graduation.[21]. Of the four stages, in 2021, the ISDP program has graduated 77 students to become new solopreneurs who have businesses in various fields[1]. Three of them were chosen as winners, namely Latif Riansyah with his business, namely Kiwae Food which now has 10 branches[2]. Koes Hendra and Benny Akbar with their business, Sugeng Jaya Farm which has now become a PT.

Sugeng Jaya Group[3]. Bintang Jaya with its business, Bikin Bareng Creative, a videography vendor in Yogyakarta that already has a turnover of Rp100 million per month and regularly holds free photography workshops for students.

After the activity is completed, there will still be direct visits/monitoring of businesses owned by ISDP awardees. This is done to find out about business developments and the obstacles they face as well as the positive impact that the ISDP awardee's business has on the surrounding environment.

V.   DISCUSSION AND CONCLUSION

Based on the results of the explanation above, Bank Syariah Indonesia (BSI) has an important role in the recovery of MSMEs to encourage the Indonesian economy during the Covid-19 pandemic, namely through the BSI MSME Center, KUR, Go Digital MSMEs, and ISDP (Islamic Sociopreneur Development Program). The BSI MSME Center program plays a role in increasing the distribution of financing for the MSME sector, helping to modernize business through social media, as well as assisting in marketing MSME products through a special portal created by BSI. The BSI KUR program has helped MSMEs a lot, especially in the wholesale and retail trade sector, the agricultural sector, and the manufacturing industry. The Go Digital MSME program plays a role in expanding the market for MSME players and the ISDP program has succeeded in graduating student entrepreneurs and turning them into new solopreneurs who have businesses in various fields and even make their business a legal entity PT. These programs not only help MSME actors in overcoming business capital problems but also provide empowerment through training and business assistance for MSME actors to be able to adapt and be ready to compete in the digital era while still prioritizing Islamic philanthropic values.

BSI's efforts in helping MSMEs need to be appreciated and imitated by other financial institutions to promote and strengthen the national and world economy. Strengthening the economy not only in terms of finance but also improving the quality of human resources

This research is still limited to the Covid-19 pandemic. For further research, it is expected to be able to see the role of these BSI programs in responding to future economic challenges.

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THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY MODERATION ON LIQUIDITY AND STOCK PRICES

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Abstract - The investment model is one of the benefits of banking in life. In investing, we can't avoid one thing called stocks. The shares are in the form of a piece of paper that explains that the owner of the paper is the owner of the company that issued the securities. The share price is determined from the supply and demand for the shares themselves. One of the factors that can encourage changes in stock prices is liquidity. High liquidity indicates the company's ability to meet its short-term obligations. In this study, *Corporate Social Responsibility* (CSR) will act as a moderation variable that describes the various disclosures of the size of the stock price in a company's annual report. CSR is a form of activity carried out by the company to increase the economic value of the company while improving the quality of life of employees and their families and the quality of life of the community around the company. The population in this study is the Indonesia Stock Exchange (IDX) companies for the period 2017-2019. The sample research method used is the *purposive sampling* method. Data analysis using the SPSS 23.0 program with MRA regression analysis. The results showed that liquidity has a significant influence on stock prices. Meanwhile, *Corporate Social Responsibility* weakens the relationship between liquidity and stock prices.

Keywords— liquidity, Corporate Social Responsibility, share price

I. INTRODUCTION

The investment model is one of the benefits of banking in life. In investing, we can't avoid one thing called stocks. Before investing in stocks, we must know every stock development we want in the capital market. In Indonesia, the Indonesia Stock Exchange is a reference for investors to find information about stock price movements.

The shares are in the form of a piece of paper that explains that the owner of the paper is the owner of the company that issued the securities. The share price is determined from the supply and demand for the shares themselves. The more people who sell stocks, the price tends to move down and vice versa the more people who buy stocks, the stock price tends to move up. This is an interesting phenomenon in researching stock prices because of the issue of the rise and fall of stock prices. The advantages of owning shares are obtaining capital gains, obtaining dividends and also having a voice for shareholders of the common *stock* type or called Utami ordinary shares & Darmawan (2018).

