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PROCEEDING

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

Hosted by Faculty of Economics
Universitas Negeri Yogyakarta
Yogyakarta - Indonesia

October, 15th 2022

Host

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INTERNATIONAL CONFERENCE OF ETHICS ON BUSINESS, ECONOMICS, AND SOCIAL SCIENCE

Topics:

“New Concept of Education and Business: Challenges for Academicians and Practitioners”

Aveon Hotel Yogyakarta, Saturday, October 15th, 2022

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ICEBESS 2022

International Conference of Ethics on Business, Economics, and Social Science

ICEBESS is an annual conference held by the Faculty of Economy, Universitas Negeri Yogyakarta since 2014, which responds to the issues of Management Challenges, Information Technology, and Global Risk Impacts on Economics and Business Education. Amidst the Post Covid-19 outbreak, this conference promotes ideas related to the effect of the outbreak. This conference responds to the issues related to the impact of those on economics, management, accounting, and education. The current theme of this conference is New Concept of Education and Business: Challenges for Academicians and Practitioners. Previous ICEBESS session (2021) leads scholars to respond to the issues of Management, Information Technology, and Global Risk Impacts on Economics and Business Education in the context of Surviving the Pandemic: Education and Business Strategic Empowerment as A Key Factor in Revitalizing National Economy. The global economy of 2022 is facing an increased risk of changes in the pandemic environment. Accordingly, ICEBESS 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

List of Content

ACADEMIA-INDUSTRY PARTNERSHIP: A FRAMEWORK TO OPTIMISE INNOVATION IN CONTEMPORARY INDIA

[1st]P.Karthikeyan,
Department of Management Studies
Kongu Engineering College
Tamilnadu, India
ptp_karthi@yahoo.co.in

[2nd]N. Prakash
Department of Management Studies
Kongu Engineering College
Tamilnadu, India

[3nd]S. Priyadharshini
Department of Management Studies
Kongu Engineering College
Tamilnadu, India

***Abstract* - The partnership between academia and industry must be cooperative and beneficial. The combined effect in the research result is the real goal of such a relationship. The contact between academics and industry in India has a limiting nature due to disparities in understanding and perceptions of each other's roles and a lack of mutual acknowledgment. The need for active industry-academia contact has been highlighted by the liberalization of the Indian economy, breakthroughs in new technologies as a result, and transformation of the economy into a knowledge economy, among other things. With the aim of identifying and describing the activities performed by the various stakeholders involved, this paper makes a modest attempt to explore the various aspects of relationships between academics and industry. This Paper identifies the different challenges to academic-industry collaboration and offers solutions for more effective association.**

Keywords: Academic Industry partnership, Higher education, Technology, Skill development

I. INTRODUCTION

Education is essential for the longterm growth of the society. The goal of higher education is to produce more knowledgeable individuals who can better serve society; as a result, demand for higher education is constantly increasing nowadays. The employment market has become more competitive due to globalization, and in order to thrive there, one must compete on a worldwide level. The government made a huge effort to support the growth of small-scale industries in its successive development plans and provided a number of facilities as a result of experience showing that SSIs are a significant source of employment. The industrial sector needs qualified and specialized labour, but this demand is not being addressed because the majority of graduates from higher education lack the necessary skill sets, such as objective analysis and decision-making. India has a sizable young population, which need a strong education sector in order to maximize the potential of human capital. India's educational system has underwent a fundamental transformation. It used to be mostly used for humanitarian or nation-building purposes, but has subsequently evolved into a separate industry. As a result, the majority of academics and planners of higher education around the world are currently working to establish industry-academia partnership. From the perspectives of India, economic liberalisation led to the inflow of modern technology from developed nations, which prompted the need to raise quality to par with international norms. Because of this, industry looks to academia for stronger backing and innovative ideas. From a different angle, the government, policymakers, and education experts have discovered that the situation is extremely concerning, whereby the number of the young generation who are unskilled and unemployed is steadily rising due to irregularities in the current educational system. This necessitates changing the way that education is currently delivered and giving students more employable skills.

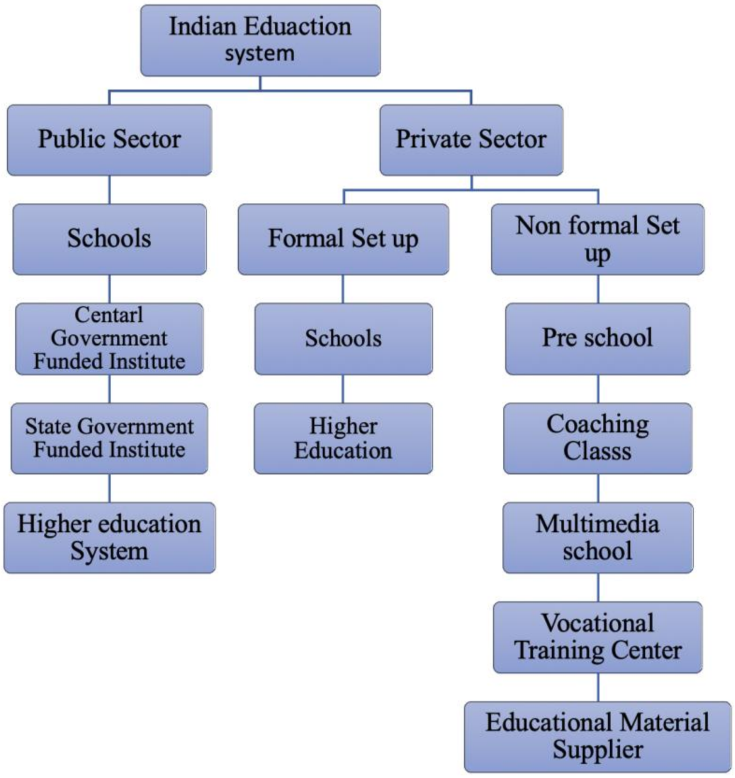

Figure 1: Indian Education System

By disseminating specialised information and skills, higher education (HE) aids in the development of a country. The segment is designed to reach 13% of Indians between the ages of 18 and 23. Within the higher education sector in the nation, there are three levels of qualification: undergraduate, graduate, and doctoral degrees. All of the schools that offer these courses must be associated with a university (which is governed by the University Grants Commission (UGC)). The regulation, coordination, and advancement of higher education in India are also the responsibility of other organisations like the Medical Council of India (MCI), the All India Council for Technical Education (AICTE), and others. In India, higher education institutions must be managed by a non-profit trust or society.

Table 1: Universities and Colleges in India

Year	Number of Universities	Number of Colleges
2015	760	38,498
2016	799	39,071
2017	864	40,026
2018	903	39,050
2019	993	39,931
2020	1043	42343

Source: All India Survey on Higher Education (AISHE)

Table 2: Number of students enrolling in Higher education system

YEAR	Number of students enrolling in HE (in thousands)
2011-12	173.38
2012-13	227.14
2013-14	277.54
2014-15	343.62
2015-16	385.4
2016-17	503.26
2017-18	670.18
2018-19	770.66
2019-20	847.04

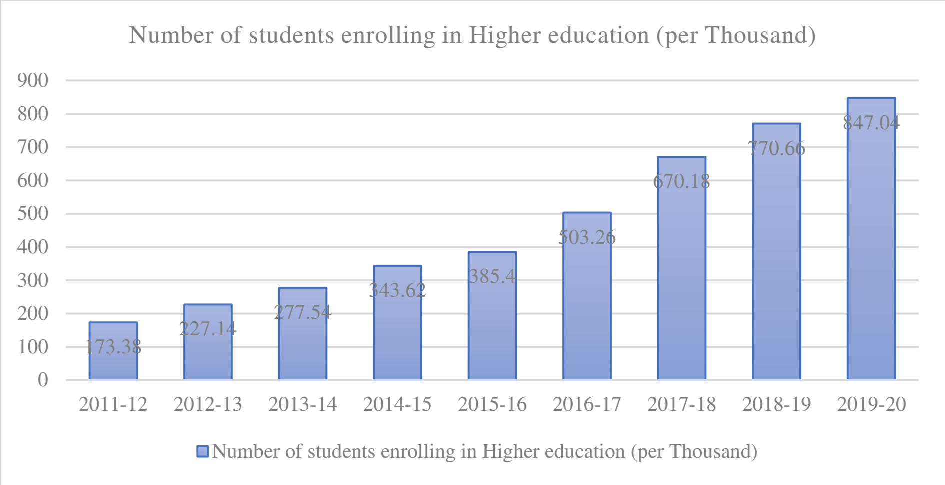

Figure 2: Number of students enrolling in Higher education system

II. RESULT AND DISCUSSION

In general, the curricula of Indian universities for different graduate and postgraduate programmes as well as professional degrees and courses have not been updated to reflect the needs of the business and industry. There is a significant disparity between the sectors' expectations of fresh graduates who apply for jobs in the industrial and business sector since new things are always being introduced. The fact that there is essentially no interaction between educational institutions and academic institutions is blamed for this state of affairs. This has led to an imbalance between the supply and demand for recent graduates in the business.

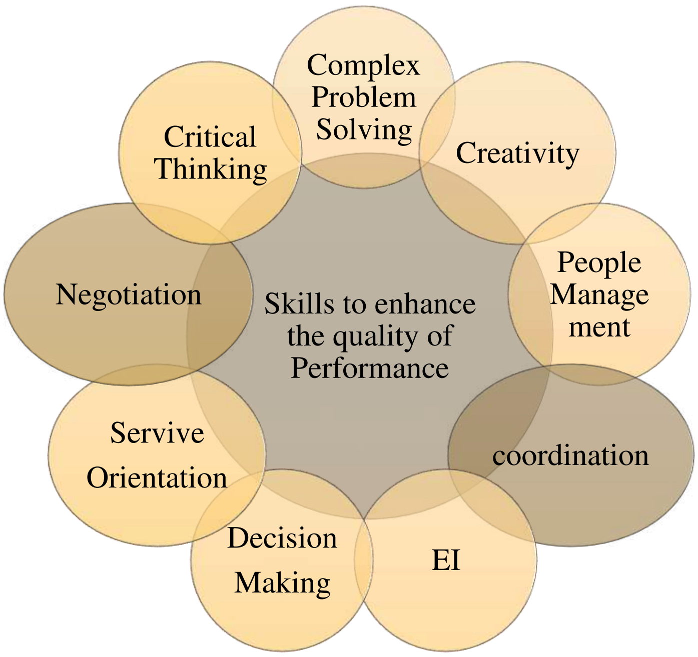

Figure 3: Skills required in Industry

The above are the skills that are required for the individual to work in a Industry. Therefore if Academic career collaborate with Industry, the student can achieve more in their life.

1. Need for Academic Industry Partnership:

The business climate in India underwent a significant transformation with the onset of globalization and the opening up of the Indian economy to the outside world in 1991. These corporate groups were required due to the fierce competition among these organizations to amass a team of talented and skilled workers who may provide them a competitive edge. However, it has been noted that over the past 20 years, many commercial companies have had trouble meeting their manpower needs. The inadequate inputs given to students by academic institutions is one of the major causes of this shortage of competent workers.

Academic institutions have concentrated on imparting exclusively theoretical knowledge; they have not given their pupils any exposure to the working world. The curriculum is out-of-date, and the pupils are not informed of the most recent developments in the corporate world. The kids' attitudes, communication abilities, intellectual processes, and general personalities are not developed in accordance with their needs.

2. Evolution of Academic Industry Partnership

The development of a strong relationship between corporate organisations and academic institutions that are providing professional courses is crucial for solving this issue. This will aid in preparing the pupils in accordance with their employability would grow and they would meet the industry standards. This will assist in aiding them in finding rewarding work possibilities This will benefit Academics as well institutions in enhancing their overall quality, reputation, and image. Additionally, this assist businesses in hiring staff that are properly trained and equipped that will start producing results right away. In light of this, robust industry-institute interaction benefits society as a whole.

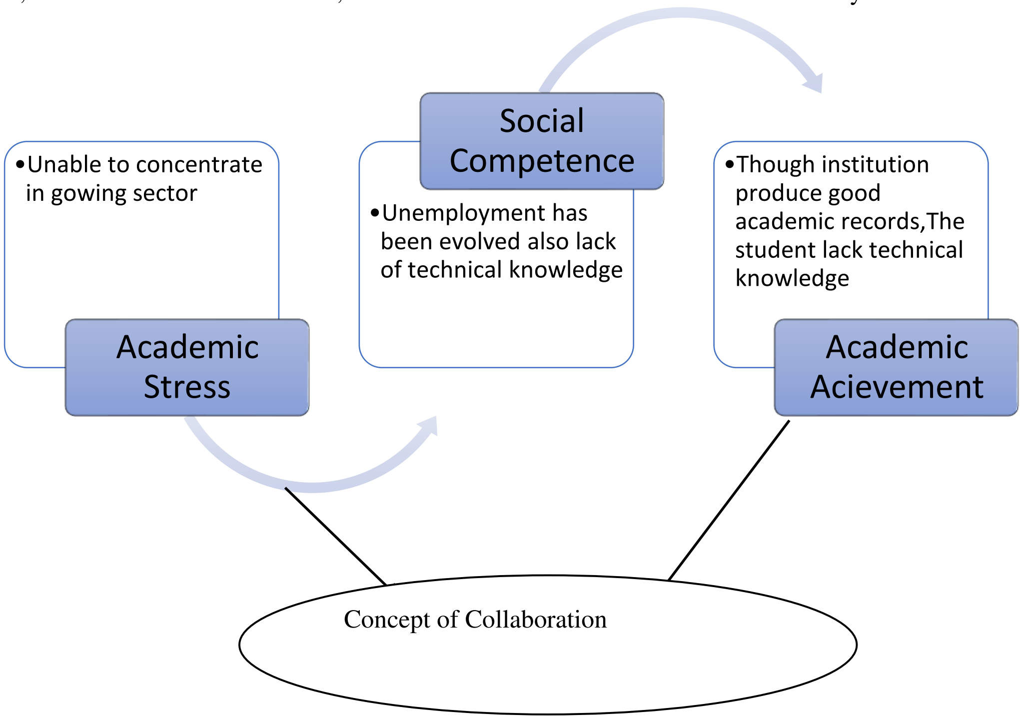

Figure 4: Academic and Industry Partnership

3. Importance of Academic Industry Collaboration

Despite the fact that India produces a lot of competent persons from different educational institutions, there is a severe lack of skilled or marketable labour. Only 2.3% of the workers in the nation is thought to have received the necessary formal training. According to a recent study titled "Framework of University-Industry Linkages in Research" carried out by the PHD Chamber of Commerce and Industry with assistance from DSIR, Ministry of Science and Technology, industry-academia connectivity is just 4.7 out of 10 in India [12]. According to the report, there is a need for close cooperation between universities and businesses in order to generate creative research ideas and high-quality R&D investments.

According to the study, there are limitations on research capacity, innovation, and PhD programme enrollment, as well as little prospects for multidisciplinary collaboration due of a shaky academic innovation environment. for example, India has 7.8 scientists for every 1000 inhabitants, compared to 180.7 for Canada, 53.1 for South Korea, and 21.2 for the United States. University Industry Linkages (UIL) are reported to be moderate to weak in some states while being strong in others. While the links are strong in the state, they are strongest in Kerala and Karnataka, both of which received a score of 7.3 out of 10 of Uttar Pradesh (score of 6.2), Gujarat (scoring of 6.7), and Maharashtra (score of 6.4).According to the research, out of 500 or so 30–35% of industrial clusters exist in India not possess any universities or research centres in the general area.

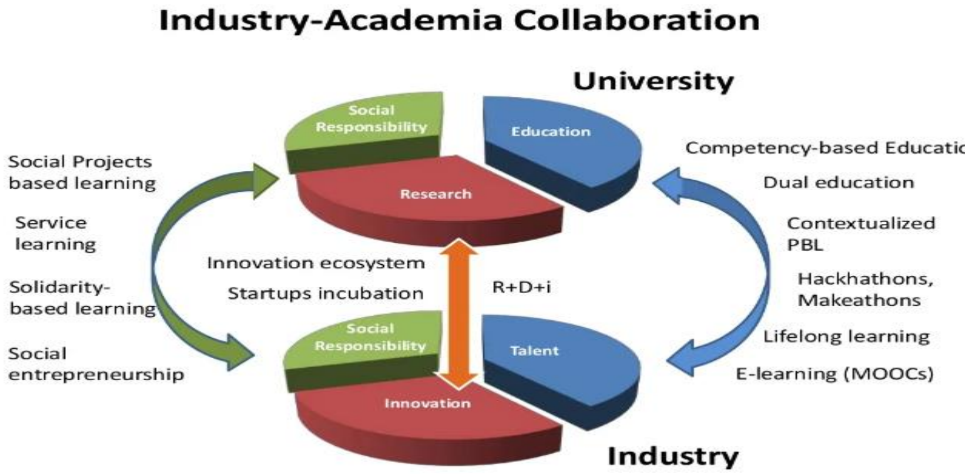

Figure 5: Industy- Academia Collaboration

4. Benefits of Building Academic Industry collaboration:
   a. Creating value-added programmes and designing the course curriculum with input from the industry.
   b. Academic institutions routinely host guest lectures by seasoned professionals from business.
   c. Numerous industrial tours are planned to give students an awareness of varied industrial procedures.
   d. Faculty can increase their understanding of the industrial environment by being placed in the workplace for a while, and this knowledge can then be shared with the students.
   e. Discussions in panels.
   f. CEO communications.
   g. Functions of corporate excellence awards.
   h. By holding frequent group meetings, teachers at the Institute, representatives from the industries, and representatives from organisations supporting industrial growth in the region can establish and maintain a relationship that benefits both the industry and the institute.
   i. Locating, compiling, and maintaining a list of top technologists and executives from various organisations and businesses in the area, as well as planning when to invite them to speak to professors and students.
   j. Assembling/updating a comprehensive list of technical specialists in numerous domains of knowledge and experience, and maintaining connections with them through involvement in activities like presentations, guest lectures, research collaboration, student project guidance, seminars, etc.
   k. Reviewing graduate and post-graduate programmes and reorienting them to match corporate demands by enlisting industry experts in creating syllabi.
   l. Giving industry-based training to the instructors.
   m. Sending senior faculty to the businesses to lead training programmes or refresher sessions for working professionals.
   n. By assessing graduate and post-graduate programmes and refocusing them to meet corporate goals, syllabi are created by consulting with industry professionals.
   o. Providing instructors with training that is focused on industry senior academics leading training programmes or refresher sessions for working professionals in businesses.

5. Recent Initiatives taken by Stakeholders
   a. Government of India:

- The Scheme for Promotion of Academic and Research Collaboration (SPARC), an initiative of the Ministry of Human Resource Development, seeks to enhance the research ecosystem of India's Higher Educational Institutions by promoting academic and research partnerships between Indian Institutions and the top universities worldwide. The programme was approved by the government in August 2018 for a total expenditure of Rs. 418 Cr, with a deadline for implementation of 31.3.2020. The National Coordinating Institute for the SPARC initiative is the Indian Institute of Technology, Kharagpur.
- The MHRD spearheaded the creation of the "Academia Industry Interface Council." It was designed to promote industry-academia collaboration, bring about good improvements in research and educational initiatives, and help students build employable skills.The MHRD is taking measures to raise their "employability quotient"
- The All India Council for Technical Education promoted a plan to provide one crore rupees for the establishment of incubation centres on campus using industry funds (AICTE). In exchange, the institute had to reserve between 2500 and 3000 square feet of space on the campus for this.
- The National Employability Enhancement Mission was started by AICTE (NEEM). For those who have stopped their studies or are recent graduates, NEEM focuses on providing "hands-on" training to improve their employability. It is anticipated that this project will enhance the partnership between academia and industry, improving employability.
- AICTE launched the National Employability Enhancement Mission (NEEM). NEEM concentrates on giving "hands-on" training to recent graduates and those who have abandoned their studies in order to increase their employability. This project is expected to strengthen the alliance between academia and business, increasing employability

b. Leading Academic Institution and Industry:
In order to develop autonomous systems, robots, 5G, and indigenous Metal 3D printing (additive manufacturing) machines, the Indian Institute of Science (IISc), Bengaluru teamed up with the world's largest IT company, Wipro. This partnership's primary goal is to conduct research and development on cutting-edge technologies such artificial intelligence, the Internet of Things, machine learning, visual computing, and others.
- At IIT Guwahati, Samsung India recently opened a digital academy. In the next three years, the academy hopes to train more than 300 employees in cutting-edge technologies, including Internet of Things (IoT), machine learning, and artificial intelligence. Samsung India has established innovation centres at IITs in Hyderabad, Kanpur, Delhi, Kharagpur, and Roorkee in addition to IIT Guwahati.
- IIT Delhi will establish a space technology centre on the institute grounds in partnership with the Indian Space Research Organization (ISRO). The collaboration's objective is to further the study of space technology.
- Sterlite Technologies, a data network company, recently partnered with IIT Madras to pursue 5G research & development. By combining the research and domain expertise from IIT Madras with STL's industrial expertise in 5G, the business will support a Chair Professorship in 5G technology at the university.