Corporate Social Responsibility (CSR) is one of the factors that often influence changes in stock prices. In this study, CSR will act as a moderation variable that describes the various disclosures of the size of the stock price in a company's annual report. CSR disclosure is predicted to increase the relevance of the value of accounting information.   Adhitya's research (2016) revealed that this is because CSR disclosure can add to the information needed by investors in assessing the quality of a company. In this observation , price stock used is closing price. According to Tandelilin (2010), price closing is price market which occurs in IDX at end of year the concerned. Factor that can affect price stock i.e state economy and political which is not stable, and the decline rate rate interest rate and exchange foreign exchange which not can be predicted.

One of factors that can drive changes stock prices that is liquidity. company liquidity can be measured by current ratio *(Current Ratio)*. current ratio shows company's ability to pay current debt with using current assets owned a . There are   results valuation of to measurement ratio liquidity, i.e. if company is able to fulfill obligations short term, then is said the company is in liquid state. Conversely, if company is not able to fulfill its short-term obligations, then is said company in state *illiquid*.

This observation replicates from research Octaviani & Komalasarai (2017) on "Effect of Liquidity, Profitability, and Solvency on Price Shares". With takes variable free Liquidity and adds CSR as variable moderation.   Another difference is on selection year research.   this z observation researcher take entire sector manufacturing companies which listed on IDX in year 2017 – 2019. The rest structure of this research consists of (1) Section 2, presenting the literature review and hypotheses development of the study, (2) Section 3, explaining the research methodology, (3) Section 4, describing the presentation and discussion of research findings, and (4) Conclusion, providing recommendations and limitations of the study.

II. LITERATURE REVIEW

A. Dependent Variable

According   to Rizki Ramdana & Tri Yuniati (2017), The price shares is price which in market exchange on when a particular is determined by market participants and is determined by demand and offers shares that concerned in market capital. This   research uses *closingprice* to determine the big and the small price.

B. Independent Variable

An independent variable in the research is liquidity. According to *Rondonuwu Ester Faleria et. al. (2017), Current Ratio* (CR) is one of one ratio which can measure level liquidity company with the way compares current assets with current debt. *Current ratio* used as tool measure for ratio liquidity with measuring ability   short term company and see magnitude assets currently relative to debt currently.

C. Mediation Variable

Moderation variables are suspected and are expected to strengthen or weaken the influence between dependent variables and independent variables. In this study, CSR acted as a moderation variable. CSR is a concept about the need a company build harmonious relationships with stakeholders and community aroundhis.
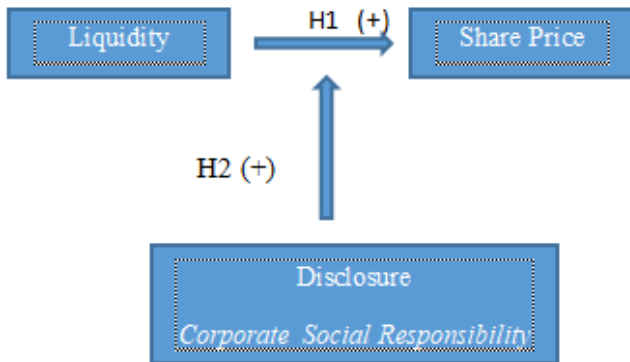
H1 : Liquidity has a positive effect on stock prices
H2 : CSR *strengthens Current* Ratio's relationship to stock price

III. RESEARCH METHOD

The population of this study is all manufacturing companies listed on the IDX from 2017-2019. The sample used consists of financial statements from manufacturing companies which listed on Indonesia Stock Exchange during period 2017–2019 which can be seen in www.idx.co.id. The sampling used in this study was a purposive sampling method.

IV. RESULT AND DISCUSSION

A. Descriptive Statistics

Table 1. Table Descriptive z Statistics

	N	Minimum	Maximum	Mean	Std. deviation
Liquidity	105	,02	7,81	2,1911	1,55314
HargaSaham	105	50,00	17900,00	2037,0667	3749,74225
CSR	105	,03	,48	,1971	,12614
Valid N (listwise)	105				

Source: processing data secondary, 2021

The variable liquidity *(Current Ratio)* has minimum value 0.02 i.e PT. Eterindo Wahanatama Tbk. Maximum value of 7.81 i.e PT. Industry Herbal medicine & Pharmaceutical Sido Appear Tbk. Value mean of 2.1911 and standard deviation of 1.55314. The variable price stock *(clossingprice)* has minimum value 50.00 i.e PT. Indo Acidatama Tbk. Value maximum of 17900 i.e PT. Mandom Indonesia Tbk. Value mean of 2037.0667 and value standard deviation of of 3749.74225. The variable moderation (CSR) has minimum value 0.03 i.e PT. Prima Alloy Steel Universal Tbk. Value maximum of 0.48 i.e PT. Wijaya Karya Beton Tbk. Value mean of 0.1971 and value standard deviation of deviation of 0.12614.

B. Normality Test

results test normality performed with using test *one-sample kolmogorov-smirnovtest.*

Tables 2. Table Test Normality

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
	N		105
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.36503966
Most Extreme Differences	Absolute		.105
	Positive		.105
	Negative		-.061
Test Statistic			.105
Asymp. Sig. (2-tailed)			.006[c]
Monte Carlo Sig. (2-tailed)	Itself.		.182[d]
	99% Confidence Interval	Lower Bound	.172
		Upper Bound	.192

Source: processing data secondary,2021

Result test *one-sample kolmogorov-smirnov test Asymp.Sig.(2-tailed)* by 0.192. The result of such can inferred that data residual in model regression this distributed normal, because value *Asymp.Sig.(2-tailed)* above 0.05.

C. Multicholinearity Test

Multicholinearity can be seen with value *tolerance* and *Variance Inflation Factor* (VIF), when value *tolerance* $\geq$ 0.10 and value $VIF \leq 10$ then no there are symptoms multicholinearit as. test results multicholinearity data sample can be seen on table 4.3 in below this :

Tables 3. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	Bright
1	(Constant)	7.159	.378		18.916	.000		
	Liquidity	.530	.159	.305	3.333	.001	.998	1.002
	CSR	.519	.188	.253	2.766	.007	.998	1.002

Based on results from test multicholinearity for model regression in above, generated that all variable have value *tolerance* ≥ 0.10 and values $VIF \leq 10$. The result of shows that is not found correlation between variable free or that all variable independent does have problem multicholinearity, so regression aforementioned is worth use for the next analysis.

D. Autocorrelation Test

Model regression the good is model regression which is free from autocorrelation. the way is used to find out whether occurs a autocorrelation in this research i.e using using test Durbin-Watson (DW test).

Tables 4. Table Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

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|					
1	.309 a	.095	.078	3601.08722	1.935

Source: processing data secondary,2021

Based on the results of table above obtained value Durbin-Watson 1,935 according to with criterion which already listed with using criteria du < dw < 4-du, with value du of 1.7209, value dw = 1.935, and value 4-du = 2.2791, then 1.7209 < 1.935 < 2.2791, thus can inferred that data is not contains or undergoes autocorrelation.