6. Barriers in Academic Industry Partnership:
   a. Government is typically not seen as being flexible and agile when it comes to exchanges between academia and industry since it is burdened with bureaucratic laws and frameworks.
   b. Universities may not adhere to a clear-cut timeframe for their project and may even alter their priorities down the road.However, the sector frequently has to follow specific goals and objectives with a clear plan of action and deadlines.
   c. Academic institutions are governed by their own stringent norms and procedures and may not always adopt a pleasant approach in their cooperation ventures.
   d. Academics frequently fail to recognise the true industrial and societal needs and are unable to direct their attention properly.
   e. Contrarily, industry technocrats who take up faculty positions do not receive the same rewards or motivations as their academic colleagues.

f. There are few opportunities for technocrats in the sector to expand their knowledge and expertise through academic study.
g. Industry frequently isn't aware of the academic community's resource potential.
h. The majority of academic faculty members lack exposure to or familiarity with the industrial sector.
i. Technocrats working in the sector don't have a lot of opportunities to advance their knowledge and skills through academic study.

7. Way to Improve Academic Industry Realtion:
   a. Multifaceted policies to improve academia-industry (AI) collaboration include a university-industry (UI) empowered committee to guide the AI link, establishing technologically innovative and entrepreneurial centres (T I E C) in universities for a better platform to drive research, technology transfer, etc.; establishment of an R&D fund for these UI activities, etc.
   b. To establish facilitation centres or cells at the university to inspire students, faculty, and academic researchers to pursue entrepreneurship.
   c. Review of university programmes and curricula to be focused on the needs of the industry.
   d. Boost industry-university cooperation.
   e. Promote individuals from each sector to have significant positions in the other's field in order to facilitate the sharing of knowledge between academia and industry.
   f. Create Technology Innovation Centers (TICs) in a few specific fields at academic research institution

III. CONCLUSION

It is common knowledge that a nation's ability to develop hinges on its higher education system producing worthwhile results. It causes changes in the social, political, and economic spheres. The balance between research and employment prospects must be struck in education. The educational system in India has undergone significant and wide-ranging reforms as a result of this awareness, strengthening the relationship and interaction between academia and industry. Universities and academic institutions must let go of their inhibitions to form a meaningful partnership. Additionally, for the advantage of both academia and industry, each other's strengths and possibilities must be complemented and enhanced. Similar to this, businesses should communicate with universities and other educational institutions for their mutual benefit and develop trust in their talents. Any nation's ability to grow technologically and experience economic prosperity is greatly influenced by both academia and industry. In India, the industry supports academia by providing job opportunities while academia sheds light on the many difficulties encountered by the industry through its research discoveries. Create Technology Innovation Centers (TIC) in a few specific fields at academic research institutions to make India a Developed Nation.

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ANALYSIS OF CONSUMER BEHAVIOR IN PURCHASING VEGETABLES IN CIBORELANG MARKET, JATIWANGI DISTRICT, MAJALENGKA REGENCY

[1st]Rudiyana
Economic Education
Universitas Swadaya Gunung Jati
Cirebon, Indonesia
rusdiyana811@gmail.com

[2nd]Reni Agustina
Economic Education
Universitas Swadaya Gunung Jati
Cirebon, Indonesia
reniagustina514@gmail.com

***Abstrack*- The objectives of this study are: 1) To find out consumer behavior in purchasing vegetables at the Ciborelang traditional market 2) To find out the factors that influence consumer behavior in purchasing vegetables at the Ciborelang traditional market. The methodology in this study uses descriptive qualitative methods. In determining the sample using a simple random sampling technique. Techniques for obtaining data by triangulation (combined observation, interview and documentation) then processed by determining the same and most answers from interview activities accompanied by evidence of research documentation. The results of this study show that 1) Consumer behavior in purchasing vegetables at the Ciborelang traditional market in the process of consumer behavior activities is characterized by the search, selection, purchase, use and evaluation, at the stage of purchasing vegetables consumers decide to buy fresh vegetables and buy the vegetables needed 2) Factors that influence consumer behavior in purchasing vegetables in the Ciborelang traditional market are cultural factors, social factors, personal factors and psychological factors. Among them, the most widespread influencing factor is the cultural factor because it affects consumer behavior towards price bargaining.**

Keywords-Consumer Behavior, Vegetables Buying.

I. INTRODUCTION

Consumer behavior will always change in accordance with the increasing influence of culture, so trying to find motivation in consumers. Consumers are willing to spend more money with the aim of getting good and fresh quality vegetables, which certainly provides satisfaction value to consumers. According to Sadeli and Utami (M. Ikmal F, 2013: 753) states that consumer behavior is the process of a person / individual or group in choosing, buying, searching, evaluating, using products and services to meet consumer needs.

Consumer behavior is manifested in various economic activities and one of them is consumer behavior in buying basic necessities or food. Where individuals or groups are looking for information about a product, consumers know the product through the recommendations of friends or family. Basic needs that are usually purchased by consumers in the Ciborelang market, Jatiwangi District, Majalengka Regency, namely vegetables, consumer behavior is characterized by several factors that affect consumer behavior. Among them, the most widespread and deepest affecting factor is the cultural factor. Cultural factors that include culture, sub-culture and social class

In the observations of researchers in the Ciborelang market, Jatiwangi District, Majalengka Regency. It can be seen that economic activities in daily life such as in traditional markets in general, many sellers sell various kinds of merchandise including vegetables, because in the Ciborelang market, Jatiwangi District, Majalengka Regency is more dominated by vegetable traders, consumer activities in purchasing vegetables look a variety of characteristics of a person when he is buying vegetables at the Ciborelang market, Jatiwangi District, Majalengka Regency. Based on consumer behavior in the Ciborelang market, Jatiwangi District, Majalengka Regency, researchers will conduct a study with the title "Analysis of Consumer Behavior in Purchasing Vegetables in the Ciborelang market, Jatiwangi District, Majalengka Regency".

II. METHOD

This research uses descriptive qualitative methods (Sugiyono, 2017: 9). Descriptive research is used to describe the behavioral activities of consumers in making vegetable purchase decisions in traditional markets. Where researchers will examine consumer behavior in purchasing vegetables in the Ciborelang market, Jatiwangi District, Majalengka Regency using triangulation data collection techniques (a combination of observation, interviews, and documentation) the data obtained tends to be qualitative and the results of research to understand meaning, understand uniqueness, construct economic activity.

In this study, the subjects were consumers who bought vegetables at the Ciborelang market, Jatiwangi District, Majalengka Regency. The subjects of this study were carried out to obtain information and data clearly and in depth using simple random sampling techniques.

The research subject has research subject criteria to make it easier for researchers to determine the subject of the study, the criteria for the study subject are made as follows: a) Consumers who make daily purchases of vegetables b) Housewives aged 20-50 years c) Consumers who buy vegetables are dominated by the female sex. Research location in Ciborelang market, Jatiwangi District, Majalengka Regency.

Activities or steps in qualitative data analysis, there are three elements in data analysis techniques. According to Miles &Huberman (Sugiyono, 2017: 247) as follows: 1) Data Collection in qualitative research is carried out with in-depth interviews and documentation 2) Data Reduction (Data reduction) the analysis process with the form of analysis to emphasize, shorten, create focus, discard unimportant things and organize data so that it can be concluded 3) Data Display (Presentation of data) all the results of observational data obtained through the moment The research took place, during the research in the process of interview activities in the form of interview questions and documentation to consumers in the Ciborelang market, Jatiwangi District, Majalengka Regency 4) Conclusion Verification (Conclusion Drawing) Conclusion drawing is carried out by re-examining the writing results obtained from the interview of the writing informant with the findings in the field, through a process of direct observation of consumers in the Ciborelang market, Jatiwangi District, Majalengka Regency

III. RESULT AND DISCUSSION

After observing and evaluating through observation, interviews and documentation of consumer behavior activities in purchasing vegetables and factors that influence consumer behavior in purchasing vegetables in the Ciborelang market, Jatiwangi District, Majalengka Regency.

1. **Consumer behavior in purchasing vegetables in the Ciborelang market, Jatiwangi District, Majalengka Regency**
   a. Search, in the activity of consumer behavior in purchasing vegetables by looking for information on cheap vegetable traders consumers prefer it in the Ciborelang traditional market because in the ciborelang traditional market is very strategic, the place is on the Cirebon-Bandung road providing all the needs of the community such as vegetables, rice, onions, chilies, chicken and others. Consumers also when buying vegetables at a subscription place because consumers will be given low prices by these merchants and most consumers when shopping to the market itself so that their shopping is not in a hurry.
   b. Selection, consumers in choosing healthy and nutritious vegetables in the Ciborelang market by choosing vegetables that are of good quality, still fresh and not wilted. Every time they come to the Ciborelang market, consumers choose a parking lot because it is easy to store groceries.
   c. Purchase, Vegetable purchase activities consumers in the Ciborelang market decide to buy vegetables in the morning because the vegetables are still fresh and of good quality.
   d. Usage, consumers who shop at the Ciborelang market consume vegetables because they know the benefits of vegetables for body health.
   e. Evaluating, most consumers who shop at the Ciborelang market in Jatiwangi District distinguish between orgnik and non-organic vegetables in terms of leaf color, organic vegetables have a natural green color while non-organic leaf colors are paler.
2. **Factors that influence consumer behavior in purchasing vegetables in the Ciborelang market, Jatiwangi District, Majalengka Regency**
   a. Cultural factors, consumers who shop at the Ciborelang market bargain at prices before deciding on the purchase of vegetables so that there is an interaction of vegetable purchase agreements between the seller and the buyer.
   b. Social factors, affecting consumer behavior such as the role of the family in choosing fresh vegetables of good quality.
   c. Personal factors, influencing consumer behavior in deciding the purchase of vegetables, family or personal economic circumstances determine how much money should be spent on shopping needs. The state of the economy or consumer income is large, stating that the financial condition is good for shopping at the Ciborelang market.
   d. Psychological factors, determining trust and attitude this affect consumer behavior towards the purchased vegetables should be good and of good quality.

Researchers can draw conclusions from this study that consumer behavior activities in purchasing vegetables are the process of a person / individual or group in choosing, buying, searching, evaluating, using products and services to meet consumer needs. By looking for basic daily needs such as vegetables at the Ciborelang traditional market, choosing vegetables that are of good quality, still fresh and not wilted, consumers buy vegetables that are fresh and of good quality, know the benefits of vegetables for body health, consumers who shop at the Ciborelang market, Jatiwangi District, Majalengka Regency, distinguish organic and non-organic vegetables judging from the wana leaves. And factors affecting consumer behavior in the purchase of vegetables the presence of cultural factors, social factors, personal factors and psychological factors. One of the most widespread influencing consumer behavior is the consumer culture factor in bargaining prices before deciding on the purchase of vegetables so that there is an interaction of vegetable purchase agreements between sellers and purchases.

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ANALYSIS OF ECONOMIC GROWTH AND HUMAN DEVELOPMENT INDEX IN WEST JAVA PROVINCE

1stMeila Putri Aisyah Idris
Economics Department
Janabadra University
Yogyakarta Indonesia
meilaputri465@gmail.com

2ndAliftianna Widyaningsih
Economics Department
Janabadra University
Yogyakarta Indonesia
aliftianna2017yk@gmail.com

3rdRini Raharti
Economics Department
Janabadra University
Yogyakarta Indonesia
rinirahart i@janabadra.ac.id

4thNoorul Fatimah Azzahra Santoso
Economics Depatment
Janabadra University
Yogyakarta Indonesia
azzahrasantoso7@gmail.com

***Abstract*: The purpose of this research is to see patterns and long-term relationship between economic growth and human development index (HDI) provinces in West Java Province Suring in the priod 2010-2020 by using klassen typology to see the patterns and cointegration test method to see the long-term relationship. The results showed that by using klassen typology, there are district or city 4 district/city in the category of fast forward and fast growing (quadrant I). For the category of fast growing area (quadrant II) there area 4 district/city and reginons in the category of advanced area (quadran III) by 3 district/city. For the category of relatively underdevelopment (auadrant IV) there area 14 district/city. Meanwhile, the results of cointegration test showed a long-equibrium realationhip between economic Growth and Human Development Index (HDI) in the provinces in West Java.**

Keywords: Klassen Typology, Cointegration test, Economic Growth, Human Developmen Index

I. INTRODUCTION

One of the indicators to see the performance of the economy is through the economic growth, both at the regional and national levels. According to [1] economic growth is "a process of increasing the production of goods and services in the economic activities of society. The increase in the production of goods and services is related to efficiency, minimum cost allocation from limited resources and optimized growth of resources. Meanwhile, according to Todaro [2] economic growth is defined as a process in which the production capacity of an economy increases over time to generate greater levels of income.

Economic growth in Indonesia in 2017 grew 5.07 percent, the highest since 2014. In addition, the economic growth of a country is usually used as a benchmark for a country, whether the country is a developed country or a developing country. Data obtained from the Central Statistics Agency (BPS) noted that Indonesia's economic growth in the second quarter of 2019 was 5.05% year on year (yoy). This figure slowed when compared to growth in the second quarter of 2018 of 5.27%.

Economic growth can also be interpreted as a process of changing the country's economy within a certain period of time towards better economic conditions. Economic growth is identical to the increase in production capacity which is realized through an increase in national income. A country that is experiencing economic growth with better people's lives, which is due to that economic growth is one of the benchmarks that can be used to increase the development of a region from various economic sectors that directly describe the rate of economic change. Economic growth means the development of activities in the economy which causes the goods and services produced to increase and the prosperity of society to increase. Kuznets defines economic growth as an increase in the long-term capacity of a country to provide various types of goods and services to the population [2].

According to Todaro [3] various factors that influence economic growth are manifested in 3 main components. First, capital accumulation which includes all forms or types of new investments invested in land, physical equipment and human capital or human resources. Second, population growth which in turn will increase the number of the workforce. Third, technological progress which in its simplest sense occurs because of the discovery of new ways or improvements to old ways of handling a job.

Economic growth is not only supported by physical capital in the number of workers, but also by improving the quality of human capital which has a strong influence on improving the quality of labor and the use of technological advances [4]. Besides that, human resources who will manage natural wealth, capital goods and investment in the productive sector such as factories, machinery, equipment and recently will increase the capital stock (capital stock) [5].

The relationship between economic growth and human development cannot be considered linear or direct, but is determined by the extent to which the factors that link the two concepts play a role. Therefore, researchers are interested in analyzing the economic growth and Human Development Index (HDI) of districts/cities in West Java using the cointegration method.

II. Literature Review

A. Economic Growth

Economic growth is a process of continuous change or economic conditions in a country/region which leads to a better condition for a certain period. Economic growth is one indication of success in terms of economic development [6].

Economic development is caused by changes, especially in the industrial and trade fields. Based on this understanding, economic development occurs continuously from time to time and always leads in a positive direction to improve everything to be better than before [7]. Industry and trade will realize all creativity in economic development by using industrial technology and with trade creating economic competition. Economic development is also a development process that occurs continuously which is dynamic, adds to, and improves everything for the better. As for what is being done, in essence economic development reflects a new breakthrough, not a one-time economic picture.

In [8], states that economic development is economic growth coupled with change. The meaning of the statement is economic development in a country in a given year is not only measured by the increase in the production of goods and services that apply in economic activities such as developments in education, technological developments, improvements in health, improvements in available infrastructure and increases in income and prosperity of the community.

Adam Smith's theory is often regarded as the beginning of a systematic study of growth problems [9]. According to Adam Smith, there are two main aspects of economic growth. In the growth of output, Adam Smith saw a country's production system consisting of three main elements, namely: available natural resources (or land production factors), human resources (population), and the existing stock of capital goods. Adam Smith said that economic growth is a process of combining population growth with technological progress [9].

According to John Stuart Mill, economic development depends on two types of improvement, namely improvements with the level of community knowledge and improvements in the form of efforts to remove obstacles to development, such as customs, beliefs and traditional thinking.

Harrod Domar argues that the increase in people's production and income is not determined by the people's production capacity but by the increase in people's expenditures. Thus, even though the capacity to produce increases, the income The national economy will only increase and economic growth will be created if public spending increases compared to the past [9].

Robert Solow argues that economic growth is a series of activities that originate from humans, capital accumulation, use of modern technology and results or outputs. Solow emphasized the importance of the role of technological progress in every production process in order to achieve sustainable economic growth [10].

Classical economists (Adam Smith, David Ricardo, Thomas Robert Malthus, and John Stuart Mill) as well as neoclassical economists (Robert Sollow, and Travor Awan) argue that there are four factors that affect the economy of a country including: population, total stock of goods. capital, land area and natural wealth, and technological progress. [8] the economic growth is the process of increasing output in the long term. This understanding includes three aspects, namely process, per capita output, and long term. Furthermore, economic growth is also related to an increase in output per capita.

B. Human Development Index

The Human Development Index (HDI) is an indicator of the level of human development of a region, which is calculated through a comparison of life expectancy, education and a decent standard of living. UNDP (United Nations Development Programme) defines human development as a process of expanding choices for people. In this concept, the population is placed as the ultimate end, while development efforts are seen as a means (principal means) to achieve that goal. To ensure the achievement of human development goals, four main things that need to be considered are productivity, equity, sustainability, empowerment [11]. In summary, the four main points contain the following principles:

- Productivity
  Population must be enabled to increase productivity and participate fully in the process of income and livelihood creation. Economic development is thus a subset of the human development model.
- Equity
  Residents should have equal opportunities to gain access to all economic resources and social. All barriers that reduce the opportunity to gain access must be removed, so that they can benefit and participate in productive activities that can improve the quality of life.
- Continuity
  Access to economic and social resources must be ensured not only for the current generation, but also for future generations. All physical, human and environmental resources must always be updated.
- Empowerment
  People must participate fully in decisions and processes that will determine (shape/direction) their lives, as well as to participate in and benefit from the development process.

C. The Effect of Economic Growth on Human Development

Household activities make a major contribution to improving human development indicators through household spending on food, clean water, health care and schools (UNDP, [11]), as well as purchasing other necessities to support household activities. The tendency of household activities to spend a number of factors that are directly related to indicators of human development is influenced by the level and distribution of income, level education and the extent of women's role in controlling household expenditures.

When the level of income or GRDP is low as a result of low economic growth, it causes household spending to increase human development to decrease. Likewise, the relatively high level of income tends to increase household spending to increase human development. As stated by [11], that economic growth provides direct benefits for increasing human development through increased income. An increase in income will increase the allocation of household spending on more nutritious food and education, especially for poor households.

In addition to being determined by the level of income per capita of the population, income distribution also determines household expenditures that contribute to increasing human development. When income distribution is poor or income inequality occurs, many households experience financial limitations. As a result, it reduces spending on higher education, and foods that contain good nutrition [11]. More expenditure is aimed at consuming foods that do not contain a lot of good nutrition and nutrition [12]. Thus, if there is an improvement in the distribution of income, it will cause the poor to earn more income. The increase in income for the poor encourages them to spend their household expenses in order to improve the quality of health and education of members.

D. Human Development and Economic Growth Index

The Human Development Index (HDI) or also known as the Human Development Index (HDI) is a measure of the ratio of life expectancy, literacy, education and living standards for a country around the world (Central Bureau of Statistics and [12]. HDI is used to classify whether a country is a developed country, a developing country or an underdeveloped country and also to measure the influence of economic policies on the quality of human life. The high level of human development greatly determines the ability of the population to absorb and manage sources of economic growth, both in relation to technology and to institutions as an important means to achieve economic growth [11]. Human development is a manifestation of the long-term goals of a society and places development around humans, not humans around development [13].

E. The Effect of Human Development on Economic Growth

The relatively high level of human development will affect the performance of economic growth through population capacity and the consequence is an increase in productivity and creativity Public. By increasing the productivity and creativity, the population can absorb and manage the resources that are important for economic growth [14].

The influence of human development on economic growth through improving the quality of human resources in economics is called the quality of human capital [11]. Improving the quality of human capital can be achieved if we pay attention to 2 determinants that are often mentioned in the literature, namely education and health.

At the micro level, an increase in a person's education is associated with an increase in income or wages earned. If wages reflect productivity, the more people who have a higher level of education and a lot of training experience, the higher the productivity and the result, the economy in West Java province will grow higher.

In a more macro perspective, education is directly related to economic growth. Besides education, health also has a role in economic growth. The effect of health on economic growth occurs directly or indirectly. The indirect influence of health factors on economic growth is generally through several ways, for example, improving population health will increase labor force participation, improving health can also lead to improvements in the level of education and then connecting to economic growth, or improvement of health standards encourages an increase in the number of people which will affect the increase in the number of workers [15] [16]. A good level of health will affect the mastery of skills and the ability to control pressure, so as to be able to develop research intensity and therefore technological progress will be achieved. These technological advances will affect the ability to produce goods and services which in turn will affect the ability to produce goods and services.

III. RESEARCH METHOD

A. Scope of Research

This study uses secondary data, where the data is taken using the documentation method that is documented by the relevant agencies and institutions. This study examines the Analysis of Economic Growth and Human Development Index (IPM) of regencies/cities in West Java Province during the period 2010-2020. The scope of this research was carried out by 27 regencies/cities in West Java Province.

B. Data Analysis Method

The analytical method in this study uses quantitative analysis using panel data, panel data is a combination of time series data (cross-time) and cross-sectional data (cross-individual). The regression used by panel data is called panel data regression analysis.

These advantages have the implication of not having to test the classical assumptions in the panel data model. In panel data model analysis, there are three kinds of estimation approaches, namely: pooled least squares approach, fixed effect approach, and random effect approach.

- Small squares approach or common effect model
  This approach assumes that the existing combined data shows the actual conditions. The results of the regression analysis are considered valid for all objects and at all times. This approach simply combines (pooled) all time series and cross section data and then estimates the model using the OLS (ordinary last square) model.
- Fixed effect approach or fixed effect model
  The weakness of the common effect method is the incompatibility of the model with the real situation. The condition of each object is different from each other, therefore we need a model that can show the difference in constants between objects, even with the same regressor coefficient. In this approach, to distinguish one object from another, a dummy variable is used, so this model is often also called the Last Square Dummy Variable.
- Random effects approach or random effect model
  The weakness of this method is the use of pseudo variables which causes the model to experience uncertainty. To overcome this, residuals are used which are thought to have a relationship between time and between objects. This approach improves the efficiency of the last square process by taking into account errors and cross sections and time series. However, to analyze with the random effect method requires a condition that the cross section object must be greater than the number of coefficients.

C. Selection of Estimation Model

To choose the most appropriate model used in managing panel data, among others, namely:

- Resticted F-Test
  This test is a statistical test to determine whether the common effect model or fixed effect model is the most appropriate to use in estimating panel data. The hypotheses used in the restricted f-test are:
  H0 = common effect model (restricted)
  Ha = fixed effect model (unrestricted)
  The restricted f-test is formulated as follows
  $$F = \frac{(R^2ur - R^2r)/m}{(1 - R^2ur)/df}$$
  Where
  R2 r : R2 value of fixed effect model
  R2 r : R2 value of the common effect model
  M : number of restrictions
  Df : degree of freedom
  The calculated F-value is compared with the F-table value. If the value of F-count is greater than the F-table, then H0 is rejected and Ha is accepted. On the other hand, if the F-count is smaller than the F-table, then H0 is accepted.
- Chow test
  This test is a statistical test as an alternative to the restricted F-test to determine whether the common effect model or the fixed effect model is the most appropriate for estimating panel data. The hypotheses used in the Chow Test are:
  H0 = common effect model (restricted) H0 = fixed effect model (unrestricted)
  The basis for rejecting the hypothesis is to compare the F-statistical calculations with the F-table. If the F-statistic result is greater (>) than the F-table, then H0 is rejected and Ha is accepted, which means that the most appropriate model to use is the fixed effect model. Vice versa, if the F-statistics is smaller (<) than the F-table, then H0 is accepted and the model used is the common effect model [17].
  The statistical F value in the Chow test is obtained by the formula:
  $$F = \frac{\frac{(SSE_1 - SSE_2)}{(n-1)}}{\frac{SSE_2}{(nt-n-k)}}$$
  SSE1 : Sum square error of the common effect model
  SSE2 : Sum square error of fixed effect model
  n : number of cross sections
  t : number of time series
  k : number of independent variables

  While the value of F table is obtained from

  F-tabel = {α : df (n-1, nt – n – k)}
  Where
  a : significant level used n : number of cross sections
  t : number of time series
  k : number of independent variables
- Hausman test
  This test is a statistical test to determine whether the fixed effect model or random, the most appropriate effect model is used in estimating panel data. The hypothesis used in the Hausman test is as follows:
  H0 : random effect model
  Ha : fixed effect model
  The assessment of the Hausmen test follows a chi square statistical distribution with k degrees of freedom, where k is the number of independent variables. If the Chi Square value of the Hausman statistic is greater than the critical value (table Chi Square value), then H0 is rejected and the correct model is used the fixed effect model. On the other hand, if the Chi Square test of Hausman's statistic is less than the critical value, then H0 is accepted and the right model is the random effect model.

D. Model Testing

The analytical model used to see the relationship pattern of economic growth (GRDP) and the Human Development Index (IPM) of districts/cities in West Java is the Klassen Typology analysis and to examine the long-term equilibrium relationship using the cointegration test.

- Klassen Typology (Klassen Typology)
  One area to another has different progress and growth. There are regions that are able to increase the economy to grow rapidly and there are also regions whose economic cycle is stagnant at some point or even grows negatively. To be able to compare the level of progress of an area with other regions within the same reference scope, the Klassen typology can be used as an analytical tool.
  Klassen's typology divides regions based on the two characteristics that share the blood, namely the Human Development Index (HDI) and the rate of economic growth. Through this analysis, four different characteristics of patterns and structures of economic growth were obtained, namely: fast-growing areas, growing areas, depressed areas, and relatively underdeveloped areas.
- Unit Root Test
  To find out whether the panel data used is stationary or not, one way that can be done is to use a unit root test. Panel data is a combination of time series and cross section data, so the stationary test phase also needs to be carried out. There are several stationary tests in panel data with stationary tests in time series data, this is due to individual and time influences.
  The basic idea of unit root tests in panel data is the development of unit root tests in time series, which can be described in the model:
  $Y_{i,t} = \rho t\, y_{it} + X_{it}\, \delta_{it} + \varepsilon_{it}$
  i = 1,2,. N (number of individuals)

  t = 1,2,. N (number of individual periods)

  If it is assumed that a = – 1 with a lag of pi and varies between
  cross section, then test the hypothesis:
  H0: a = 0 (Has unit root)
  H0 : a < 0 (No unit root)
- Cointegration test
  Cointegration is a long-term relationship between variables which although individually are not stationary, but the linear combination between these variables becomes stationary. There are different methods in testing the cointegration of panel data. The method that can be used to perform the Cointegration Test is the development of the cointegration test in time series data, such as the Pedroni and Koo method (which uses the basic Enggle-Granger integration test) and the Combined individual test (Fisher/Johansen).
  The regression formula for the cointegration test is:
  $Y_{it} = a_t + \delta t + B_{1t} \,.\, X_{1it} + B_{2t} \,.\, X_{2it} + \ldots + B_{mt} \,.\, X_{mit} + \varepsilon_{it}$
  Then we get the residual:
  $\varepsilon_{it} = \rho_{it}\, \varepsilon_{it}\text{-}1 + U_{it}$
  From the results of the estimated statistical value, then compared with the critical value. The statistical value is obtained from the value of t. If the statistical value is greater than the critical value, the observed variables are cointegrated or have hubungan jangka panjang dan sebaliknya maka variabel-variabel yang diamati tidak berkointegrasi.

IV. RESULT AND DISCUSSION

A. *Classification of Regions According to Klassen Typological Analysis*

Klassen Typology Analysis is used to classify districts/cities in West Java Province into four characteristics of economic growth, namely:

- Fast-forward and Fast-Growing Areas (Quadrant I)
  Bekasi Regency, Bandung City, Cirebon City, and Cimahi City because these four areas have an average economic growth rate and Human Development Index (HDI) which is higher than the average for West Java Province.
- Fast Developing Area (Quadrant II)
  Regions included in this quadrant include Bandung Regency, Bogor City, Sukabumi City, Bekasi City, and Depok City because they have a regional economic growth rate that is higher than the provincial economic rate but the Human Development Index (IPM) is lower than the Human Development Index (HDI) West Java province.
- Developed but Depressed Areas (Quadrant III)
  Areas belonging to this Quadrant are Indramayu Regency, Purwakarta Regency, and Karawang Regency because these areas have a lower economic growth rate but the Human Development Index (HDI) is higher than the average for West Java Province.
- Relatively Disadvantaged Areas (Quadrant IV)
  Quadrant IV is an area with a lower rate of economic growth and Human Development Index (IPM) than the average for West Java Province. The areas belonging to quadrant IV include Bogor Regency, Sukabumi Regency, Cainjur Regency, Garut Regency, Tasikmalaya Regency, Ciamis Regency, Kuningan Regency, Majalengka Regency, Sumedang Regency, Subang Regency, West Bandung Regency, Pangandaran Regency, Bekasi City, and Banjar City.

B. *Panel Data Analysis*

- The Chow test aims to determine which common effect model or fixed effect model should be used.

Table 1. Chow Test

Effect Test	Statistic	Prob.
Cross-Section F	28.23582	0.00000
Cross Section Chi-Squares	0.775673	0.00000

Source: secondary data processed, 2020

Based on the results of data processing above, the probability of Chi-Square obtained is 0.000000. This value is smaller than 0.05 so that H0 is accepted and the opposite model also with F-Statistics also has a probability value of less than 0.05 then H1 is accepted. However, the researcher in his research for panel data regression did not use the Chow test but used the Hausman test.

- Hausman test

This test is a statistical test to determine whether the fixed effect model or random, the most appropriate effect model is used in estimating panel data. The hypothesis used in the Hausman test is as follows:
H0 : random effect model
Ha : fixed effect model
The assessment of the Hausmen test follows a chi square statistical distribution with k degrees of freedom, where k is the number of independent variables. If the ChiSquare value of the Hausman statistic is greater than the critical value (table ChiSquare value), then H0 is rejected and the correct model is used the fixed effect model. On the other hand, if the Chi-square test of the Hausman statistic is less than the critical value, then H0 is accepted and the right model is the random effect model.

Table 2:. Hausman Test

Test Summary	Ch-Sq. Statistic	Ch.Sq. d-f.	Prob.
Cross Section Random	1.988486	1	0.1585

Source: secondary data processed, 2020

Based on the results of data processing above, the probability of Chi-Square obtained is 0.1585 . This value is greater than 0.05. so H0 is accepted and H1 is rejected, so the Hausman test using the Random effect model (REM) is used in the panel data test in this study.

C. Unit Root Test

To determine whether the data we analyze is stationary or not by comparing the statistical value with the critical value. If the absolute value of the statistic is greater than the critical value, then the data analyzed shows stationary data and otherwise, if the absolute value of the statistic is less than the critical value, the data is not stationary. But far from that, before carrying out a unit root union, this research first tested the panel data according to panel data tests such as the Chow test and Hausman test.

From the results of the stationarity test of unit roots, it shows that the variable economic growth has a coefficient of 69.7919 with a probability less than 0.05, so the null hypothesis which states that the data is not stationary is rejected. and with the human development index variable (HDI) which has a coefficient of 34.2643 and a probability that is also greater than 0.05 so that the null hypothesis which states that the data is not stationary is accepted, so that the Human Development Index variable is not stationary or in other words has a unit root.

D. Cointegration

Cointegration test results are presented in the following table 3.

Table 3. Cointegration Test

	t-Statistic	Prob.
ADF	-2.753182	0.0030
Residual variance	558600.0	
HAC variance	516638.9	

Source: secondary data processed, 2020

The results of the cointegration panel test of one of the ADF-Statistical Group approaches using the Pedroni and Koo method (using the Engle-Granger cointegration test basis) of -27.53182 with a probability value of 0.0030 which indicates that the test of economic growth and the Human Development Index (HDI) are cointegrated, namely have the same direction of motion. This is because each short-term period, all variables tend to adjust to each other to reach their long-run equilibrium.

V. CONCLUSION

Based on the results of the analysis of economic growth and the Human Development Index (HDI) of districts/cities in West Java Province (Cointegration Method) in 2010-2020 as many as 27 districts/cities in West Java Province, the following conclusions can be drawn:

- In general, the variable of economic growth in districts/cities in West Java during 2010-2020 has increased every year with the highest average growth rate being Karawang District, and in 2015 the highest district/city was Bandung City.
- The condition of the HDI districts/cities in West Java tends to increase every year with the highest average HDI during the 2010-2020 period being Bandung City and the lowest being Cianjur Regency.
- Klassen's Typology analysis shows that the districts/cities that are included in the fast-growing and fast-growing regions (Quadrant I) are Bekasi Regency, Bandung City, Cirebon City, and Cimahi City. Bandung Regency, Bogor City, Sukabumi City, and Depok City are classified as fast growing areas (quadrant II). Indramayu Regency, Purwakarta

Regency, and Karawang Regency are classified as depressed areas (quadrant III). Bogor Regency, Sukabumi Regency, Cianjur Regency, Garut Regency, Tasikmalaya Regency, Ciamis Regency, Kuningan Regency, Majalengka Regency, Sumedang Regency, Subang Regency, West Bandung Regency, Pangandaran Regency, Bekasi City, and Banjar City are classified as relatively underdeveloped regions (quadrant IV).

- Based on the results of the cointegration test, it shows that there is a long-term balance relationship between Economic Growth and the Human Development Index of districts/cities in West Java Province. However, the results of the unit root test of the variable results are stationary for economic growth and not stationary for the Human Development Index (HDI).

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ANALYSIS OF INNOVATION STRATEGY IN MADIUN SMEs (CASE STUDY UD. DUTA RASA AND D'JAMOE MADIUN)

1st Dwi Nila Andrian
Economic education
Universitas PGRI Madiun
Madiun, Indonesia
dwinila@unipma.ac.id

2nd Dyah Ajeng Kartika Sari
Economic education
Universitas PGRI Madiun
Madiun, Indonesia
Dyahajeng61@gmail.com

***Abstract*—This study aims to analyze the innovation strategies carried out by SMEs in Madiun, including UD. Duta Rasa and D'Jamoe Madiun. These two SMEs are SMEs in the food and beverage sector that are in demand by consumers. The type of research used is qualitative research with a case study approach. The survey results show that the innovation strategies implemented by these two SMEs include product innovation strategies and marketing innovations. For UD. Duta Rasa has many flavor variants; one of the newest flavors is chocolate accompanied by attractive shapes such as love and so on, so that it can attract consumer interest; not only adults but children are also interested in seeing the form. Innovation in brown brem. Furthermore, product innovation at SMEs D'Jamoe Madiun, this SMEs offers various flavor innovations, including kencur rice, sour turmeric, sour sugar, temu lawak, sukma sari spices, jatirona, lemongrass telang, and fragrant rapet. The herbal products offered are not only in bottles, but there are also dried herbs or instant powders. While the marketing strategy of these two SMEs is to sell directly and sell and market through social media and e-commerce.**

Keywords*—*Innovation Strategy, SMEs

I. INTRODUCTION

MSMEs are an important pillar of the Indonesian economy. The number of MSMEs in Indonesia is 64.19 million. It has long been known that small and medium enterprises (SMEs) play an important role in the country's economic development. In addition to encouraging economic growth, SMEs also contribute to employment as a form of overcoming the problem of unemployment. According to the Decree of the President of the Republic of Indonesia Number 7 of 2021, the definition of Small Business is a productive economic business that stands alone and is carried out by individuals or business entities that are not subsidiaries or not branches of companies that are owned, controlled, or become a part either directly or indirectly of a company. Medium Enterprises or large enterprises that meet the criteria for Small Enterprises. Meanwhile, Medium Enterprises are productive economic enterprises that stand-alone, and are carried out by individuals or business entities that are not subsidiaries or branches of companies that are owned, controlled, or become part of either directly or indirectly. Or not now with Small Businesses or large businesses that meet the criteria of Medium Enterprises.

SMEs in Indonesia contribute to job opportunities for the community and increase GDP; where with a large population and few large businesses, there are also few job opportunities where large companies cannot accommodate all of the existing workforces, and the crew This is absorbed by SMEs. According to the Ministry of Cooperatives and Small Business, in 2019, more than 119 million people worked in small and medium enterprises, or about 96.92% of the number of job opportunities in Indonesia.

However, SMEs often experience developmental delays due to various legacy issues that cannot be fully resolved, such as Human Resources, Ownership, Financing, Marketing, and Various Other Issues Related to Corporate Governance. This can be seen in the absence of the concept of continuous innovation and inconsistent core business activities [1]. According to the Mayor of Madiun, Mr. Maidi in his remarks at the Red and White SME Festival, said that MSMEs are the main fields of Madiun City. Therefore, the development of MSMEs is one of the concerns of the Madiun City Government. So you can move forward and achieve higher targets. For this reason, an innovation strategy is needed to accomplish this.

Strategy is important for managing the company's main activities and dealing with uncertain and unpredictable future conditions. Through strategy, the company seeks to dig deeper into its potential to maximize the result achieved while developing the ability to adapt to a rapidly changing environment. Innovation strategy is the most critical factor in small, medium, and medium industries, significantly improving operational reliability [2]. Innovation is classified into two different types: radical and incremental. Other types of innovation require further knowledge and skills and have different impacts on the relationship between the company's customers and competitors. Radical innovation is an innovation that is very different and new as the leading solution in the industry. On the other hand, incremental innovation is an innovation that makes small changes and makes adjustments to existing practices

Among the many superior products of SMEs in Madiun City, one of the flagship products of SMEs is interesting to highlight, including UD. Taste Ambassador Brem and D'Jamoe Madiun. UD. Duta Rasa Brem is one of the SMEs located in Kaliabu Village, Mejayan Madiun. Brem Madiun has existed since the Dutch colonial period, and Kaliabu Village is one of the centers in producing Brem. Many flavor variants are offered in this Brem product. One of the newest product innovations is the Chocolate Brem. In addition to Brem, another SME flagship product, D'jamoe Madiun, located in Madiun city, this business was founded in 2015 and produced its own traditional herbal medicine not only in packaged form but also in instant powder form. D'Jamoe, which is located on Jl. Ranumenggalan No.41, Mojorejo, Kartoharjo District, Madiun City, East Java. Concoction products use natural ingredients to maintain health and also cure diseases. Elements include kencur, tamarind, ginger, turmeric, etc. The product innovations offered also vary, both in taste and shape. While other SMEs experienced a decline in sales during the COVID-19 pandemic, these SMEs did not. Even during the pandemic, sales increased significantly.

When SMEs can implement an innovation strategy, it is hoped that they will be able to survive and face the competition in the business world. In addition, SMEs must be able to choose and determine innovative strategies that can be used to meet competition and market desires to deal with uncertain demand fluctuations to improve organizational performance [3]. This research analyzes SMEs' innovation strategy in UD based on this background. Duta Rasa and D'Jamoe Madiun.

II. LITERATURE REVIEW

A. Innovation Strategy

According to [4] define, an innovation strategy is an essential tool that determines the direction of business innovation based on business strategy and strategic goals. [5] argues that strategic innovation is the creation of growth strategies, new technologies, new services, new ways of doing things, or a business model that changes the game and generates a significant new value for consumers and customers. An innovation strategy is needed in MSMEs because it will be riskier in many industries if the company does not innovate. Both consumers and industry have experienced periodic changes and improvements to the products offered. As a result, some companies feel lucky to be able to innovate strategies [5]. The innovation strategy also helps businesses find new challenges for their development and growth. An innovation strategy is a management concept consisting of many internal and external activities that increase the innovation potential of a business. Therefore, it is necessary to emphasize the importance and role that influences the formation of innovation strategies. These roles come from business employees, managers, and customers [4].

B. Small and Medium Enterprises (SMEs)

MSME is a business that only has a small market scope and workforce and is managed by the business owner [6]. According to the World Bank, MSMEs are businesses that meet two criteria: employee strength, asset size, and annual sales [7]. Unlike most large companies, SMEs mainly compete based on a narrow focus and specialization. This relates not only to products, markets, and customers [8] but also to prices, costs, and manufacturing capabilities. SMEs' value comes from design and production quality, speed and delivery, flexibility, and responsiveness to customer needs [9]. SMEs are known for their simple organizational structures with multiple layers of management [10]. This enables close interaction with employees, innovative responses to competitor movements, and flexibility to respond to changes in the overall business environment [11]. [10] confirmed this view and added that SMEs do have to react and adapt to market changes as they are primarily unable to drive the market. The empowerment of MSMEs in globalization and high competition has forced MSMEs to be able to face global challenges, such as increasing product and service innovation, developing human resources and technology, and expanding the marketing area. This needs to be done to improve the selling value of MSMEs, primarily so that they can compete with foreign products that are increasingly flooding industrial and manufacturing centers in Indonesia, considering that MSMEs are an economic sector that can absorb the largest workforce in Indonesia [12].

III. RESEARCH METHODS

The type of research used is qualitative research with a case study approach. According to Sugiyono [13], ``a qualitative research method is one in which the researcher is the primary tool, the data collection method is trigonometry (combination), the data analysis is inductive, and the results are A research method for studying the state of natural objects, qualitative research is more comprehensive. Emphasize meaning rather than generalization. Case studies are one of the most common choices for doing qualitative research. Qualitative research that uses a case study approach describes the analysis of innovation strategies carried out by SMEs, especially UD. Duta Rasa and D'Jamoe Madiun.

Data sources can be obtained from primary data (direct) and secondary data (indirect). Primary data sources are sources of research data obtained directly from sources (not through intermediary media). For example, preliminary data can be in the form of opinions of subjects (people) individually and in groups, results of observations of an object (physical), events or activities, and test results (Silalahi, 2003). The primary data sources used in this study were obtained from interview techniques and then processed by researchers, such as interviews with UD business owners. Duta Rasa and D'Jamoe Madiun.

Data collection techniques in this study can be done using observation, interviews, and documentation. This study uses triangulation techniques. [14] states that "in data collection techniques, triangulation is defined as a technique that combines various data collection techniques and existing data sources." Researchers use triangulation techniques because triangulation is done with data sources and other researchers or observers. The triangulation technique used in this study is the source triangulation technique because in this study, to check the data, it was done by comparing it with interviews with UD business owners. Duta Rasa and D'Jamoe Madiun. In this study, the data analysis method used is the analysis, according to [15]. There are three data analysis stages: Data Reduction, Data Model (Data Display), Conclusion Drawing, or Verification.

IV. RESULTS AND DISCUSSION

A. Observation Results

Observations were made directly at UD. Duta Rasa Brem and D'Jamoe Madiun obtained information indicating that the two SMEs have several innovation strategies that have been used to survive until now. For UD. Duta Rasa Madiun UKM is not a newly established business but a relatively old business. This business has experienced ups and downs in sales.