E. Hteroskedasticity Test

test heteroskedasticity in this study was performed with observing a specific pattern on *scatterplot* graph, where when there are dots not forming pattern which is clearly and spreads above and below number 0 on axis Y then does not occur heteroskedasticity. *scatterplot* chart can be seen in figure :

Tables 5. Test Heteroskedasticity
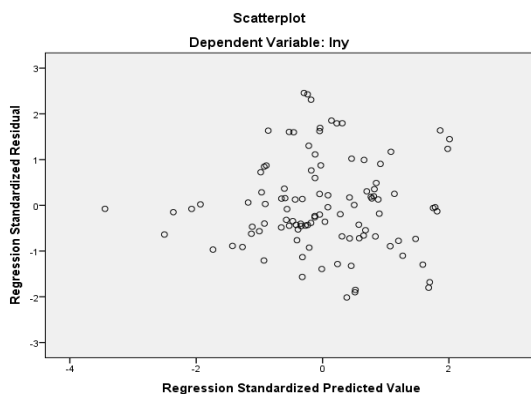
In the figure 4.5 shows that plot that formed does not have pattern clear, dots spread randomly, and are scattered over and below the number 0 on axis Y, then can inferred that does occur symptoms heterokesdasticity in model regression and can be used for subsequent analysis.

F. Test Coefficient Determination (R^2 or R Square)

Table 6. Table zCoefficient z Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.387a	.149	.133	1.37836

Source: processing data secondary, 2021

Based on test results coefficient z determination in table above obtained value *adjusted R square* of 0.133 which can be interpreted as that model used variables free give a positive contribution i.e. 13.3% against variable bound, while variable another that influences the stock price but is not included as a variable in this research is 86.7% outside model

G. Model Feasibility Test (F Test)

Tables 7. Table Test F

Model	Sum of Squares	Df	Mean Square	F	Itself.
Regression	34.047	2	17.023	8.960	.000b
Residual	193.787	102	1.900		
Total	227.833	104			

Source: data processed z, 2021

Based on table statistics F above, can be inferred value count 8,960 with significant value 0.000 more is a small of 0.05 which shows independent variable in together significant effect against dependent variable .

H. Statistical Test (T Test)

Tables 8. Table Test T

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	7.159	.378		18.916	.000
	Liquidity	.530	.159	.305	3.333	.001
	CSR	.519	.188	.253	2.766	.007

Source: processing data secondary, 2021

As per table test t above, can inferred test each variable independent against variable dependent, among them :

- **Effect of Liquidity (CR) on Price Shares**

  Based on the results of test t in over can be seen variable liquidity *(Current Ratio)* has value t calculate by 3.333 and values are significant 0.01. This indicates that liquidity has a significant positive effect on stock price. Thus the first hypothesis (H1) **is accepted.** H1 received because value is significant < of 0.05.

- **Effect of *Corporate Social Responsibility* (CSR) on relationship between Liquidity and Price Shares**

  Based on test t on table in above can be seen variable CSR has value t count of 2,766 and significant value 0.07. This shows that CSR does not significantly affect on relationship between liquidity and stock prices. So the second hypothesis (H2) **is rejected.** H2 rejected because value significant > of 0.05

- **Results Test Model with *Moderated Regression Analysis* (MRA)**

  Tables 9. Results Analysis Regression Moderation

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Itself.
1	(Constant)	7.159	.378		18.916	.000
	Liquidity	.530	.159	.305	3.333	.001
	CSR	.519	.188	.253	2.766	.007

Source: processing data secondary, 2021

Based on table of regression above, can be written formula equation as :

$$HS = z = \alpha + \beta_1 X_1 + \beta_2 X_1 * Z_1 + e$$

From the equation formula above then can be drawn conclusion as :

- value coefficient constant (a) is 7.159 which mean value constant positive. Means if variable independent liquidity *(Current Ratio)* is worth 0, then price shares will value 7,159.
- value coefficient variable liquidity *(Current Ratio)* is 0.530, means if liquidity experiences increase 1 unit then price shares experienced increase 0.530 unit with presumption other variable constant.
- value coefficient variable CSR is 0.519, means if CSR experiences increase 1 unit then price stock experiencing 0.519 unit with assumed other variable constant .