Moreover, recently, since the Covid-19 pandemic occurred, this food business has also been affected due to restrictions on community activities. But UD. Duta Rasa Madiun continues to strive so that their business can survive, so these business actors think about the innovation strategy they are doing. Slightly different from SMEs D'Jamoe Madiun, this business was founded in 2015, including a company that has not been long, but the development is relatively rapid in this herbal medicine business. Therefore, when other companies are affected by a significant decline in sales, this is not the same as the herbal medicine business. On the contrary, the supply of herbal medicine is getting higher, but the innovations carried out in this business are also quite good.

B. Interview result

Interviews are data collection techniques in the form of questions and answers to related sources. The interview technique is used to support the data obtained from the theories that have been studied so that the data obtained becomes more accurate. Researchers use this interview technique to get more and more accurate data. Researchers conducted interviews with respondents, namely business owners UD. Duta Rasa and D'Jamoe Madiun. The results of research conducted on small and medium enterprises UD. Duta Rasa Brem and D'Jamoe Madiun include using the following innovation strategies:

1. Product Innovation Strategy

UD. DUTA Rasa Brem carries out the product innovation strategy, and D'Jamoe Madiun for their business development by innovating products. The results showed that the object made many efforts of research to survive and develop. One of the strategies is to develop existing products by creating different flavor variations from the initial development (known as "original" flavors). But as time goes by and adapts to consumer tastes, it makes innovations in flavor variants, which consist of citrus-flavored Brem, melon, strawberry, blueberry, durian, and chocolate. The latest innovation from the Brem Duta Rasa SMEs product that attracts consumer interest is the chocolate flavor variant with a different shape from other SMEs. The product can be seen in the image below.

Figure 1. Product Innovation of UD. Duta Rasa with various flavors

Based on the picture above, it can be seen that the Brem Duta Rasa has many flavor variants. One of the newest flavors is chocolate accompanied by attractive shapes such as love and so on, so that it can attract consumers, not only adults but children. I was also interested in seeing the form of innovation in Brem Chocolate. In addition, SMEs D'Jamoe Madiun product innovation. While other herbal medicine competitors sell fewer flavors, this SMEs offers various flavor innovations, including kencur rice, sour turmeric, sour sugar, temu lawak, sukma essence spices, jatirona, lemongrass telang, and fragrant rapet. Furthermore, the herbal products offered are not only in bottles but also in dried herbs or instant powders.

Figure 2. Product innovation with various flavors at UKM D'Jamoe Madiun

According to research found by Gilbert in [16], the product innovation done by the food and beverage SMEs mentioned above can be done in two ways. (2) Radical innovation is defined as the development of new product lines based on new ideas and technologies, or significant innovations that transform the "economy" of a company and require exploitation expertise—cost savings. On the other hand, exploitation activities relate to activities to improve or expand existing products and processes.
According to Griffin in [17], forms of innovation that can be applied to SMEs include (1) Radical innovation, which is a new product, service, or technology developed by an organization that completely replaces existing products, services, or technologies in the industry. Industry; (2) Incremental innovations are new products, services, or technologies that change current products, services, or technologies. (3) A technological innovation is a change in the physical appearance or performance of a product or service or a change in the biological processes by which a product or service is produced. (4) Management innovation is a change in the management process by which products and services are prepared, built, and delivered to consumers. (5) Product innovation is the modification of the characteristics or performance of existing products or services or the creation of entirely new products or services. (6) Process innovation changes how products and services are created, produced, and distributed.

2. Marketing Innovation Strategy

SMEs must be observant to see strategies for marketing products. Bringing products closer to consumers can be done with the ability to analyze locations, promotions, and faster distribution to consumers. The results of the development of marketing innovations carried out by UD. For example, Duta Rasa and D'Jamoe Madiun initially sold directly and entrusted them to shops. Over time, these SMEs changed their marketing strategy, and namely, in addition to selling directly to consumers, another way was to sell through e-commerce. By doing enough to have a significant impact on the sales of these SME products.

During the COVID-19 pandemic, UD. Duta Rasa Madiun is enough to carry out the activities carried out to stay afloat. Hence, the owner of this Brem innovates with other shops aggressively on social media such as Facebook and Instagram and makes sales in e-commerce. This is different from the business actor D'Jamoe Madiun. When other SMEs experienced a decline in sales during the COVID-19 pandemic, these herbal medicine businesses received quite a lot of turnover. Especially since the existence of marketing innovations through e-commerce, not only ordering herbs directly and coming to the place but also through e-commerce platforms. In addition, these SMEs also often participate in SME events to take advantage of the moment to sell products. Another marketing innovation that has just been released is by opening a stand and inviting the public to drink herbal medicine on the spot.

This is under previous research that has been done [18], which stated that the better the implementation of the innovation strategy, the higher the SME performance. Therefore, decisions are taken by SME owners to carry out innovation strategies and improve product quality and processes and use innovation sources, which will incur costs. Furthermore, according to [19], Business variable analysis capabilities and innovation be key factors for small businesses to improve their performance.

V. CONCLUSION

Based on the research above, it can be concluded that SMEs UD. Duta Rasa and D'Jamoe Madiun use several innovation strategies so that the business they run can survive and even be noticed by consumers. As for the strategies that are considered, namely product innovation strategies and marketing innovation strategies. The latest innovation from the Brem Duta Rasa SMEs product that attracts consumer interest is the variety of flavors and chocolate flavors with different shapes from other SMEs. As for D'Jamoe, the innovations offered include a lot of taste, packaging, and types, some of which are directly packaged in bottles and the form of instant powder. The marketing innovations between food and beverage SMEs are the same: utilizing social media and making sales through e-commerce.

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ANALYSIS OF THE DETERMINATION OF THE INFLATION RATE IN INDONESIA

[1st]Aditya Kurniawan
Economics Department
Janabadra University
Yogyakarta, Indonesia
adityakurniawan013@gmail.com

[2nd]Frederikus Jeri Syukur
Economics Department
Janabadra University
Yogyakarta, Indonesia
syukurfrederiq@gmail.com

[3rd]Jodhie Sultan Purnawan
Economics Department
Janabadra University
Yogyakarta, Indonesia
jodhie376@gmail.com

[4th]Nuri Nugraheni
Economics Depatment
Janabadra University
Yogyakarta, Indonesia
nuri.nugraheni28@gmail.com

***Abstract*—Inflation is an economic phenomenon that is always interesting to discuss mainly because of its broad impact on the economy of a country. Inflation is a dilemma that haunts the economy of every country, especially in developing countries in the world. A low and stable inflation rate is the desire of every country because it will have a positive impact on economic activities of production, distribution, and consumption because the actors of economic activity are not worried about a significant spike in prices. This study analyzes the effect of the Money Supply, Fuel Subsidy, and Economic Growth on Inflation in Indonesia in 2011 quarter 1 to 2019 quarter 4. With the dependent variable used is the Inflation Rate, and the independent variable used is the Money Supply, Fuel Subsidy, Economic growth. The data was obtained from the official publications of the Central Statistics Agency, Bank Indonesia, and the official website of the Ministry of Finance. The data used in this study is time series data for 9 years (2011-2019). This study uses multiple linear regression analysis and classical assumption test. The results showed that the money supply variable had a significant negative effect on inflation, the fuel subsidy variable had a significantly positive effect on inflation, and the economic growth variable had a significant negative effect on inflation.**

Keywords—Inflation Rate, Money Supply, Fuel Subsidy, Economic Growth

I. INTRODUCTION

One of the problems faced by developing countries such as Indonesia is the high inflation rate and instability of inflation. Bank Indonesia defines inflation as an increase in the prices of goods and services in general and continuously within a certain period of time. For the economy, inflation is a natural thing, but the inflation rate must be maintained in value and stability so that the economy in a country is always in a healthy condition and provides benefits for the welfare and prosperity of the community [1].

A low and stable inflation rate will stimulate economic development, so that the expected economic development, effective absorption and expansion of employment opportunities, availability of affordable goods and services for the community can be achieved. A low and stable inflation rate is also highly expected by producers and entrepreneurs because they are not worried about sudden price increases, and have a positive effect on production and consumption economic activities, so that the targeted economic growth will be achieved. Conversely, if the case where the inflation rate is high and unstable it will have a negative impact on the economic stability of a country. Inflation will worsen distribution income and cause successive negative impacts on the economy [2].

The important role of the government and Bank Indonesia in controlling inflation rates and spikes in Indonesia is based on the consideration that a high and unstable inflation rate will have a negative impact on economic and social conditions in society. Bank Indonesia as the determinant of monetary policy has the duty as the central bank, namely to regulate, maintain and maintain the stability of the value of the rupiah as well as to encourage production and development in order to improve the people's standard of living [3].

The objective of Bank Indonesia is to achieve and maintain a stable value of the Rupiah (Law No. 3 of 2004 and Law No. 6 of 2009 article 7). According to Bank Indonesia, the stability of the Rupiah in question has two dimensions. The first dimension is the stability of the Rupiah against the prices of goods and services as reflected in the development of the inflation rate. The second dimension is related to the stability of the Rupiah exchange rate against other countries' currencies. Since July 1, 2005, Bank Indonesia has implemented the Inflation Targeting Network (ITF) monetary policy, this policy has set inflation as its main target. Over time, Bank Indonesia has refined the ITF policy in accordance with changing circumstances and new challenges to strengthen the effectiveness of the ITF [4].

In addition to price spikes and other problems that occur, it is undeniable that fuel is an important commodity in the economy of a country [5]. Fuel as the main support for production, consumption, and distribution economic activities makes fuel prices play an important role in the stability of other commodity prices [6]. The important role of fuel causes the prices of other commodities to be very sensitive to increases in fuel prices. Imports of fuel oil (BBM) by the Indonesian state cannot be avoided because of Indonesia's limitations in producing and processing oil and therefore the price of fuel in Indonesia is vulnerable to fluctuations in world oil market prices [7].

Fluctuating world oil prices make it impossible for the government to sell fuel to the public following the world oil price because it will be very burdensome for the community, therefore the government issued a policy of providing fuel subsidies in which every year the fuel subsidy expenditure has been budgeted [8].

The proportion of government spending on subsidies compared to other government spending has changed from year to year, but significant changes occurred before and after the change in fuel subsidy policy at the end of 2014. For example, in 2013 before the policy change, according to the Central Government Financial Report in 2013 the proportion of government spending on subsidies was the largest among other government expenditures, namely 31.22% of a total of 8 types of government spending, while in 2015 after the policy change, according to Central Government Financial Report 2015 subsidy spending was only 15.72% of a total of 8 types of government spending [9].

II. LITERATURE REVIEW

A. *Inflation*

The definition of inflation is simply an increase in the overall average price level, where price is a comparison of the exchange between money and goods or services [10]. From this definition, it can be interpreted that the benchmark for inflation is not only an increase in the size of 1 or 2 goods but an increase in the overall price of goods and services.

Inflation is defined as a sustained increase in the general price level. Based on this definition, the meaning of the word inflation is emphasized on a continuous increase in prices, which means that price increases occur continuously in the overall price. From the two definitions above, there are several criteria that need to be considered, namely price increases, inflation are general and continuous. Inflation can be measured by the Consumer Price Index [11].

The bad impact of inflation is that people are reluctant to hold more money, which makes people prefer to withdraw their money from the bank little by little rather than immediately withdraw a lot at once even though the amount is the same. People often go to the bank to withdraw their money, which causes more costs which are called shoe leather costs, with the example of walking to the bank more often causing the shoes to be damaged quickly.

Another bad impact of inflation from the company's side is called menu cost which is a term taken as an example if the price changes, the restaurant will spend more to print a new menu. The two impacts above show the impact of inflation which is still measurable [12].

Inflation that is more aggressive in nature will have a worse impact on society. This impact is felt by money lenders because they will receive an amount of money whose value is reduced beyond calculation. Aggressive inflation also has an impact on workers because the increase in the wage level is not proportional to inflation, therefore the value of the wages earned is decreasing [13].

Besides the many bad effects of inflation, inflation also has benefits. Low inflation say 2-3% per year will have a good impact on the labor market. Without inflation, the actual value of wages will be in a position above the equilibrium level, and will have an impact on the high number of layoffs [10].

B. *Amount of Money Supply*

The narrow meaning of the money supply is all currency and demand deposits that are in the hands of the public, while currency that is still in the hands of the government is not included in the money supply. Demand deposits are current account deposits or current accounts in the community. This type of money is categorized as part of the money supply because at any time the public can liquidate the account to conduct transactions. However, current account balances owned by banks in other banks cannot be categorized as demand deposits and are not counted in the money supply.

M2 money supply is a combination of M1, where M1 is currency, street checks, and checking accounts with small denomination time deposits, savings deposits, money market deposits, and net asset value of money market mutual funds. Time deposits, savings, and the net asset value of money market mutual funds are classified as money because they can be converted into money by their owners for various purposes. In the Indonesian monetary system, M2 is often referred to as economic liquidity [14].

The definition of M2 includes all elements of money, both those with high liquidity and those that are not. Savings and time deposits are less liquid but are still included in the definition of money because they can be easily converted into cash but are not suitable as a transaction tool because they are less liquid.

Many factors affect fluctuations in the money supply, one of which is the role of the central bank, in which Indonesia has Bank Indonesia as the central bank. The central bank in a country has an important role in carrying out monetary policy, one of which is policies related to controlling the money supply.

C. *Subsidy*

Subsidies by the government are intended as the government's responsibility for the welfare of its people. According to the Central Statistics Agency (BPS) subsidies are all assistance in the form of money or goods provided by the government to private companies or government companies. The purpose of providing subsidies is to maintain price stability, cover losses suffered by private companies and government companies. Therefore, the government issued a subsidy policy to achieve price stability for the welfare of the people.

Government subsidies are not only to private companies and government companies, but also to the community. Subsidies to the community can be in the form of direct assistance, tax deductions, interest deductions, and others. The sustainability of the subsidy program in a country is strongly influenced by the role of the government. It can be said that subsidies focus on reducing burdens and increasing benefits for the community.

Subsidies are fiscal instruments that aim to ensure the implementation of the state's role in economic activity in order to improve the welfare of the community in a fair and equitable manner [15]. Subsidies are sometimes referred to as a scheme to reduce the impact of market failure. In this context, subsidies are placed on sectors that concern the livelihoods of many people.

Subsidies are obtained from tax collection in accordance with the function of the tax budget. As a source of state revenue, taxes function to finance state spending, one of which is subsidies. From this description, it can be concluded that the subsidy is an effort by the government to distribute people's income evenly.

As a form of concern for the poor, the government provides subsidies for fuel oil (BBM), the purchase of which is partly borne by the government in government spending. The provision of fuel subsidies is intended so that people can carry out daily activities and carry out daily economic activities smoothly. In Indonesia itself, fuel subsidies mean that the government provides stimulation funds to Pertamina in order to adjust the price of fuel in Indonesia, so that Pertamina's revenue from fuel sales is lower than the expenditure that must be spent.

The purpose of the fuel subsidy is to increase household income by reducing the costs incurred for fuel consumption, so that people have more allocations of funds for other purposes [16]. another impact is that the prices of goods and services are cheap because the fuel subsidy reduces production, distribution and service costs. Under these conditions, households and producers will benefit greatly because the economy is running as it should. However, conditions could be even better if the distribution of fuel subsidies was right on target, meaning that all subsidies provided by the government were primarily utilized by the people who really needed it.

III. RESEARCH METHOD

The type of data used in this research is secondary data. The secondary data used is data that is recorded systematically in the form of time series data. In this study, the secondary data used are data on the inflation rate, the money supply, the realization of government spending on fuel subsidies, and the GDP growth rate for 2011.1-2019.4.

The research method to analyze the data used is multiple regression which aims to determine whether there is a relationship between the dependent variable in this case the inflation rate with the dependent variable, namely the money supply, fuel subsidies and economic growth.

In analyzing the magnitude of the effects of the independent variables on the dependent variable, econometric models are used by regressing the existing variables using the classical assumption test method and statistical tests.

A. *Classic assumption test*

The classical assumption test is a statistical requirement that must be met in multiple linear analysis in OLS with the aim of an unbiased regression model or a BLUE regression model (Best Linear Unbiased Estimator). The classical assumption tests carried out in this study are:

- Normality test

  The significance test of the effect of the independent variable on the dependent variable through the t-test will only be valid if the residuals we get have a normal distribution. Several methods developed can be used to detect whether the residuals have a normal distribution or not, this study will use the normality test using the Jarque Bera test. This test is one of the test methods used for large samples (asymptotic) which is done by comparing the statistical value of J-B count with X2 table with degrees of freedom (df) 2 [17].

  The test criteria are:

  H0 : J-B < X2 table, Normality (residual is normally distributed)

  Ha : J-B X2 table, Non Normality (residual not normally distributed)

- Autocorrelation Test

  Autocorrelation is defined as a correlation between members of one observation with other members of different observations at different times. In relation to the assumption of the OLS method, autocorrelation is a correlation between one residual and another residual. Meanwhile, one of the important assumptions of the OLS method related to residuals is that there is no relationship between one residual and another residual [17].

  This study will use the autocorrelation test using the Durbin-Watson method, by looking at the calculated Durbin-Watson statistical value, where there is no autocorrelation problem if the Durbin-Watson statistical value is in the area free of autocorrelation problems by looking at the dU table value.

- Multicollinearity Test

  Multicollinearity is the presence of a linear relationship or correlation between the independent variables in the multiple regression model. A regression model is said to be affected by multicollinearity if there is a perfect relationship between the other independent variables of a regression model, so it is difficult to see the effect of the independent variable on the dependent variable. To detect the presence or absence of multicollinearity by testing the correlation coefficient (r) between independent variables.

  As a rule of thumb or guidelines, if the correlation coefficient is high enough, above 0.85 then it is assumed that there is multicollinearity in the model, on the other hand, if the correlation coefficient is below 0.85, it is suspected that there is no multicollinearity in the model [17].

- Heteroscedasticity Test

  Heteroscedasticity is a condition where the disturbance factor does not have the same variance or is not constant. The consequence of the heteroscedasticity problem is that the estimator we get has a non-minimum variance. Although the OLS mode estimator is still linear and unbiased, the variance that is not minimum will make the calculation of the standard error of the OLS method unreliable. This causes the estimation interval and hypothesis testing based on the t and F distributions can no longer be trusted to evaluate the regression results [17].

  The heteroscedasticity problem poses a serious problem for the OLS estimator because it is no longer BLUE. Therefore, it is very important to detect the presence of heteroscedasticity problems. The method used to detect heteroscedasticity problems in this study is the White Test method.

  The guideline in using the White test model is that if the chi-square probability value is greater than then there is no heteroscedasticity. On the other hand, if the chi-square probability value is less than, then there is heteroscedasticity.

B. Statistic test

- Hypothesis Test (F-Test)

  The F-test was conducted to find out which independent variables simultaneously (simultaneously) significantly affected the dependent variable, by comparing the calculated F with the F table [17].

At a significance of 5% the test criteria used are:

a) If F count > F table then Ha is accepted and Ho is rejected, meaning that the independent variables simultaneously have a significant influence on the dependent variable.

b) If F count < F table then Ho is accepted and Ha is rejected, meaning that the independent variables simultaneously have no significant effect on the dependent variable.

- Hypothesis Test (t-test)

  Comparing the calculated t value for each estimator with the critical t from the table. The decision to reject or accept H0 is as follows, there is a certain significance, then:

  a) If the value of t count > the critical t value of the table, then H0 is rejected or Ha is accepted. This means that individually there is no significant effect between the independent variables on the dependent variable.

  b) If the value of t count < the critical t value of the table, then H0 is accepted or Ha is rejected. This means that individually there is a significant influence between the independent variables on the dependent variable.

- Coefficient of Determination (R^2)

  The coefficient of determination (R^2) shows how big the proportion of variation in the dependent variable is explained by all the independent variables. This test is to find out how close the relationship between the independent variable and the dependent variable is [17].

IV. RESULT AND DISCUSSION

A. Multiple Linear Regression Analysis Results

This study uses multiple linear regression analysis model with the Ordinary Least Square (OLS) method. The results of data processing presented here are considered the best estimation results because they can meet economic, statistical, and econometric criteria. The estimation results in this data processing are expected to answer the initial hypothesis in this study. The estimation results for the semi-log linear model are as follows:

Mathematically the results of multiple linear regression can be written as follows:

$$Y= 105.7609 – 6.742844LX1+ 1.679983LX2 – 3.312652X3$$

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

- 0 = 105.7609

  This means that if the Money Supply (LOGX1), Fuel Subsidy (LOGX2), and Economic Growth (X3) are equal to zero, the Inflation Rate (Y) in Indonesia is 105.7609 percent.

- 1 = -6.742844

  This means that if the Money Supply (LOGX1) increases by 1 percent, the Inflation Rate (Y) in Indonesia will decrease by 6.742844 percent with the assumption that other variables are constant (ceteris paribus).

- 2 = 1.679983

  This means that if the fuel subsidy increases (LOGX2) by 1 percent, the inflation rate (Y) in Indonesia will increase by 1.679983 percent with the assumption that other variables are constant (ceteris paribus).

- 3 = -3.312652

  That is, if the increase in Economic Growth (X3) is 1 percent, then the Inflation Rate (Y) in Indonesia will decrease by 3.312652 percent with the assumption that other variables are constant (ceteris paribus).

B. Classic assumption test

- Normality test

  The results of the calculation of the value of J-B show the value = 1.380514, and the value of X2 table with df 2 = 5.991, then the null hypothesis (H0) which states that the residual has a normal distribution is correct.

- Autocorrelation Test

  Based on Durbin-Watson test statistic calculates 2.096967. with t (number of observations) 36, and k (number of independent variables) 3, then using a dU value of 1.6539. The model is said to be free from autocorrelation problems if dU d calculate (4-dU).

- Based on the Durbin-Watson value in the area where there is no autocorrelation at 1.6539 2.096967 2.3461, it can be said that this regression model has no autocorrelation problem.

- Multicollinearity Test

  The correlation matrix can detect the presence or absence of multicollinearity symptoms in the regression model. Based on the regression data in table V.1, it is known that the R^2 value is 0.718297, if R^2 between independent variables > R^2 model then there is an indication that there is multicollinearity, on the contrary if R^2 between variables < than R^2 model, there is no multicollinearity.

Table 1: Multicollinearity

	LOG(X1)	LOG(X2)	X3
LOG(X1)	1,000000	-0,55999	-0,83419
LOG(X2)	-0,55999	1,000000	0,381471
X3	-0,83419	0,381471	1,000000

Source: secondary data processed, 2020

From the results of the multicollinearity test with the correlation matrix, it can be concluded that there are no variables indicated to contain multicollinearity, this is indicated by all the results of R^2 between variables whose value is < R^2 model of 0.718297. it means that these variables have an uncorrelated relationship.

- Heteroscedasticity Test

  Heteroscedasticity appears if the error or residual of the observed model does not have a constant variation from one observation variable to another. To detect the presence or absence of heteroscedasticity problems in this study, the white test was used.
  Based on the results of the heteroscedasticity test, P-Value Obs*R-squared = 6.554745 and the probability value is 0.0875, where 0.0875> 5% which means it is not significant, it can be concluded that the model does not have heteroscedasticity.

C. F test

The test results obtained that the calculated F value = 27.19833 > F table = 3.28, then H0 is rejected or Ha is accepted, meaning that there is a simultaneous influence between the independent variables, namely the Money Supply (LOGX1). Fuel Subsidy (LOGX2), and Economic Growth (X3) on Inflation Rate (Y).

D. T test

- Testing the Effect of the Money Supply (LOGX1) on the Inflation Rate (Y).

  With (α) = 5% = 0.05, a one-sided test with degrees of freedom, namely: df = (n-k) = 36-3 = 33, obtained t table = -1.692360, based on data processing the value of t is obtained stats -4.720553. The results of data processing obtained statistical t value = -4.720553 < t table = -1.692360, then Ho is rejected. It can be concluded that there is a negative and significant effect between the Money Supply (LOGX1) on the Inflation Rate (Y).
- Testing the Effect of Fuel Subsidy (LOGX2) on Inflation Rate (Y)

  With (α) = 5% = 0.05, a one-sided test with degrees of freedom, namely: df = (n-k) = 36-3 = 33, obtained t table = 1.692360, based on data processing obtained the value of t statistics 4.501091. The results of data processing obtained statistical t value = 4.501091 > t table = 1.692360, then Ho is rejected. It can be concluded that there is a positive and significant effect between the fuel subsidy (LOGX2) on the inflation rate (Y).
- Testing the Effect of Economic Growth (X3) on the Inflation Rate (Y)

  With (α) = 5% = 0.05, a one-sided test with degrees of freedom, namely: df = (n-k) = 36-3 = 33, obtained t table = -1.692360, based on data processing obtained the value of t stats -5.082583. The results of data processing obtained statistical t value = -5.082583 < t table = 1.692360, then Ho is rejected. It can be concluded that there is a negative and significant effect between Economic Growth (X3) on the Inflation Rate (Y).

E. Coefficient of Determination (R^2)

Based on the results of the coefficient of determination test (R^2), the number 0.718297 indicates that the variation of the inflation variable (Y) can be explained simultaneously by the independent variables, namely the money supply (X1), fuel subsidies (X2), and economic growth (X3) of 71.83% while the remaining 28.17% is explained by other factors or variables.

F. Discussion

Based on various measurements in the regression equation regarding the factors that affect inflation, it can be explained as follows:

- Analysis of the effect of the variable money supply on inflation

  The results of data processing show that the money supply has a significant effect on inflation in Indonesia with a significance value of 0.0000 <0.05 (level). The results of the regression coefficient of the money supply show the number -6.742844, which means that if the money supply increases by 1%, inflation decreases by 6.74%. This means that there is a negative relationship between the money supply and inflation. The results of this study are not in accordance with the initial hypothesis which states that the money supply has a significant effect on inflation in Indonesia.
  The results of this study are supported by research by [18], an increase in the money supply does not trigger inflation but instead decreases the inflation rate, this is because investment demand also increases. Awareness of investment is very important for sustainable economic development, because if investment increases well in any sector, it will have a good impact on economic growth and investment stability.

- Analysis of the effect of the fuel subsidy variable on inflation

  The results of data processing show that the fuel subsidy has a significant effect on inflation in Indonesia with a significance value of 0.0001 <0.05 (level). The result of the regression coefficient for the fuel subsidy shows the number 1.679983 which means that if the fuel subsidy increases by 1%, then inflation increases by 1.68%, this means that there is a positive relationship between fuel subsidies and inflation. The results of this study are in accordance with the initial hypothesis which states that fuel subsidies have a significant effect on inflation in Indonesia.
  The results of this study are supported by research by [18] which states that an increase in government spending triggers an increase in high inflation, in which the fuel subsidy is one of government spending. Therefore, as an effort to suppress the inflation rate, the government should be able to reduce its spending, in this context fuel subsidies and increasing taxes.
  The government's provision of fuel subsidies with a large proportion of the APBN does not help reduce inflation, but only makes prices tend to be stable. The provision of fuel subsidies on a large scale and continuously is not good for the economy in the long term, moreover, the provision of

fuel subsidies is not well targeted to the target group. The 7th President of the Republic of Indonesia Joko Widodo in 2014 namely limiting fuel subsidies is the right first step to familiarize the economy with fuel without subsidies so that fuel subsidies are no longer needed.

- Analysis of the influence of economic growth variables on inflation

The results of data processing show that economic growth has a significant effect on inflation in Indonesia with a significance value of 0.0000 <0.05 (level). The results of the regression coefficient of economic growth show the number -3.312652, which means that if economic growth increases by 1%, inflation decreases by 3.31%. This means that there is a negative relationship between economic growth and inflation. The results of this study are in accordance with the initial hypothesis which states that economic growth has a significant effect on inflation in Indonesia.

The results of this study are supported by [17] which states that GDP has a negative effect on inflation which shows a one-way causality relationship. Economic growth should be controlled by the government so that this economic growth does not cause inflation.

V. CONCLUSION

Based on the results of research and analysis on "Analysis of Determinants of the Inflation Rate in Indonesia in 2011.1-2019.4", then from the results of data processing, conclusions are obtained which are described as follows:

- The results of the analysis show that the Money Supply has a significant negative effect on the Inflation Rate in Indonesia. If the money supply increases by 1 percent, the inflation rate in Indonesia will decrease by 6.742844 percent. The Quantity of Money Theory which states that the money supply is directly proportional to the price level, which if the supply increases, the price will rise is no longer relevant with the times. People's behavior has changed a lot from when the quantity theory of money was first introduced in the 16th century, along with the times, people are increasingly aware of investment. Public awareness about this investment changes people's behavior in holding money. People do not necessarily spend all their money for consumption, so prices tend to rise, but people prefer to invest their money so that the money supply is not a problem with inflation, but it has a good impact on inflation.
- The results of the analysis show that the fuel subsidy has a significant positive effect on inflation in Indonesia. If the fuel subsidy increases by 1 percent, the inflation rate in Indonesia will increase by 1.679983 percent. The more fuel subsidies provided by the government, the community has a larger surplus. The surplus from the fuel subsidy made the public divert the excess funds to other consumption commodities, and overall made the public consume more. Indirectly, the demand for various commodities will increase and cause prices and inflation rates to also rise.
- The results of the analysis show that Economic Growth has a significant negative effect on the Inflation Rate in Indonesia. If Economic Growth increases by 1 percent, the Inflation Rate in Indonesia will decrease by 3.312652 percent. Over time, the role of technology in the production of goods and services in the economy is increasingly visible and has a positive effect on the economy, which makes production costs lower and the availability of goods and services increases. These low production costs lead to a low inflation rate.

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ANALYSIS OF THE INFLUENCE OF FACTORS SELECTION OF INFORMATION TECHNOLOGY ON PERFORMANCE OF INDIVIDUAL BANK EMPLOYEES IN YOGYAKARTA CITY

[1st]Danang Wahyudi
Faculty of Economics and Business
Janabadra University
Yogyakarta Indonesia
danangwahyudi@janabadra.ac.id

[2nd]Erni Ummi Hasanah
Faculty of Economics and Business
Janabadra University
Yogyakarta Indonesia
erni_uh@janabadra.ac.id

[3rd]Agus Mulyono
Faculty of Economics and Business
Janabadra University
Yogyakarta Indonesia
agus.agusmo@janabadra.ac.id

***Abstract* – This study aims to identify various factors in the selection of information technology in relation to the individual performance of bank employees in the city of Yogyakarta. Respondents in this study were part of all permanent employees of the Bank using the convenience sampling method. The analytical tool used is multiple regression with t test to test the hypothesis in this study.**

The results of this study conclude that simultaneously social variables, affection, complexity, suitability and long-term consequences have a have a significant impact on individual performance Bank's employees. Individually, social variables, affection, complexity, suitability and long-term consequences have a have a significant impact on individual performance Bank's employees

***Keywords:* individual performance, information technology**

I. INTRODUCTION

Background

Bank is a business entity that collects funds from the public in the form of savings and distributes them to the public in the form of credit and or other forms in order to improve the standard of living of the community. As a company that always wants to provide the best service for its customers, one of the efforts that must be made is to pay attention to the usage of facts technology to provide the best service to our customers.

Based on the background of the problem, the title of this research is: "Analysis of the Influence of Information Technology Selection Factors on Individual Bank Employee Performance"

Problem Formulation

Based on the above background, the following problems can be formulated:

Do social factors, affection, complexity, suitability and long-term consequences in the selection of information technology affect the individual performance of bank employees in the city of Yogyakarta?

II. LITERATURE REVIEW

Understanding information technology

Information technology is one of the managers' tools to cope with change (Laudon and Laudon, 2006). The complete definition of Information Technology is stated by Martin et al. (2002), namely computer technology used to process and store information and communication technology used to transmit information. Lucas (2000) defines information technology as all forms of technology applied to process and store information in electronic form, for example, microcomputers, barcode readers and so on.

The term Information Technology which is popular today is part of a long chain of terms in the world of Information Systems. The term Information Technology refers more to the technology used in conveying and processing information, but basically it is still part of an information system itself.

The role of information technology in human activities in this era is indeed very large. Information technology has become the most important facilitator for various business activities, contributing greatly to fundamental changes in the structure, operations, and management of organizations. Thanks to information technology, various conveniences can be felt by humans, for example taking money through ATM (automated teller machines), transactions via the internet, transferring money through e-banking facilities and so on.

Some Previous Research

Research conducted by Mohamad (2005) who took the object of research at the Cargo Company in Bali and Agus (2006) which narrowed the object of his research to the Cargo Company in Denpasar. From the results of research by Mohamad (2005), social factors and individual feelings have positive and significant effects on the choice of information system technology. Complexity factors have a large positive impact on choice information system technology. However, other factors, such as task suitability, long-term consequences, and facilitating conditions cannot be proven to have a positive effect on the choice of information system technology because the results obtained are positive but not significant. Research conducted by Agus (2006) found that social factors, affect, and conditions that facilitate the use of information technology has a positive and significant influence on choices information system technology. For complexity, positive and significant results were obtained for the selection of information system technology, while task suitability and long-term consequences had a positive and insignificant relationship with the selection of information system technology.

Hypothesis

The hypothesis in this study is that social factors, affection, complexity, suitability and long-term consequences in the selection of information technology have a significant effect on the individual performance of employees at Banks in the city of Yogyakarta.

III. Research Method

1. Independent variable

   Social factors (X1)

   Triandis (1980) in Diana (2008) defines social factors as an individual's internalization of subjective cultural group references and specializes in interpersonal agreement that individuals have tried with others in special social situations. Subjective culture contains norms, roles and values

   Affixation factor (X2)

   Triandis (1980) in Diana (2008) explains affixation factors as feelings of joy, excitement, pleasure or depression, disgust, displeasure and hatred associated with certain individuals in the use of information technology.

   Complexity factor (X3)

   Complexity is defined as the level of innovation that It has proven relatively difficult to understand and apply (Rogers and Shoemaker, 1971 in Rahmi Qadri, 1997)

   Conformity factor (X4)

   Thompson et al (1991) explain that task suitability relates to the extent to which an individual's ability to use information technology to improve individual performance in carrying out tasks.

   Long-term consequence factor (X5)

   Long-term consequences are defined as future outcomes, such as increased flexibility, job changes or increased opportunities for more meaningful work

2. Dependent variable

   According to Rivai and Basri, (2005) in Fahrudin (2013), performance is the willingness of a person or group of people to carry out an activity and perfect it in step with their responsibilities

   Populasi and Sample

   In this study, the population is all employees of various banks in the city of Yogyakarta, while the sample is some bank employees who are willing to be sampled

   In this study, the determination of the number of samples used the opinion of Roscoe. According to Roscoe in Sugiyono (2010), how to determine the number of samples in the study, namely:

   - The appropriate sample size in the study is between 30 to 500 people
   - If the sample is divided into categories (for example: male-female, civil-private employees, etc.), then the number of sample members in each category is at least 30 people
   - If the multivariate analysis (correlation or multiple regression) is performed on the survey, the number of sample members is at least 10 times the number of variables under survey.
   - For simple experimental studies with experimental and control groups, the number of sample members is between 10 and 20 each.

   Based on the Roscoe criteria in points a) and b), the number of samples in this study is 100 people

3. Multiple Regression Analysis

   The influence of several independent variables on the dependent variable was determined using multiple linear regression analysis. (Wiratna, 2007). The multiple linear regression models in this study are as follows:

   Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + e

   Where :

   Y = Individual performance

   a = incessant

   b1,b2,b3,b4,b5, = regression coefficients value

   X1 = social factor

   X2 = affective factor

   X3 = complexity factor

   X4 = suitability factor

   X5 = long term consequence factor

IV. Results and Discussion

1. **Results of Multiple Regression Analysis**

The results of statistical tests, the results of calculations for multiple linear regression analysis, the value of t count, F count, the value of R-squared value in this study as shown in the following table:

Table 1 Calculation Result

	Coefficient B	Sig
Constant	1,348	0,070
Social (X1)	0,177	0,015

	Coefficient B	Sig
Affection (X2)	0,241	0,014
Complexity (X3)	0,322	0,093
Kesesuaian (X4)	0,231	0,002
Long-term consequences (X5)	0,287	0,034
		Sig
F		0,000
R	0,768	
R2	0,590	
Adjusted R2 Square	0,565	

Based on the above, the constant value (a) and the coefficient value (b) of each variable are obtained, which can then be formed multiple regression equations as follows:
Y = 1.348 + 0.177X1 + 0.241X2 + 0.322X3 + 0.231X4 + 0.287X5

Based on the results of data analysis with the SPSS application, social variables, affection, suitability and long-term consequences have a positive and significant effect on individual bank employees' performance, except for the complexity variable that does not significantly affect individual performance

2. t-test results

Based on the results of t test, it can be described as follows:

a. Social factors in the selection of information technology have a significant effect on the individual performance of bank employees in the city of Yogyakarta
b. Affection factor in the selection of information technology has a significant effect on the individual performance of bank employees in the city of Yogyakarta.
c. The complexity factor in the selection of information technology has no significant effect on the individual performance of bank employees in the city of Yogyakarta
d. .The suitability factor in the selection of information technology has a significant effect on the individual performance of bank employees in the city of Yogyakarta
e. The long-term consequence factor in the selection of information technology has a significant effect on the individual performance of bank employees in the city of Yogyakarta.

V. Conclusions and Suggestions

1. Conclusions

Social factors, affection, suitability and long-term consequences in the selection of information technology have a significant effect on the individual performance of bank employees in the city of Yogyakarta.
The complexity factor in the selection of information technology has a significant effect on the individual performance of bank employees in the city of Yogyakarta

2. Suggestions

The social impact of the selection of information technology on the individual performance of employees at various banks in the city of Yogyakarta needs to be further improved, so that employees feel more comfortable when working using existing information technology.

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ANALYSIS OF THE QUALITY OF PUBLIC TRANSPORTATION SERVICES PUBLIC TRANSPORT IN SINGARAJA CITY

1st Made Sri Junita Mawardi
Department of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
sri.junita@undiksha.ac.id

2nd Putu Yunda Ariesta Dewi
Department of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
yunda@undiksha.ac.id

3rd I Putu Arya Dharmayasa
Department of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
arya.dharmayasa@undiksha.ac.id

***Abstract*— The objective of this research was to determine the quality of public transportation services in Singaraja City, specifically at Sukasada Terminal. In this study, quantitative descriptive research is used. In this study, the population is the entire community of Buleleng who use public transportation, with an unknown population, and a representative number of 110 respondents, using purposive random sampling. A questionnaire was used as the data collection method. A data analysis technique used in this study is descriptive analysis. The results showed that the quality of service from the physical evidence dimension (tangible) received a score of 0.59, indicating that it was quite good, the empathy dimension received a score of 0.85, indicating that it was very good, the responsiveness dimension (responsiveness) received a score of 0.79, indicating that it was good, the reliability dimension received a score of 0.73, indicating that it was good, and the assurance dimension received a score of 0.73, indicating that it was good.**

***Keywords*— public transportation, service quality.**

I. INTRODUCTION

Transportation is defined as the movement of goods or people from one location to another via a facility powered by either machines or humans. According to [1], transportation is a secondary need. Transportation has had a significant impact on economic activity in the community and the development of the region, particularly in terms of convenience. According to [2], transportation serves to support economic development by balancing demand and transportation providers.

Economic development must be supported by a well-developed transportation system that is appropriate for the times and needs. Economic growth and transportation links are inextricably linked. As a result of economic growth, a person's mobility increases, exceeding the capacity of available facilities and infrastructure. Transportation modes are required to support office activities, education, trade, and services [3]. One of the issues that arises as a result of the implications of this movement is an increase in traffic volume, which causes congestion, particularly as the use of private vehicles increases.

According to [4], the increase in the use of private vehicles over public transportation could be due to a variety of factors. The level of service provided by each mode of transportation is a major deciding factor for someone when selecting a mode of transportation. According to [5], service quality is a form of consumer assessment of the level of service received in comparison to the level of service expected. If the service received or perceived meets expectations, the service quality is considered good and satisfactory. According to [6], service quality is the overall characteristics and characteristics of a service or product that affect its ability to satisfy implied or stated needs. It is possible that public transportation services have not been considered optimal due to the increasing use of private vehicles as a mode of transportation for people. Transportation is becoming increasingly important in the community as the number of residents grows over time.

One of the efforts to reduce traffic congestion is to improve or maximize the public transportation system. Unfortunately, public transportation is almost non-existent, particularly in Singaraja. So far, the existence of public transportation has begun to draw less attention from residents due to safety, comfort, security, travel schedules that are too long, facilities that are not feasible, many people have private vehicles, queues that are too long, and time efficiency that is too long.

The Government is designated as the party responsible for the implementation of public transportation and guarantees the availability of public transportation for people or goods in the district/city area by Law No. 22 of 2009. Minimum service standards, which include safety, affordability, security, order, and equality, must be met in the provision and operation of public transportation. However, in reality, public transportation in the Buleleng Regency area has failed to meet the minimum service standards required by Law No. 22 of 2009. As a result, the district government must pay attention to the service quality dimensions that influence public interest in using public transportation modes.

According to [7], there are five dimensions of service quality which include Tangible (physical facilities regarding innovation in the physical appearance of transportation, seating facilities, bus room facilities, employee appearance, employee cleanliness and tidiness), Empathy (attention given regarding caring crew, equal treatment between passengers), Responsiveness (availability of employees in terms of service in public transportation, employee readiness to help passengers, speed of employee service), Reliability (comfort, security and timeliness), and Assurance (employee friendliness to consumers, employee courtesy , employee knowledge of the path traversed). According to [8], the dimensions of service quality also include Tangible dimensions such as physical facilities, communication facilities, and employee equipment. The company can provide reliability dimensions in the form of services that are responsive, satisfying, and accurate. The Responsiveness dimension is the responsiveness that the company can provide to customers in the form of services. The Assurance dimension is a guarantee that consumers receive from employees, which includes employees' ability, knowledge, courtesy, freedom from danger, doubt, or risk, and trustworthiness. The final dimension of Empathy is the company's guarantees, which include personal attention, understanding consumer needs, and ease of doing relationships.

However, the use of public transportation in Singaraja City is currently declining. The lack of public awareness in using public transportation facilities is also inextricably linked to the quality of public transportation services in Singaraja, which is insufficient, with transportation conditions that are unfit for use and no renewal or rejuvenation of transportation fleets. Passenger safety in public transportation modes is still frequently ignored by public transportation drivers, who sometimes violate traffic signs in order to meet targets and arrive on time. People are reluctant to use public transportation modes because it has not been professionally integrated from one city to another and from the terminal to the destination, and the distribution of public transportation from one area to the destination.