V. CONCLUSION

This study examines the effect of liquidity *(Current Ratio)* on stock prices with csr disclosure as a moderation variable in manufacturing companies in 2017 to 2019. The analysis of influences carried out in this observation used the analysis *of the Moderated Regression Analysis* (MRA) model with the *Statistical Package For Social Science* (*SPSS*) Version 23 program. The data samples used were 35 manufacturing companies listed on the Indonesia Stock Exchange for the period 2017 to 2019. The following are the conclusions in this study based on secondary data that has been processed, including:

1. Liquidity *(Current Ratio)* has a significant positive effect on stock prices. The results of this study accept hypothesis 1.
2. *Corporate Social Responsibility* (CSR) does not moderate the relationship between liquidity *(Current Ratio)* and stock price. The results of this study reject hypothesis 2.

Suggestions for further observations that will research about stock prices include:

1. The researcher next needs to expand the object of observation and increase the observation time.
2. Researchers should then add other variables that might affect the stock price.

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TRILOGY LEADERSHIP AND JOB SATISFACTION ON ORGANIZATIONAL COMMITMENT

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Abstract— This study examines the mediation of job satisfaction on the effect of the trilogy leadership on the organizational commitment of Pamella 6 Yogyakarta employees. Data was taken from all members of the population, as many as 60 employees, by survey using a questionnaire instrument. Data were analyzed using simple and multiple linear regression analysis. The findings state that job satisfaction completely mediates the influence of trilogy leadership on organizational commitment.

Keywords— Job satisfaction; organizational commitment introduction; trilogy leadership.

I. INTRODUCTION

Employees are one of the essential human resource assets to achieve company goals. Employees are not only required to be competent at work but also require high commitment. Committed employees tend to believe that their work is essential (1). Likewise, in the retail store business, one retail chain store in Yogyakarta is Pamella Supermarket. This industry has had nine branches operating in Yogyakarta since its establishment in 1975. One of the reasons for the success of Pamella Supermarket is the loyalty of employees to their work. Employees with a high commitment to carrying out their work will tend to stay in the organization long term. The organizational commitment shown by employees can arise from various factors within the company, including the satisfaction of employees and the leadership style applied in the company. When employees feel optimistic about their work, they will work optimally and be satisfied with their work (2).

The concept of the trilogy leadership style was born by Ki Hajar Dewantara, an Indonesian national education figure, and the substance of the leadership style, such as setting an example, motivating, and providing opportunities for decision making, is in the trilogy leadership dimension (3). Leadership has a central role in managing change in the organization (4). The elements of a trilogy of leadership will be practical if they are adapted to the shape and nature of an organization. Leaders should provide the most comprehensive space for members to develop their potential to express themselves creatively and responsibly according to their abilities (5). There are three indicators in the leadership trilogy, namely: Ing ngarsa sung tuladha, Ing madya mangun karsa and Tut wuri handayani (6).

Job satisfaction is vital because most of the employee's time is spent in the office for work. Job satisfaction is an evaluation that describes a person's feelings of being happy or unhappy, satisfied or dissatisfied at work (7). Job satisfaction shows a person's behavior towards his work (8). A person will show a positive attitude if job satisfaction is high and vice versa if they feel dissatisfied. Job satisfaction is often determined by how well results meet or exceed expectations. There are two concepts in job satisfaction: intrinsic and extrinsic (9). Intrinsic satisfaction is the level of satisfaction related to the work done, while extrinsic satisfaction is the level of satisfaction related to the environment in which employees work.

Organizational commitment shows the desire of employees to remain in the organization. Employees' organizational commitment to a company is one guarantee of their seriousness in helping organizations solve their problems. Organizational commitment is an individual's strength to identify and engage in a particular organization (10). There are three dimensions of organizational commitment: Affective, continuance, and normative (11).

Hypothesis Development

Leaders who engage in activities and spend more time with their employees have an essential effect on employee performance (12). In this case, if we consider that employees with high levels of job satisfaction will contribute to work more effectively and achieve high performance, then increasing employee job satisfaction is very important. One of the leader's approaches that affect job satisfaction is that the leader provides the most comprehensive possible space for employees, the leader from the front gives an example, from the middle gives motivation and from behind gives encouragement (5).
H1: The trilogy leadership has a positive effect on job satisfaction.

When someone is satisfied with the work done, that person will be comfortable with the organization, or there is a commitment to the organization. Job satisfaction shows one's attitude to the work done (8). Job satisfaction is a positive emotional state produced by a person to appreciate their work (13). Job satisfaction affects organizational commitment positively, which indicates that when job satisfaction increases, organizational commitment also increases (14).
H2: Job satisfaction has a positive effect on organizational commitment.

If a leader wants to influence the behavior of their employees, then that person must think about the leadership style they take (15). The trilogy leadership style is to give freedom to members to increase their potential in themselves so that they can express it in creative and responsible ways according to their abilities possessed by members (5). The application of Trilogy leadership within the company is expected to create commitment within the organization. According to previous research, trilogy leadership significantly positively affects organizational commitment (5).
H3: The trilogy leadership has a positive effect on organizational commitment.

Ki Hajar Dewantara raised the concept of trilogy leadership in developing the Tamansiswa educational institution (5). The trilogy of leadership consists of three elements (Ing ngarso sung tuladha, Ing madya mangun karsa, Tut wuri handayani) which means in front of giving an example, in the organization building determination and giving encouragement by liberating creativity while still giving strength (3). Leaders engage and interact with

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subordinates in implementing trilogy leadership to stimulate job satisfaction and ultimately strengthen employee commitment to the organization (5).

H4: Job satisfaction mediates the effect of trilogy leadership on organizational commitment.

II. RESEARCH METHODS

The population in this study were all permanent and temporary employees of Supermarket Pamella 6, Yogyakarta. All employees, as many as 60 people, were taken as respondents. Furthermore, sampling is done by using saturated sampling on 60 employees. Data were taken by survey using a questionnaire instrument with measurements presented in Table 1. Data analysis used multiple linear regression analysis.

Table 1. Variable Indicator

Variable	Indicator
Kepemimpinan trilogi	*Ing Ngarso Sung Tulodho, Ing Madya Mangun Karso dan Tut Wuri Handayani* (5)
Kepuasan kerja	Intrinsik dan ekstrinsik (16)
Komitmen organisasional	Affective, continuance, and normative (16)

III. RESULT AND DISCUSSION

The results of the validity test show the corrected item-total correlation value > from the r-table (0.2144) or valid (Table 2). Pearson correlation test resulted in r arithmetic leadership trilogy (0.549 - 0.867), job satisfaction (0.262 - 0.637), and organizational commitment (0.409 - 0.709) > 0.2144. Cronbach's Alpha Stand. trilogy leadership (0.941), job satisfaction (0.750), OCB (0.908), and organizational commitment (0.777) > 0.60 or reliable instrument (Table 2).

Characteristics of respondents indicate that most of the respondents are women (73.3%). Most respondents worked for more than six years (43.3%). The majority were aged 31-40 years (56.7%). Most employees (90.0%) are non-permanent, and most of the last education is high school/equivalent (98.3%).

The results of the classical assumptions before the multiple regression analysis have been carried out. The classical assumption test met the criteria for multicollinearity (VIF <10 and tolerance > 0.10), heteroscedasticity (Park test > 0.05), and normality (Kolmogorov-Smirnov test > 0.05).