The decrease in the number of public transportation passengers in the Singaraja City area is due to one of the factors, namely the quality of public transportation services in Singaraja City has not become a priority, the performance of public transportation has not been adequate, so that people prefer to use private vehicles in terms of time it is considered more efficient, when in reality using private transportation can cause road congestion. On the one hand the quality of public transportation services must be met so that people, particularly in the Singaraja City area, switch to using public transportation in the hope of reducing people's reliance on private vehicles due to reliable public transportation services.

From 2015 to 2020, the phenomenon of a decrease in the number of public transport passengers in Singaraja City occurred in four terminals: Penarukan Terminal, Seririt Terminal, Banyuasri Terminal, and Sukasada Terminal. This was due to a number of indicators of problems, including the presence of underutilized facilities. The Department of Transportation's structuring and management process is still lacking in terms of tangible evidence in every terminal in Singaraja City, such as the inadequate supervision post at the terminal. Furthermore, in terms of dependability, researchers observe that field officers' coordination is still lacking. When supervising the existing terminal, the field officers were not accompanied by police or organda officers. Coordination, on the other hand, is critical. Researchers have never seen the provision of sanctions in the form of fines to deter city transportation drivers. It is not surprising that many city transportation drivers are still unable to operate according to their routes because the Buleleng Regency Transportation Service has not yet issued sanctions that have a deterrent effect, so the response from the Buleleng Regency Transportation Office is still lacking. The Buleleng Regency Office's actions are still lacking in terms of guarantees, as evidenced by the infrequent raids carried out by the Buleleng Regency Transportation Office to ensure that city transportation follows the proper route. As a result, most Singaraja residents must be experiencing decreased comfort and safety when using public transportation.

II. METHOD

The descriptive quantitative research method was used. The population in this study consists of all Buleleng people who have used public transportation in Singaraja City, particularly at Sukasada Terminal. The number of samples in this study is determined by multiplying the number of indicators by five, with a sample of 110 respondents using a sampling technique known as purposive random sampling. This research method employs the distribution of questionnaires to collect data on the quality of public transportation services in Singaraja City across five dimensions: tangible, empathy, responsiveness, reliability, and assurance. In this study, descriptive analysis techniques were used to describe the quality of public transportation services in Singaraja.

III. RESULTS AND DISCUSSION

The gap that occurs between the expectations desired by public transport passengers for the services provided by public transport drivers in Singaraja City and the feelings felt after receiving service is in accordance with the dimensions of service quality, namely tangible, empathy, responsiveness, reliability, and assurance, generally speaking. The details are presented in tables 1, 2 and 3. From the results obtained in the study, the following discussion is carried out.

A. *Expectations of public transport passengers on the services provided by public transport drivers in Singaraja City*

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

Table 1. Expectations of Public Transportation Passengers on Public Transport Public Transport Services in Singaraja City

No	Dimensional	Score	Category
1	Tangible	2.837	Very Good
2	Empathy	948	Very Good
3	Responsiveness	5.632	Very Good
4	Reliability	4.176	Very Good
5	Assurance	2,830	Very Good
	Total	**16,423**	**Very Good**

Based on data from research results regarding the services provided by public transportation drivers in Singaraja City, particularly at Sukasada Terminal in table 1, the overall or dimensions of public transportation passengers' expectations are categorized as very good. To learn more about the expectations of public transportation passengers, each dimension will be discussed in greater detail below.

- Dimensions of tangible physical evidence include services provided by employees to passengers, such as physical facilities, employee equipment, and communication tools. The dimension of physical evidence (tangible) has a score of 2,837 based on research on the expectations of public transportation passengers. The sum of these figures indicates that public transportation passengers have high expectations in this dimension, such as cleanliness and tidiness of public transportation and drivers, as well as affordable public transportation fares. Public transportation passengers must pay attention to this for public transportation drivers in Singaraja City in order to provide quality services as expected.
- Empathy dimensions such as good communication, understanding consumer needs, ease of forming relationships, and personal attention the empathy dimension has a score of 948 based on research on the expectations of public transportation passengers. The sum of these numbers indicates that public transportation passengers have high expectations in terms of empathy, such as the courtesy of drivers in assisting passengers to raise or lower the goods carried by passengers, paying special attention to elderly passengers, and public transportation drivers responding well to complaints and inputs from passengers. Transport drivers must pay attention to the above in order to provide quality services that meet the expectations of public transportation passengers.
- Dimensions of responsiveness, namely employee willingness to serve in public transportation, employee readiness to assist passengers, and the speed with which employees serve passengers in public transportation. The responsiveness dimension has a score of 5,632 based on research on the expectations of public transportation passengers. The sum of these figures demonstrates that public transportation passengers have very high expectations in this dimension, such as the number of passengers not exceeding the transport capacity and passengers being guaranteed safety because they have never experienced safety. This expectation must be taken seriously in order for public transportation drivers to provide the quality services that Singaraja City residents expect.
- Dimensions of dependability (reliability) that the company provides in terms of service speed, satisfaction, and accuracy. The reliability dimension has a score of 4,176 based on research on the expectations of public transportation passengers. This value indicates that public transportation passengers' expectations are in the very good category when viewed from the reliability dimension, such as the driver always providing information on departure time to passengers so that passengers do not have to wait too long at the terminal to the time of departure, and the driver always takes passengers to their destination on time. These expectations must be considered by public transportation drivers in order to provide quality services that meet the expectations of Singaraja City's public transportation passengers.
- The dimensions of the assurance that the company provides to public transport passengers in Singaraja City include the ability, trustworthy nature, and knowledge of public transport drivers. The overall score for public transportation passengers' expectations of public transportation services provided by public transportation drivers is 16.423. The magnitude of the score indicates that public transportation passengers have very high expectations for all of the dimensions listed above, implying that the dimensions of tangible, empathy,

responsiveness, reliability, and assurance must remain a top priority for public transportation drivers in order to provide optimal service in accordance with passenger expectations.

B. Feelings of public transport passengers on public transportation services provided by public transport drivers in Singaraja City

Table 2. Public Transport Passengers' Feelings of Services Provided by Public Transport Drivers

No	Dimensional	Score	Category
1	Tangible	1.167	Poor
2	Empathy	808	Good
3	Responsiveness	4.498	Good
4	Reliability	3.064	Fairly Good
5	Assurance	1,720	Good Enough
	Total	**11,767**	**Good Enough**

The findings of the study on the services provided by public transportation drivers in Singaraja City in table 2 can be classified as good in total and in terms of public transportation passengers' feelings. To learn more about the feelings of public transportation passengers, each dimension is presented below.

- Dimensions of physical evidence (tangible) with a score of 1.677 shows public transport passengers' feelings about the quality of service as seen through the dimensions of physical evidence (tangible) of public transport drivers in providing service to public transport passengers in the poor category, which is not in accordance with public transport passengers' expectations due to the lack of cleanliness and tidiness of public transportation and drivers. The facilities provided on public transportation are still lacking, which causes passengers to respond negatively, owing to high public transportation fares.
- With a score of .808, the empathy dimension reflects the feelings of public transportation passengers about the quality of service as seen through the empathy dimension of public transportation drivers in providing services to public transportation passengers in the good category. This can be seen in the driver always assisting passengers to raise or lower the goods carried by passengers without being asked, and giving more attention to elderly passengers, as well as public transportation drivers responding well to complaints and inputs provided by public transportation passengers.
- Dimensions of responsiveness (responsivity) with a score of 4.498, shows public transportation passengers' feelings about the quality of service as seen through the dimensions of responsiveness (responsivity) of public transportation drivers regarding the services provided to public transportation passengers in the fairly good category. This has not met the expectations of public transportation passengers because there are still public transportation drivers who drive in violation of traffic regulations, such as not carrying a driver's license, which results in a ticket, and the large number of public transportation passengers sometimes exceeds the transport capacity.
- Dimensions of reliability (reliability) with a score of 3.064, shows public transportation passengers' feelings about the quality of public transportation services when viewed through the dimensions of reliability (reliability) of public transportation drivers related to the services provided to public transportation passengers can be classified as quite good. According to the results of the questionnaire distribution, there are still several factors that cause the feeling of public transportation passengers in this dimension to be classified as quite good because public transportation travel time does not match the scheduled time, and public transportation passengers wait too long at the terminal for departure because they are waiting for other passengers to come.
- Dimensions of assurance with a score of 1.720 demonstrates that public transportation passengers' feelings about the quality of public transportation services in terms of the dimension of assurance (assurance) provided by public transportation drivers in providing services to public transportation passengers can be classified as quite good. This is due to the fact that several factors remain, such as the infrequent raids conducted by the Buleleng Regency Transportation Service to ensure that city transportation follows the proper route. As a result, public transportation passengers must experience reduced comfort and safety.

The opinions of public transportation passengers in Singaraja City on the services provided by public transportation drivers have a total score of 11,767. This demonstrates how public transportation passengers feel about the quality of service when measured by physical evidence, empathy, responsiveness, reliability, and guarantees provided by public transportation drivers.

C. Quality of public transportation services provided by public transportation drivers in Singaraja City

Table 3. Quality of Services Provided by Public Transportation Drivers in Singaraja City

No	Dimensions	of Expectation	Feelings	Quality of Service	Quality of Service (%)	Category	Gap
1	Tangible	2.837	1.677	0.59	59 %	Fairly Good	-1160
2	Empathy	948	808	0.85	85 %	Very Good	-140
3	Responsiveness	5,632	4,498	0.79	79 %	Good	-1,134
4	Reliability	4.176	3,064	0.73	73 %	Good	-1.112
5	Assurance	2,830	1,720	0.60	60 %	Fairly Good	-1,110
Total		16,423	11,767	0,71	71 %	Good	-4,656

The results of this study, as shown in table 3, namely the comparison of the expectations and feelings of public transportation passengers, indicate that the overall or by dimension, the quality of public transportation services is good. Each dimension will be detailed below so that you can determine the quality of service provided by public transportation drivers in Singaraja City.

- Physical evidence dimensions (tangible) received a score of 0.59. The score indicates that the quality of service in terms of physical evidence dimensions (tangible) is fairly good. This is due to a number of factors, including a lack of cleanliness and tidiness of public transportation and drivers, outdated public transportation facilities that have never been renovated, causing public transportation passengers to give a less positive response, and high public transportation fares. To improve service quality, public transportation drivers must be able to maintain the cleanliness and tidiness of public transportation, update the fleet so that it is fit for use, and adjust public transportation fares based on the facilities provided.
- The empathy dimension scored .85. This score indicates that the quality of service provided by public transportation drivers, as measured by the empathy dimension, is very good. However, even if it is in the very good category, public transportation drivers must still be able to pay more attention to elderly passengers, assist passengers in loading or unloading goods carried by passengers, and provide a good response to complaints and complaints. input provided by passengers on public transportation
- The dimension of responsiveness has a score of .79. The score indicates the quality of service provided by public transportation drivers as measured by responsiveness dimensions is in the good category. To further improve service quality, public transportation drivers are expected to be cautious when driving, to always carry driving documents, and to pay attention to the number of public transportation passenger capacities so that they do not exceed the transport capacity.
- The dimension of dependability has a score of .73. This score indicates that the quality of public transportation drivers' services in terms of dependability is good. However, in order to maximize service quality, public transportation drivers must be more alert in providing passengers with information on departure times so that passengers do not have to wait too long at the terminal for departure.
- The score for the assurance dimension is .60. This score indicates that the quality of services provided by public transportation drivers is in the fairly good category as measured by the assurance dimension. This is because public transportation passengers feel less safe as a result of infrequent raids. To increase trust and a sense of security and comfort for public transportation passengers, raids or controlling public transportation should be conducted on a regular basis.

Based on the details in table 3 as a whole as well as by dimension, there is still a gap between the expectations and feelings of public transport passengers in Singaraja City towards the services provided by public transport drivers (shown by minus signs (-)) . This indicates that public transportation drivers' services have failed to meet the expectations of public transportation passengers. Some of the services that public transportation passengers still perceive as lacking include the cleanliness and tidiness of public transportation and drivers. The facilities provided on public transportation are still lacking, which causes passengers to respond negatively, owing to high public transportation fares. As a result, public transportation is losing favor with the general public. These findings are consistent with research conducted by [9], who claims that physical evidence, such as cleanliness, tidiness, and comfortable public transportation facilities while traveling, is the dominant factor influencing the decline in interest in public transportation users. In order to entice people to use public transportation, public transportation drivers should keep their vehicles clean and tidy.

People will switch to public transportation if people's convenience is prioritized. Public transportation passengers feel less safe and comfortable because of the infrequent raids carried out on public transportation drivers so that public transportation operates according to the route. Informing passengers about the time of departure so that they do not have to wait too long at the terminal is an important consideration that must be made so that passengers believe they can rely on public transportation as their mode of transportation. According to [10] research, one of the factors that influence people's interest in using public transportation is waiting time, which is obtained from user preferences, assessments, and expectations.

The quality of public transportation services can make public transportation appear to passengers to be good. The performance of transportation drivers when providing services to passengers contributes to the success of a service in the service sector. People will be more inclined to use public transportation if they have a favorable impression of it [11].

The importance of using public transportation should be counseled by the government in order to create a conducive environment, according to [12] research, which states that people lack awareness of the importance of using public transportation to make traffic conditions conducive and smooth. This should be considered when providing services to public transportation passengers in order to avoid undesirable outcomes.

IV. Conclusions and Recommendations

This study can draw several conclusions, including the following: the quality of public transportation services in Singaraja City is categorized as good in terms of tangible dimensions, very good in terms of empathy, good in terms of responsiveness, good in terms of reliability, and very good in terms of assurance. As a result, the overall quality of public transportation in Singaraja City is considered good.

The author's suggestion to the Buleleng Regency Department of Transportation is to be able to improve infrastructure to support the success of public transportation, such as creating a special route for public transportation to accelerate, so that it does not increase congestion on the streets, and creating new breakthroughs to attract public attention in using public transportation.

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ANTECEDENT ANALYSIS OF EMPLOYEE SATISFACTION STUDIES AT PT. NESIA PAN PACIFIC CLOTHING WONOGIRI

[1st]Indri Sri Endarwati
Faculty of Economics
Universitas Veteran Bangun Nusantara
Sukoharjo, Indonesia
indridp50@yahoo.com

[2nd]Ariyani Wahyu Wijayanti
Universitas Veteran Bangun Nusantara
Sukoharjo, Indonesia

[3rd]Yoppi Syahrial
Universitas Veteran Bangun Nusantara
Sukoharjo, Indonesia

ABSTRACT **- This study aims to find out how the form of supervisor support, co-worker support, organizational support, and the positive impact of work-family enrichment as a mediating variable affect employee job satisfaction at PT. Nesia Pan Pacific Clothing Wonogiri. The sample in this study are employees who work at PT. Nesia Pan Pacific Clothing Wonogiri. Data were obtained by distributing 142 questionnaires to employees. The analytical tool used to determine the effect between the independent and dependent variables as well as the mediating variable uses SEM (Structural Equation Modeling). Based on the results of the analysis showed that the supervisory support variable and organizational support had no effect on employee job satisfaction, while the co-worker support variable had an effect on employee job satisfaction.**

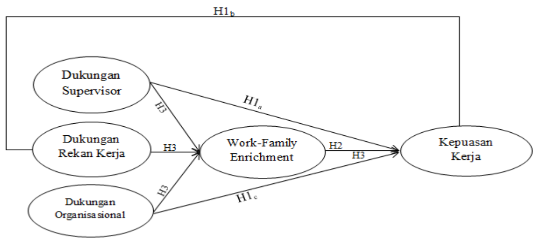
Keywords: supervisor support, co-worker support, organizational support, work-family enrichment, and job satisfaction

I. INTRODUCTION

Job satisfaction is an interesting phenomenon to be studied in today's world of work. The reason why job satisfaction is interesting to study is because, with a high level of job satisfaction it will make employees love and enjoy their work so that it can provide benefits for the company and themselves (Wibowo et al., 2014), while employees with high levels of dissatisfaction are more likely to to carry out sabotage that can harm the company (Tania & Sutanto, 2013). Recently, job satisfaction in Indonesia has become an interesting topic of discussion, especially when Gallup published the results of its research which revealed the fact that only 8% of Indonesians are truly satisfied with their work (Pratiwi, 2014).

Job satisfaction can be influenced by job support factors. In this study work support was broken down into supervisor support, co-worker support, and organizational support (Allen, 2001; Behson 2002), this is because, in previous studies, there was separate evidence between the positive relationships of the three types of support (Tang et al. al. 2014). Besides work support, the effect of work-family enrichment is also a consideration for job satisfaction. The concept of work-family enrichment which focuses on the positive relationship between the two roles, namely the role in work and the role in the family, so that one role will be useful for use in another role (Greenhaus & Powell, 2006). In addition to having a direct influence on job satisfaction, work-family enrichment can also be used as a mediating variable. Research on work-family enrichment as a mediating variable has been conducted by Tang et al., 2014 and Annor (2015). Annor (2015), conducted a study on employee work-family enrichment in Ghana: mediating the relationship between social support and subjective well-being, showing the results that work support and family support have a positive effect on work-family enrichment and family-to-work-enrichment and the effect of job support on subjective well-being such as job satisfaction can be mediated by work-family enrichment and*family-to-work-enrichment.*Similarly, Tang et al. (2014) who examined the work-family enrichment of employees in China: mediating work support and job satisfaction, showed that it fully mediates the effect of supervisor support and organizational support on job satisfaction. This study uses several comparisons of groups such as gender and family status (unmarried and living with a large family or married and living with family members), and it turns out that work-family enrichment is significantly more influential on women than men.

background



H1a :supervisor support has a positive effect on job satisfaction
H1b :co-worker support has a positive effect on job satisfaction.
H1c :organizational support has a positive effect on job satisfaction.
H2 :*work-family enrichment*positive effect on job satisfaction.
H3a :*work-family enrichment*will mediate between supervisor support and job satisfaction.
H3b :*work-family enrichment*will mediate between peer support and job satisfaction.
H3c:*work-family enrichment*will mediate between organizational support and job satisfaction.

II. METHOD

1. Population and Sample

   The population used in this study were 4000 factory employees of PT. Nesia Pan Pacific Clothing Wonogiri. For the sample used as many as 140 respondents. Sampling used a non-probability sampling design with purposive sampling method, namely sampling based on certain criteria (Hartono, 2013). To obtain the necessary data, the researcher distributed questionnaires.

2. Depend Variable

   Job Satisfaction

   Job satisfaction is an assessment and attitude of a person or employee towards his work and its relationship to the work environment, type of work, relationships between co-workers and social relations at work (Robbins & Judge, 2015)

3. Independent Variable

   Supervisor Support

   Supervisor support, according to Nurdiana (2014), is the extent to which supervisors support employees using the lessons that have been obtained during training, both knowledge, skills, and behaviors that are applied in their work.

   Coworker Support

   According to Blanchard & Thacker (2007) co-worker support is defined as the encouragement and assistance that employees receive from their colleagues.)

   Organizational Support

   Organizational support is how the company or organization appreciates the contribution of employees to the progress of the company which is manifested in concrete actions both materially and non-materially, so as to create a sense of trust from employees towards the company and this can be a positive energy for the company in achieving the targets that have been set. (Sudarmono & Purwanto, 2016).

4. Variable Mediation

   Work-Family-Enrichment

   *Work-family enrichment*defined as the extent to which experience in one role is able to improve the quality of life in another role according to (Greenhaus & Powell, 2006). The role that is meant here is the role of employees in the workplace that can be applied in their role in the family

5. Variable Measurement and Operational Definition

   To provide a better description and understanding, the following will present the operational definitions of each of the related variables and will be discussed in this study. Each statement item used in organizational support research, work-to-family enrichment and job satisfaction was assessed using a Likert scale with 5 alternative choices, namely, Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), and Strongly Agree (SS). Meanwhile, the variables for supervisor support and co-worker support were assessed using a Likert scale with 5 alternative choices, namely Very Not Often (STS), Not Often (TS), Neutral (N), Often (S), Very Often (SS).

   Supervisor Support

   Supervisor support is defined as the extent to which supervisors support employees using the lessons that have been obtained during training, both knowledge, skills, and behaviors that are applied in the work (Nurdiana, 2014). The measurement for supervisor support in this study uses a 4-item statement adapted from O'Driscoll, Brough, and Kalliath (2004).

   Coworker Support

   Peer support is defined as the encouragement and assistance that participants receive from their coworkers (Blanchad & Thacker, 2007).The measurement of peer support in this study uses a 4-item statement adapted from O'Driscoll, Brough, and Kalliath (2004).

   Supervisor Support

   Organizational support refers to employees' perceptions of the extent to which the organization values contributions, supports and cares for their well-being (Eisenberger et al., 1986). The measurement for organizational support in this study uses a 4-item statement adapted from the "work-home culture scale" Thompson, Beauvais, & Lyness, (1999).

   Work-Family Enrichment

   The concept of work-family enrichment is the extent to which experience in one role improves the quality of life in another (Greenhaus & Powell, 2006). Roles in work can be applied in roles in the family. The measurement for work-family enrichment in this study used 9 statement items adapted from Carlson et al. (2006).

Job satisfaction

The term job satisfaction refers to the general attitude of an individual towards the work he does, a person with a high level of job satisfaction shows a positive attitude towards the job; whereas someone who is dissatisfied with his job shows a negative attitude towards the job because, in general, when people talk about employee attitudes, they more often include job satisfaction (Robbins & Judge 2015). The measurement of job satisfaction in this study uses 7 statement items adapted from Kong (2012).

III. FINDING AND DISCUSSION

A total of 200 questionnaires were distributed. The questionnaires that were returned and used in this study were 181 questionnaires.