Tabel 2 Test of Validity and Reliability

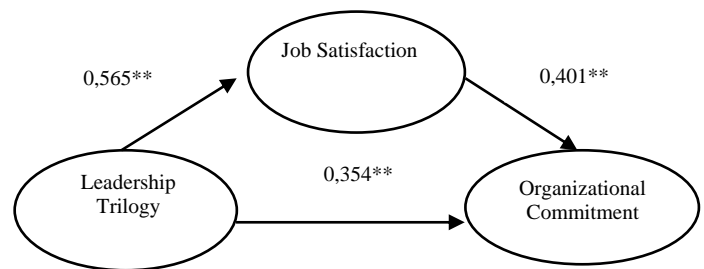| Leadership Trilogy (LT)		Job Satisfaction (JS)		Organizational Commitment (OC)	
Cronbach's Alpha Based on Standardized Items					
0,941		0,750		0,777	
LT1	0,848	JS 1	0,551	OC 1	0,589
LT 2	0,801	JS 2	0,515	OC 2	0,547
LT 3	0,707	JS 3	0,382	OC 3	0,709
LT 4	0,833	JS 4	0,329	OC 4	0,525
LT 5	0,849	JS 5	0,262	OC 5	0,409
LT 6	0,867	JS 6	0,637		
LT 7	0,731	JS 7	0,590		
LT 8	0,549				
LT 9	0,779				

Source: Primary data processed.

Table 3 shows the regression model following the steps of the Baron and Kenny method (17). The test results stated that H1, H2, and H3 were accepted with a value of p/2 = 0.000 < 0.05. The results of the H4 test show that the beta value of the trilogy leadership variable before being included in the job satisfaction variable of 0.354 is significant and becomes insignificant after the employee loyalty variable is included as a control variable, which is 0.187, meaning that there is a full mediation effect (17) (Figure 1). The influence of trilogy leadership and job satisfaction on organizational commitment has an adjusted R^2 of 0.156 (15.6%); the remaining 84.4% is due to other variables.

Table 3. Hypothesis Testing

	Variabel		*Stand. Coeff.*	T	Sig.
	Bebas	Terikat	Beta		
H1	LT	JS	0,565	5,214	0,000
H2	JS	OC	0,401	3,335	0,001
H3	LT	OC	0,354	2,880	0,006
H4	LT	OC	0,187	1,288	0,203
	JS		0,296	2,040	0,046

Leadership Trilogy (LT), Job Satisfaction (JS), Organizational Commitment (OC).

Note **P<0.01

Picture 1. Mediation Model

Discussion

The first hypothesis shows that trilogy leadership positively and significantly affects job satisfaction. The quality of the leader is often considered the most crucial factor in increasing job satisfaction. Therefore a leader needs to set an example for his employees in the midst of encouraging and encouraging behind (5). The implementation of trilogy leadership needs to be improved, especially on items that are still considered low, namely: the head of the shop Pamella pays (special) attention to the need for achievement and development; Pamella's shop head has been giving positive behavior as an example to her employees, and inspire the completion of employee work.

The second hypothesis shows that job satisfaction positively and significantly affects organizational commitment. The results of this study support previous research that job satisfaction has a positive effect and affects organizational commitment (8) (1). This shows that when job satisfaction increases, organizational commitment also increases. Employee satisfaction can come from within the company; the work done provides peace and the company environment, for example, working with colleagues.

The third hypothesis shows that trilogy leadership positively and significantly affects organizational commitment. The results of this study support previous research (5), which states that trilogy leadership has a positive and significant effect on organizational commitment. Consistently implementing the trilogy of leadership within a company will stimulate employees to commit to the organization.

The fourth hypothesis shows that there is a full mediation effect. In other words, trilogy leadership affects organizational

commitment through job satisfaction. Job satisfaction can be a bridge for leaders to influence subordinate loyalty. Leaders who successfully achieve organizational goals increase satisfaction and inspire employee loyalty.

V. CONCLUSIONS AND RECOMMENDATIONS

This study aimed to examine how job satisfaction is communicated and how trilogy leadership affects organizational commitment. This test shows that trilogy leadership has a significant positive effect on job satisfaction and job satisfaction has a significant positive effect on organizational commitment. Job satisfaction conveys the influence of trilogy leadership on organizational commitment.

This research has implications for company leaders to improve trilogy leadership and strengthen job satisfaction in making policies to optimize employee organizational commitment. Further research can partially examine each trilogy's leadership dimensions and the impact of trilogy leadership on individual performance achievements.

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