Table 1. Characteristics of Respondents

Karakteristik	Frekuensi	Persentase (%)
Jenis kelamin		
Wanita	109	76,8%
Pria	33	23,2%
Usia		
< 20 tahun	2	1,4%
20 tahun s/d 30 tahun	115	81,0%
31 tahun s/d 60 tahun	25	17,6%
Status Pernikahan		
Lajang	84	59,2%
Menikah	58	40,8%
Masa kerja		
3 bulan s/d 11 bulan	36	25,4%
1 tahun s/d 2 tahun	72	50,7%
> 2 tahun	34	23,9%
Jabatan atau Divisi		
Sewing	15	10,6%
Packing	14	9,9%
Cutting	13	9,2%
PPIC	16	11,3%
QA/QC	14	9,9%
Finishing	12	8,5%
Warehouse	16	11,3%
Mekanik	10	7,0%
Exim	2	1,4%
Accounting	2	1,4%
HR/GA	13	9,2%
Personalia	3	2,1%
CAD	5	3,5%
LOB/IE	5	3,5%
Pendidikan Terakhir		
SMP	4	2,8%
SMA/SMK/STM	100	70,4%
D3	8	5,6%
S1	30	21,1%

Validity testing was carried out on five main variables in this study, namely supervisor support, co-worker support, organizational support, work-family enrichment, job satisfaction. The results of the validity test showed that there were 2 items that were invalid so they were omitted from the analysis, namely 1 item of organizational support statement and 1 item of job satisfaction statement.

The reliability test carried out obtained the results, namely: the reliability of supervisor support was 0.810; the reliability of peer support is 0.903; organizational support reliability of 0.666; the reliability of work-family enrichment is 0.937; job satisfaction reliability is 0.768.

Table 2. Hypothesis Test

			Estimate	S.E.	C.R.	P
work family enrichment	<---	dukungan supervisor	,278	,121	2,291	,022
work family enrichment	<---	dukungan rekan kerja	,013	,087	,152	,879
work family enrichment	<---	dukungan organisasional	,297	,107	2,769	,006
kepuasan kerja	<---	dukungan supervisor	,136	,083	1,630	,103
kepuasan kerja	<---	dukungan rekan kerja	,127	,063	2,012	,044
kepuasan kerja	<---	dukungan organisasional	,018	,071	,249	,804
kepuasan kerja	<---	work family enrichment	,285	,086	3,310	,000

the results of the goodness-of-fit of the research model used. In this test the chi-square value (χ^2) the results show a significance value of more than 0.05 with a value of 405.655 which indicates that the research model is suitable for use. The chi-square value (χ^2) is very sensitive to sample size, which means other indicators are needed to produce certain justifications about a suitable model (Ghozali, 2013). Other conformity indices used are CMIN/DF = 1.465, Tucker Lewis Index (TLI) = 0.926, Comparative Fit Index (CFI) = 0.937 and Root Mean Square Error of Approximation (RMSEA) = 0.057.

Table 2 shows the results of testing for supervisor support, co-worker support, and organizational support as independent variables, work-family enrichment as a mediating variable, and job satisfaction as a dependent variable. There are 2 variables that affect job satisfaction, namely, peer support and work-family enrichment so that H1b and H2 are supported in this study. In addition, there are 2 variables that are fully mediated by work-family enrichment, namely, supervisor support and organizational support so that H3a and H3c are supported in this study. Meanwhile, the supervisory support and organizational support variables have no effect on job satisfaction, so H1a and H1c are not supported in this study. There is also a peer support variable that is not mediated by work-family enrichment so that,

IV. CONCLUSION

Based on the results of the analysis using the SEM method, we can conclude that: 1. Supervisor support has an effect on job satisfaction; 2. Support from co-workers has an effect on job satisfaction; 3. Organizational support has an effect on job satisfaction; 4. Work-family enrichment has an effect on job satisfaction; 5. Work-Family Enrichment will be the Mediator between Work Support (supervisor support, co-worker support, and organizational support) on Job Satisfaction.

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AUGMENTED REALITY: AN OVERVIEW WITH ITS IMPACT ON EDTECH SECTOR AMONG STUDENTS

[1st]*M. Dharshne*
Department of Management Studies
Kongu Engineering College
Perundurai, Erode
dharshne.mba@kongu.edu

[2nd]*Dr. M. Mohanasundari*
Department of Management Studies
Kongu Engineering College
Perundurai, Erode
mohanasundari.mba@kongu.edu

[3rd]*Dr. R. Somasundaram*[3]
Department of Management Studies
Kongu Engineering College
Perundurai, Erode
rssundhar.mba@kongu.edu

[4th]*S. Deepa*
Department of Management Studies
Kongu Engineering College
Perundurai, Erode
deepuroses@yahoo.co.in

***ABSTRACT* - The innovation in education industry has been slowly growing day by day since the covid – 19 break out. The innovation factor is missing in the mode of teaching in schools and colleges since 1100's. Cambridge and Oxford were founded like 1000 years ago. But the mode of teaching using the conventional blackboard and reciting the topics has remained constant still now. Even after 1000 years of development and growth the conventional teaching methodologies are prominent in all academia forums. This prominent conventional teaching methodology took a huge leap during pandemic because there was no opportunity to continue on the same track. That is when the usage of applications like google class rooms, zoom meeting and so many others of the same breed came into our day to day lives. At the same time a new sector which was already into existence took a strong hold of the situation, and that was the EdTech sector. From kinder gardens to master's degree students were forced to take up education through these means, and the tutors were made to adapt to the suddenly changed virtual environment of teaching. This had a huge impact in the entire education industry as no one dreamt of such an ease way for tutoring. The same tutoring took a huge leap when the edtech companies came up with student centric engaging modules with the help of augmented and virtual reality which was a game changer. This paper offers an overview of AR, examines recent AR developments, explores the impact of AR on society, and evaluates the implications of AR for learning and education.**

Keywords: teaching, augmented reality, virtual reality, students, edtech

I. INTRODUCTION

The COVID-19 pandemic quickly moved students, both young and elderly, from the physical classroom and pushed them into the virtual world of remote education. This is the period when the term "educational technology" (Ed-Tech) first came to the attention of the general public. One of the hottest fads in the Edtech business is augmented reality, sometimes known as AR, along with the highly hyped technologies of blockchain, and virtual reality. The technology has been here for sometimes, waiting to mature. But has come a long way when it comes to the real-world apps designed for mainstream consumption, thanks to significant advancements in animation, multimedia, and graphics user experience. To put it mildly, its utilitarian instances in the delivery of the entire educational system are large and, to put it nicely, promising.

Digital learning projects in the ed-tech business are enhancing the practicalities of schools, colleges, university, other experience-based certification courses. While this is where the real digitalization has replaced in-person instruction with online learning, augmented reality which would operate as a value-added layer and do a great job of masking the shortcomings of the existing standalone "web-enabled" teaching. But it's crucial to clarify the function advancing the education business in the ed-tech sector before we declare our intention to get on the AR bandwagon. Additionally, emphasizes what makes augmented reality as one of the technologies that is going to revolutionize the education sector and industry in the near future.

II. REVIEW OF LITERATURE

According to educational technology audit given by Sikandar et al., (2022) throughout the span of the last numerous years, development has enormously added to preparing improvement and essentially impacted school going students in India. The Government of India has given due highlight to Education development (ET) in the ever-evolving public tutoring systems. Until 2019, Edtech didn't attract satisfactory supporting, yet the Covid-19 pandemic accelerated such online learning and delivered a couple of EdTech organizations in India and across the globe. These Edtech associations existed for close to twenty years and dependable a phenomenal future in preparing. It is acknowledged that tutoring is irrefutably the most thing that conveys flourishing to a large number of people living in Asian countries. Nevertheless, the fundamental strategy for transport didn't change on an extremely essential level for a long time. In any case, a couple of associations started taking advantage of the electronic advances, the tutoring region was deferred to recognize and embrace the new age development in its cycle. The comparable was basically on the explanation that the modernized technique for preparing could eliminate the places of a couple of teachers, in school guidance. The ongoing survey means to design what is going on of EdTech new organizations in India and their potential outcomes. The ongoing concentrate also actually looks at the Strengths, Weaknesses, Opportunities, and Challenges (SWOC) examination joined to the Edtech associations post Coronavirus circumstance.

Niharika et al., (2022) elucidates that the hour of COVID-19 followed by lockdown period development gave the new significance to life or we can say that we got new mechanical life. Development is positively not another example anyway during lockdown people were endure to use and perform practices using advancement (whether it is taking classes, doing social events, getting ready food, going to courses/gatherings and considerably more). Phone is the ordinary advancement thing which is being used by everyone in the current period and is similarly fundamental need of life others mechanical contraptions are PC systems, electronic devices, kitchen device, etc. The thinking behind arranging current paper is how the development a center spot of current situation has similarly its establishments in tutoring region. Maker gives his thinking admiration to advancement in tutoring which is called Educational Technology. Informational Technology isn't simply leaning toward school, school scientists, it has also helped young people with impediment to acquire induction to learning through various contraptions and through various strategies. Many hardware's and writing computer programs are structure the learning of young people with handicaps. Expert portrays the significance of advancement in tutoring with their definitions and researches the responsibility of educational development in enlightening presence of children with debilitations and teacher.

As of the overview given by Monika et al., (2021) Classroom teaching at each level viz., schools, high level training, preparing, and testaments saw a huge hardship due to pandemic COVID-19. Complete conclusion of home rooms was need vital to stop the spread of Covid. The continuous paper is an undertaking to understand the different entry ways introduced by pandemic for Edtech new organizations. This paper attempts to fathom the advancement examples and improvement drivers of Edtech industry in India. Current and well known Indian Edtech new organizations were studied to understand the market for Edtech associations. A survey was directed to fathom the impression of people towards Edtech new organizations concerning their care level, satisfaction, client informational index and market improvement. Results have demonstrated the way that modernized learning might conceivably foster post-pandemic as well. The results here certify the worth of EdTech new organizations in the continuous pandemic situation, and, shockingly, later.

Shuchetinina et al., (2021) elucidates that on her point of view on the course of digitalization of the enlightening cycle, comprehending the results of digitalization, portraying its abilities in present day conditions, as well as exhibiting the prerequisite for its use for the headway of the individual and the acquiring of master capacities. In local higher foundations of a wide range of tutoring, digitalization is ideally obliged over weighted and conscious in nature. Stood out from European accomplices, digitalization in Ukraine is in any case a compelled, temporary development in really taking a look at the spread of the COVID-19 pandemic. Be that as it may, given the startling Ness of the pandemic, digitalizing the enlightening cycle over a broad stretch may be major. Thus, from our perspective, perceiving headings for chipping away at online learning in high level training organizations is fundamental. Students are defied with the eccentricities of straightening out the enlightening cycle on the web, explicitly: the need to openly administer time; automated association of correspondence with classmates; individual execution of independent work, yet furthermore endeavors at course classes; nonattendance of satisfactory high level capacities among instructors, etc. All the while, the electronic planning framework makes in the students the improvement of high restraint for the rational scattering of educational time for the examination of talk material and the course of action of individual and various types of work; balance over the helpful execution of essential gymnastic practices in the periods between twofold classes; as well as self-headway and self-tutoring, or if nothing else, the opportunity of online visits to extra web-based classes/arrangement stages/addresses, etc. That is, at the second period of digitalization of the informative cooperation, resulting to acclimating to its features, feeling the ability of good entryways for members is more direct. In any case, it is challenging to complete the journey for headings of the electronic learning improvement, which, for example, are connected with psycho-significant, physiological negative changes in prosperity, ensuring amazing of the educational cycle, uniform enlightening weight during working periods, etc.

Eloma et al., (2018) in his article communicated as various armchair scientists or uninformed characters erroneously see Educational Technology similarly as the utilization of gadgets or contraptions in the scholastic cycle. This gadgetry method for managing enlightening development isn't simply a misnomer yet a platitude. In actuality, enlightening development goes past that. It investigates around the trifoliate of cycles, things and settings to animate strong teaching and learning. It incorporates a reasonable mix of human and non-HR to make the instructive cooperation incredibly beguiling, common sense and result-arranged. Regardless, numerous makers have advanced their essential and master voices, through their disseminations, to explain the guidelines and practice of informative development. The book: Themes in Educational Technology is a consequence of a deeply grounded need to put on the racks, a more compact and conclusive work that would address a greater part of issues here of data. The text is also wanted to meet the longings and desires of teachers and prepared in enlightening advancement and other related disciplines. The book covers a wide extent of subjects yet with exceptional tendency for Educational Media and Materials of Instruction (meaning, logical classification, creation, use, evaluation limit and the leaders). This district alone covers around eight (8) out of the 22 segments of the book. Of uncommon interest, too, are the elements on new locales and stages for remote and distance learning (like Kahoot, Udemy, Duolingo, illustration, etc) as well as Print Media Design and Technology. Each part begins with an outline of the units covered and wraps up with evaluation and references. The parts are coordinated beginning with one packaging of reference then onto the following, in a genuine gathering and stream of thought, for straightforward assimilation. It is believed that this book will shape the perspective on per clients quite as well as flash their advantage for enlightening development.

Based on Thomas Koehler et al., (2017) to do a measuring of EdTech upgrades for the accompanying decade makers focused in on expected Scenarios. Both the headway of showing plans generally speaking versus insightful Education were considered. Justification behind the assessment is a Delphi-based methodology for research and its execution in a studio as an underlying advance. Following the procedure of context-oriented investigations, it has been decided to recognize and assess most recent R&D projects started or drove by the genuine makers. Appropriately, makers portray four circumstances for future TEL and TET in the sensation of an educational setting.

According to Noah et al., (2021) the advantages provided by the most recent developments in the AR/VR field, which has seen an increase in attention due to the stay-at-home phenomenon in 2020, are being studied more and more. It is very important to use AR/VR in education, which will rapidly transition to online programs by 2020. In order to better understand the developments in AR/VR enabled education, we conducted a thorough study of the N = 61 publications published in the year 2020 that were focused on AR/VR in the education sector. Research on user perceptions in diverse countries, academic fields, and educational levels caught our attention in particular. While the majority of publications looked at the technical applications of AR/VR and conducted user research, we discovered that user perceptions, effect, and awareness were not thoroughly explored. Our findings reveal trends that potentially generate important needed breakthroughs using AR/VR, particularly in the education sector, to aid a globalized digital evolution.

According to Habib et al., (2021) have stated that over the past ten years, a number of stakeholders in higher education have been active in the field of student activation. This is due, among other things, to the fact that lecturers can make a lecture more goal-oriented by using active learning to get greater feedback from students. The use of interactive methods, which may be carried out with the aid of online resources, has increased due to technological advancement and the availability of learning platforms. Just in Time Teaching (JITT) and Peer Instruction (PI) are two of the most popular approaches (Jit). Different sorts of mixed reality are being used more and more in social and professional situations, incorporating as methods for product development. Using Augmented Reality (AR) technology and the constant availability of high-end mobile devices, 3D-based material may be virtually linked to the real environment. This makes it possible to teach complex subjects effectively, which is typically challenging to do with conventional methods. This essay provides an example of how to develop an augmented reality experience to keep students interested even when they are absent from class and unable to study. The procedure is covered in the "machine elements" course, along with calculations for non-switchable clutch design.

As per Akil et al., 2020 AR (Augmented Reality) is a type of technology that blends real-world movies, images, texts, and location data with computer-generated data. The research and deployment of augmented reality technologies has recently piqued the interest of both academics and industry. AR has been successfully integrated into various industries of the industry, including, tourism, engineering, entertainment, and automotive, according to current literature. However, due to the need for more research on how to solve the accompanying implementation challenges, its use in education, particularly in higher education, appears to be limited. By highlighting its importance, examining the components that would make augmented reality applications conceivable, and presenting the challenges that would emerge, this article seeks to study the potential use of augmented reality in engineering education. To do this, a number of past research studies on the possible applications of augmented reality in engineering as well as the challenges and impediments to their integration were examined. In order to provide the framework for better-designed AR systems and applications that will increase AR technology's acceptability and deployment potential in the, this article reports on the study's findings education markets.

The article of captain Jabar et al., (2020) In order to meet the difficulties of the Industrial Revolution 4.0 era, the role of technology in education, particularly as a learning aid, is crucial. Researchers employed Augmented Reality technology to develop a teaching tool for the Fundamentals of Pneumatic Systems curriculum in order to solve this issue. The development of this technology has been significantly impacted by the quick development of communication technology at this time. Fundamentals of Pneumatic Systems is an abstract and challenging subject with multifunctional components that demands a high level of cognitive ability to understand the operating principles. The use of the most recent AR technology in the 3D model will make learning and teaching more dynamic and effective, making it easier for teachers to decide what material to share with students and improving their understanding of the principles of pneumatics. The purpose of this study is to develop an AR-enabled learning tool using the ADDIE concept. The creation of a learning tool is intended to facilitate teaching and learning, especially when it comes to the principles of pneumatic systems. The content and effectiveness of the learning aid were assessed using feedback gathered from a small group of pre-service instructors using prepared surveys. In a nutshell, the ADDIE model was effectively employed to design the teaching aid, and the findings demonstrate that the teaching aid is appropriate for use in the classroom, particularly to improve the teaching and learning process.

As per the over view given by Rana et al., (2020) the Internet of Things (IoT) is a rapidly evolving technology that has a wide range of applications. The Internet of Things (IoT) allows physical items to communicate with one another via the internet. The internet of things can be utilized in education to bridge the gap between the teacher and the student. From lectures and memorization to internet-enabled learning, knowledge-producing education, and innovative education, the educational sector has developed over time. Education 4.0, often known as the fourth educational revolution, has begun. Some of the most recent technological developments in the education sector include interactive whiteboards, 3D printers, eBooks, tablets, augmented reality, attendance tracking systems, virtual reality, cloud computing, holograms, biometrics, paper-thin smartphones, multi-touch LCD screens, and others. Traditional teaching approaches can result in slow learning rates and absenteeism from school for many students. This paper evaluates current work in education that has used the Internet of Things to help tackle these problems, and it offers an educational model based on the IoT for a teaching-learning environment that is more effective. This viewpoint holds that neither thorough digitalization nor total verbal support is required.

According to the article by Ratten et al., (2020) covid-19 (coronavirus) has had a huge impact on education communities, especially in light of the massive move toward online learning. As a result, the curriculum and learning techniques have been quickly converted to a digital platform. Despite the significant shift, there is a lack of awareness about what it implies, particularly for the community of entrepreneurship educators in higher education who rely on practical and immersion training to meet their learning objectives, approach, and design This study surveys the literature on how practitioners of entrepreneurial education might address the Covid-19 pandemic. A review of recent studies on Covid-19 and entrepreneurial education is conducted, highlighting the importance of a community-based strategy. As a result, it is now possible to comprehend better how educational stakeholders like teachers, students, and institutions may encourage a more proactive and upbeat attitude. Findings - The paper shows that managing the Covid-19 issue is tough for entrepreneurial educations because of the need for practical and real-life examples. This calls for the use of augmented reality and artificial intelligence in order to replicate the genuine environment. This will enable entrepreneurial research and practice to be more community-focused. Originality/value - This study is among the first to propose how this transition occurred and what it means for educational management, offering a fresh and up-to-date perspective on how coronavirus has affected entrepreneurial education in both positive and bad ways.

As per the author Shangeth Rajaa et at., (2019) the second decade of the twenty-first century, augmented reality (AR) has been highlighted as a technology that will have a greater impact on education. Since it enables the potentiation of reality with virtual information that can be supported in curriculum content, the first research of augmented reality in education concluded that it had a positive influence on collaborative and independent learning, according to the Horizon 2016 report. The current article describes the development of an AR prototype that simulates a mechanical physics subject's uniform rectilinear movement and free fall. The study is concerned with technological development. There are three phases. Following the identification of the functional and non-functional requirements, UML diagrams were used to develop the architecture and produce the prototype. As a result, we developed a mobile AR prototype with two features: the first enables constant-speed vehicle simulation, and the second enables gravity-attracted item simulation. Several mobile devices were successfully fitted with the prototype as part of a technical feasibility study. The use of augmented reality (AR) in educational environments can improve student engagement and give them access to first-hand experiences that are not possible in conventional classroom settings.

According to Sharif et al., (2018) sophisticated technologies that bridge the divide between the actual and virtual worlds, providing students with limitless opportunities to study material in novel ways. The vast potentials of AR have begun to be explored with the rising use of personal smart devices in this modern era, as smart devices are capable of producing AR environments. In this study, we performed a survey to investigate the risks and potential benefits of implementing AR in education in a developing country like Bangladesh. Lack of knowledge and acceptance of AR in rural areas are the primary hurdles, whereas greater focus and satisfaction in learning, expanded accessibility of AR applications in our smart devices with 4G development are the opportunities for implementing AR in a developing country.

The study by Billinghurst et al., (2014) provides an overview of nearly 50 years of research and development in augmented reality (AR). Significant progress has been made toward the goal of seamlessly fusing the real and virtual worlds, starting with early research in the 1960s and continuing through to widespread availability in the 2010s. We provide an overview of popular definitions of augmented reality and demonstrate how it fits into the taxonomies of other related technologies. A chronology of significant turning points in the development of augmented reality is presented after sections on the basic enabling technologies of tracking, display, and input devices. Additionally, we discuss certain design principles and provide examples of effective augmented reality applications. We conclude by summarizing the upcoming work directions.

III. FINDINGS AND CONCLUSION

Similar studies predict that by the end of 2023, augmented reality will have one billion users worldwide. Humans are constantly working to make all facets of their lives, whether they be peril or professional, multidimensional. Strong facts in the education sector support the claim that augmented reality is as revolutionary as we think it is. This industrial revolution 4.0 pilar has steadily expanded, and by 2025, it is anticipated that the worldwide augmented reality market would be worth 198 billion dollar. One of its main advantages for the current generation is improved accessibility to the educational sector, both in terms of reducing location dependence on learning and supporting students with learning disabilities so that it fully benefits the students and teachers in the way of attending classes in the ed-tech sector.

In summary, augmented reality has been around for a while and is undoubtedly here to stay. Its usability is justified by the numerous advantages it offers over VR and other technologies. A company aiming to enhance its EdTech solutions should prioritize integrating augmented reality (AR) as soon as possible since there will come a day when there won't be much of a difference between the real and virtual worlds. If a child could play a video game for 12-18 hours on an average because of the augmented and virtual reality, why not take the same strategy and implement it in the education sector to make the study modules more interactive as well as immersive. This will not only increase the study time but will also increase the interest and excitement towards learning in all age groups. After all, learning could be fun.

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BUSINESS STRATEGIES FOR DEVELOPMENT OF INDIAN HANDICRAFT SECTOR (MSME) DURING THE POST PANDEMIC PERIOD

[1st]*Prakash. N*
Kongu Engineering College
Perundurai, Erode, India
np.mba@kongu.edu

[2nd]*Karthikeyan. P*
Kongu Engineering College
Perundurai, Erode, India

[3rd]*Indiradevan. Y*
Kongu Engineering College
Perundurai, Erode, India

[4th]*Subhasri. P*
Kongu Engineering College
Perundurai, Erode, India

Abstract- The COVID-19 Pandemic is the year's first and most serious human calamity. More than 200 nations have reported major medical cases caused by coronavirus, which the WHO has labelled a pandemic. And the Indian economy has slowed for the past two years in a row. As previously stated, India is a developing country with an economy that is experiencing demand depression and high unemployment, imposing with day by day lockdown and Indian economy stepped down to 23%. In this critical situation, the unorganised sector was the most affected, and workers lost their jobs due to the economy shutdown. There is a major issue for migratory workers who desire to live in their community and settle. As the Prime Minister addresses the nation, he encourages locals to be loud and Atma nirbhar Bharat to turn this crisis into an opportunity for our national growth. As we all know, India was formerly rich in handicrafts and indigenous items, and the majority of the people were involved in the handicrafts business. However, due to liberalisation, the majority of the artisans have become labour or wage labourers. The current study makes an attempt to comprehend the impact of Covid-19 on small businesses (MSMEs), the lives of unorganised labours, artisans throughout the Indian economy, and job chances in the local community. What steps is the government taking to strengthen the community economy, and how will our handicrafts industry help to revitalise the economy and equip artisans to become entrepreneurs, and how will the Indian economy become a global Entrepreneurship Hub? This study also analyses and covers important handcraft sector tactics. The Survey method was utilised in this paper to investigate the utilisation of handicrafts items, labour types, machine-made products.

Keywords : Handicraft, Artisians , Post Pandemic, T Bharat, Labour-intensive

I. INTRODUCTION

The rest of the world is currently battling with pandemic COVID 19. The importance of handicrafts and MSMEs in revitalising the Indian economy cannot be overstated. According to supplementary data, 20 million individuals in India have lost their jobs, and many small enterprises have gone out of business. Nonetheless, with the assistance of local voices, India has the capacity to overcome this economic problem, which includes boosting created in India things and adherence to traditional Indian crafts employing traditional skills. There are many artisans as well as micro, small, and medium-sized firms in the handicraft sector. We all know that the entire world is suffering a tremendous shutdown during this outbreak; nevertheless, India will have a special place in the domain of handicrafts and MSMEs development with local backing for outspoken activism India is a diverse country with its own culture, heritage, and mode of life. The labour of our artisans serves as a substantial source of income and is closely tied to people's daily lives. Agriculture and agribusiness are critical components of the Indian economy, employing 56% of the workforce and accounting for a large share of Indian GDP.

Assam and Tripura state's North Eastern bamboo product, for example, contributes significantly to the Indian economy, and the majority of people earn a living from this handicraft sector. The second-largest industry is handicraft. It is the country's second greatest source of employment after agriculture. However, India's handicraft industry are in disarray. "According to the United Nations," says the Crafts Council of India-2011 report., The 30% drop in Indian craftsmen during the last 30 years emphasises the necessity to plough in artisans in order to maintain history, culture, and a significant source of income. Internal migration could be reduced because to community-based business, which could also make India one of the world's top MSME economies.

1. Objectives of the study
   - To comprehend the pandemic's effects on various Indian industries.
   - To investigate the problem with the Indian handicrafts market.
   - To calculate the amount of artisans employed, and the handmade industry's strategies
   - To learn about the obstacles and hazards that handcraft craftsmen confront.
2. Scope of the study

   This study focuses on artisans who working in Handicraft sector. It discusses entrepreneurship strategies and problems of Handicraft artisans during post COVID pandemic.

II. LITERATUR REVIEW

Jaya Jaitly (2019) has focused on crafters and their problems in her paper Craft Tradition of India and she also emphasised that life of artisan is challenging, detailing the working circumstances for weavers in Fatehpur Sikri. According to the findings of her study Ahlavat Vanita (2018) have analysed the growth and Labour Productivity and Wages in the Indian Handicraft and Textile Industry. There is a considerable gender imbalance in employment, with females outnumbering men employees. Overall, job prospects in the textile industry are expanding across the board.

Mohi-us-din et al., (2014) have described that handicrafts are a one-of-a-kind expression of our culture and community. Handicrafts provide a living for a significant section of the population, either directly or indirectly. Only from a financial aspect.Khan and Amir, (2013) have emphasised the lack of government support for the handicraft business in terms of how well the artisan can create the object of handcraft and how they introduced it, as well as the four p's of place, pricing, production, and promotion.

Kamala Devi Chattopadhyay (2012) has painted a realistic picture of handicraft workers' working conditions. She also emphasised that, in addition to global rivalry in Indian handicrafts, a lack of technology plays a crucial role in Indian handicrafts lagging behind.The Ministry of Textiles Striving to Promote Production, Employment, and Exports Ministry, which is working on Technical Textile Promotion, filed an end review report on zero defects, the Zero Effect-A report, in 2018. Furthermore, India accounts for 7% of industrial output, 2% of GDP, and 15% of export revenues.Tamal Sarkar (2011) has proven that the whole handloom and craft sector is geographically concentrated in what is known as a cluster, and he emphasises that artisans in these clusters face challenges since there is no relationship between craftsman and buyer.

Table 1. Problems Found in the Sector of Handicraft

Human resources and skilled / unskilled labour	Raw materials and supplies, as well as government assistance	Manufacturing and distribution
Skilled labour is in short supply.	clearance for a single window system	India suffers from a lack of marketing.
Excessive excise duty	The majority of the handmade industry is concentrated in the village area.	The handicraft industry is plagued by outdated manufacturing techniques and a significant licencing problem.
Market is unstructured.	Inadequate product finishing, as well as a lack of advertising	Inadequate international relations with neighbouring countries
The style of the product is not worldwide.	Handicraft products must receive a minimum subsidy.	In India, there is a lack of cultural support.
Power supply uncertainty.	An exporter has no legal protection.	There is no export protection.
Professionals in the crafts sector are uninterested.	In India, geo-tag certification is crucial.	There is no warehouse or storage facility.
The product is not in a worldwide style.	Inspector labor's unsupportive behaviour, management's unsupportive behaviour	There are no public transportation options.
Minimum training facility.	The government's financial support is insufficient.	Inadequate supply chain logistics.
Handicraft sector, low pay, seasonal work	a scarcity of handcraft exhibition products	In India, raw material supply is tough to come by.

III. METHOD

The data used in the current study are descriptive in nature and were collected without modifying the environment. The study was conducted paying close attention to the handcraft makers in Erode and Tirupur district of 50 artisans, but 44 samples were finalised because 6 samples did not provide the essential information. Simple Random Sampling has been used for sampling. It focuses specifically on remote and backward places. Primary data is gathered through questionnaires and interviews. Secondary information gathered from newspapers, journals, books, and official websites.

IV. RESULT AND DISSUCISION

A. RESULT

Tabel 2. Data Analysis

	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
Product for ceremonial use	39.7	39.7	39.7	39.7f
Decorative item	17.3	17.3	17.3	57
Product of utility	21.4	21.4	21.4	78.4
Other products	21.6	21.6	21.6	100
Total	100	100.0	100.0	

From the above table It is determined that 39.7% of handcraft items are used in ritualistic use products, 17.3% are used in ornate use products, 21.4% are used in utilitarian use products, and the remainder are utilised in other levels . The table also emphasised the absence of use, practicality, and beautiful handicrafts.

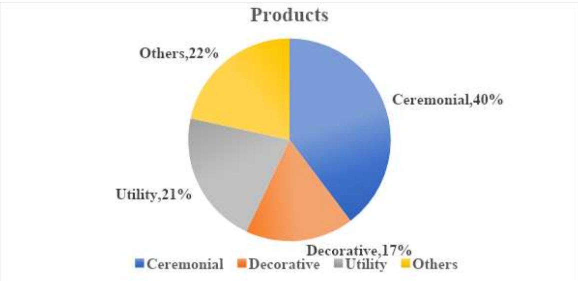

Figure 1. Result

The percentage of labours in this sector are 35% are family labours, 15% are casual labours, 43% are votive labours, and less than 7% are consistent labours. It was evidently shown that just 5% of resident people were involved as regular labours, which is worrisome; the government should think about it to improve employment opportunities in the handicraft industry. The below graphical representation clearly shows

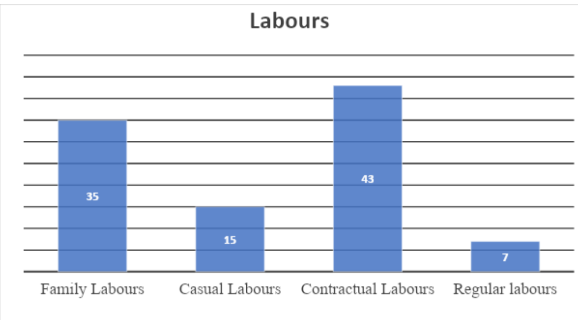

Figure 2. Graphic Result

From the below table it is determined that 70% of handcraft employees believe they are more competent of producing handmade goods than machines. Workers believed that because of the modernisation of handicrafts, the labour workforce had decreased, and hence the per capita income had decreased.

Table 3. Comparison with machine-made product

Comparison with machine-made product				
	FREQUENCY	PERCENT	VALID PERCENT	CUMULATIVE PERCENT
YES	65	65.0	65.0	65.0
NO	35	35.0	35.0	100.0
TOTAL	100	100.0	100.0	

Strategies for the Development of India's Handicraft Sector

There are numerous techniques for expanding the handcraft industry.

a. Establishment of a management and advanced craft technology institution

An Indian Institute of Handcraft Technology and an Indian Institute of Handcraft Management, akin to IIM and IIT, should be established for study and research in order to increase handicraft production and export of craft and culture to other nations, moreover, each district of the nation has a national skill Technology Center, and a dedicated handicraft Finance Bank. It is critical in this day and age if we want to become a manufacturing and export centre. And we must do so if we want to limit labour migration, foster entrepreneurship, improve competence, and establish Atma nirbhar Bharat.

b. Information technology & the handicrafts sector

IT and computers have the potential to play a key role in the expansion of handcrafted items and artists, whether for training, supply, purchasing, design, selling, and capacity building programmes for artisans.

c. Artisan Training & AI

In an period of strong competition between handcrafted and produced objects, artificial intelligence (AI) can play a critical role in enhancing craftsmen's abilities and developing new designs to improve the quality and variety of their products. In a rapidly changing world, the time has come for artists to embrace artificial intelligence and data analytics to help them stand out in the market and preserve our cultural legacy.

d. Regional strategy

Handcrafted goods should account for at least 20% of the goods sold in local supermarkets, and efforts should be made to encourage customers to purchase locally created goods or useful items rather than foreign-imported goods.

e. National strategy

More regular and coordinated techniques should be used on a national scale to start and promote handicraft promotion. Craftspeople receive government grants, subsidies, and low-interest loans. The government also makes use of the stimulation provided by digital marketers and social media users such as Facebook, Amazon, Flipkart, Google, the Ministry of Finance, Economy and Planning, Textile, and NITI Ayaog to stab to develop a coordinated plan for the improvement of the handicraft sector. This is done to recognise the sector's current function and relevance.

f. Strategies for craft sellers at the producer level

Handmade products should be eligible for a nationwide allowable-income tax credit. Product security and insurance should be adequate, and incentives should be provided to handicraft firms. Each country should have a craft seller forum where new technology can be embraced and trained labour capacity can be updated. Raw material supply should also be adequate and economical.

g. Governmental level strategies

The minority affairs ministry devised a expertise training programme, specifically USTAD, to raise the expertise level of the minority population. It is an elaborate plan for minorities, notably the weavers' community. This fantastic programme also aided the development of the handicraft industry by allowing people to start their enterprises at a reasonable cost. Other programmes include the Start-up India Program, the Make in India Program, the TIES (trade infrastructure for export), the GEM Government E-Marketplace Program, the Transportation and Marketing Support Program, and the establishment of Special Economic Zones. Exclusive Economic Zone, and the Creative India Program also helped the handicraft industry develop.

h. Tribal Area Strategies

The researcher discovered while working on the project that all policies were formed solely in files, that there was no implementation of plans and policies, that tribal members received no advice, and that the relevant authorities were simply ignoring their demands and needs. First, create a platform for their creation. Although the ancient crafts are mastered by tribe members, only authorities are able to offer a worthwhile setting for the manufacture of their goods and a suitable supply chain alternative.

i. Strategy for international cooperation

The Indian government actively promotes Indian handicrafts among Indian foreign nationals, as there are millions of Indians living all over the world. NRIs may play a significant part in the development of the nation's economy. They must promote their own customs and handicrafts, such as carpets, ceramics, and other items, within the host nation.

j. Green and sustainable handicraft product strategies

The manufacture of sustainable and eco-friendly handcraft products must be prioritised in the current environment in order to support the environment and ecological products.

Strategies to Development Of Artesian In India

a. Indian startups

Industrial Policy and Promotion Department took the initiative. On January 16th, this campaign was initially made public. Its primary goals are to restrict states' policy influence and to eliminate license RAJ and impediments. A start-up is an organization having its head office in India that was founded during the last seven years, or within the last ten years in the case of a biotechnology start-up, and that has an annual turnover of no more than 25 cores in the previous fiscal year. However, the upcoming trend would be most helpful for development and expansion in order to make India the top destination for handicraft exports globally. This sector can play a vital part in the support of any nation's handcraft industry in the Covid19 circumstance.

b. Atmanirbhar bharat scheme

The Atma Nirbhar Bharat Abhiyan, named after Indian artisans who started their own businesses and began producing their own products, was launched by the Indian prime minister on May 20, 2020, during the period of economic lockdown, to help India's economy stand out as a centre of industry on the world map. A textile national park will be established in 2021.

c. The TRIFED AADI Mahotsav

In order to enhance revenue, expand capacity, create entrepreneurs out of artisans, and improve the country's economy and the living standards of tribal people, this programme was begun in 2008. However, it was vital during the COVID-19 pandemic lockdown period.

d. Entrepreneurial strategies for craftspeople following COVID-19

Numerous economists have stated that economic growth and entrepreneurship will occur in situations when the economy is favourable to the business environment. Numerous economic factors influence whether entrepreneurship is encouraged or discouraged in a nation. Indian artisans made a significant contribution to improving the economy during the pandemic by working with MSMEs or creating handmade goods to supply the market and prevent labour or worker migration to other nations or locations. Therefore, there is a need for entrepreneurs so that they can start their own businesses and make money.

B. DISCUSSION

- It is evident from the explanation above that the handicraft industry has the capacity to alleviate the issue of migrant income, create jobs in India, lessen the effects of COVID 19, and give work for several families.
- If artisans are equipped with the knowledge about programmes, youth participation may grow.
- During this study, a considerable number of craftsmen expressed an interest in participating in various skill development programmes. These training programmes must be prepared in accordance with market demands so that they can be put to use right away.
- When a big number of workers enter this sector and earn income, the Indian economy will benefit.
- The promotion of local goods also enables artisans to diversify their product lines and produce more.
- Craftsmen's confidence and status will increase with exposure to the market. If suitable facilities and capacity building programmes are provided for artisans, they may be able to become entrepreneurs.

V. CONCLUSION

Despite the fact that the epidemic condition has caused more hitches for people around the biosphere, and refugee workers have gone their jobs and returned to their home countries, the MSME and handicraft sectors have provided jobs and the opportunity to create and upgrade their skills additionally, to begin at the neighbourhood level, providing more opportunities to solve problems and achieve self-sufficiency. to counteract climate change and contribute to Indian GDP, as well as to maintain local customs and sustainable products. In order to provide migrant workers with local occupations so they can engage in economic activity in neighbouring areas, the government should right now promote the handicraft industry. The unstructured nature of the handicraft sector, on the other hand, has harmed it, with additional constraints such as a lack of education, a lack of cash, a lack of exposure to new technology, a lack of market information, and a weak institutional foundation Rural area painters are talented abundant to strive with contemporary fashion and trends. They merely require sufficient assistance from the relevant authorities. Gandhi asserted that India is a nation of villages, and that if the rural area prospers, so would India.

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COLLABORATIVE HRM STRATEGIES AND MARKETING STRATEGIES AS EFFORT TO MAXIMIZE COMPETITIVE ADVANTAGE IN TOURISM INDUSTRY SMES IN EAST JAVA

[1st]*Adya Hermawati*
Postgraduate Program, Master of Management
Universitas Widyagama Malang
Malang, Indonesia
wati_wati38@yahoo.co.id

[2nd]*Abimanyu Tuwuh Sembhodo*
Management Department, Faculty of Economics and Business
Universitas Indonesia
Jakarta, Indonesia
abimanyu.tuwuh@ui.ac.id

Abstract* — The purpose of this study is to analyze hypotheses regarding quality of work life (X1), spiritual marketing (X2), market orientation (Z), and competitive advantage (Y). This research uses quantitative research. The data analysis tool uses the Variance Based Structural Equation Modeling (SEM) approach which is usually known as the Partial Least Square Program. The research subject is the Tourism Industry SMEs In East Java which is also the research population, with a research sample of 1320 respondents. The types of data used in this study are primary data and secondary data. Sources of data, derived from internal data and external data with data collection methods using research questionnaires. The results of the study show that 1) quality of work life has an effect on market orientation, 2) spiritual marketing has no effect on market orientation, 3) quality of work life, spiritual marketing, market orientation on competitive advantage. 4) quality of work life mediated by market orientation has an effect on competitive advantage. 5) spiritual marketing mediated by market orientation has no effect on competitive advantage in Tourism Industry SMEs in East Java.

Keyword-Quality of Work Life, Spiritual Marketing, Market Orientation, Competitive Advantage

I. INTRODUCTION

One of the factors that increase the progress of the world's economy today is the increase in the tourism industry. 9% of a country's Gross Domestic Product comes from the tourism industry. The progress of the tourism sector produces enormous opportunities for the welfare of the community. The tourism industry is prioritized to be a developed sector that the government hopes can gain maximum foreign exchange. From the Gross Domestic Product data, tourist visits per year have increased from 2017 to 2018, then 2018 to 2021. It reached its peak in 2020 which later declined drastically due to the COVID-19 pandemic outbreak which required the Tourism Industry to be temporarily closed.

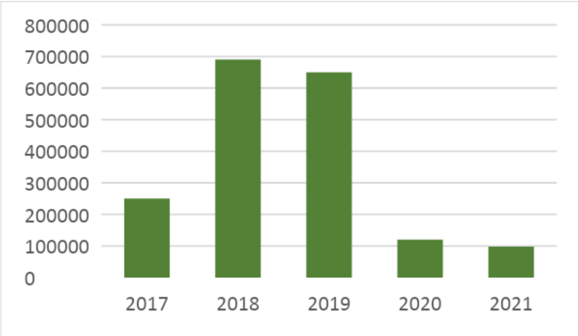

Figure 1. Tourist Visits per-Year

The solution strategy is an absolute aspect of this phenomenon, considering that the perspective of tourist destinations is an indicator of the success of the national development program in sustainable tourism. One of the suitable paradigm implementations is the empowerment of Tourism Industry SMEs. The Indonesian government opens opportunities for the community to participate in maximizing tourist destinations through the empowerment of Tourism Industry SMEs. The most crucial value of SMEs is the business sector that was able to survive the multidimensional crisis of 1998 and the global crisis of 2008. The existence of SMEs is an aspect that contributes greatly to the regional and national economy as a driving force for the Indonesian economy. Tourism Industry SMEs are also the largest contributors to Gross Domestic Product to date. Thus, the empowerment of Tourism Industry SMEs is absolutely necessary because it has a significant impact on improving the economy both individually and as a whole.

Development of a tourist destination perspective as an indicator of the success of national development programs can be pursued using empowerment. This is confirmed by the research results of Hermawati [1], [2], and Dama, J., & Ogi, I. W. [3] which states that integrated human resource management strategies, quality of work life and sustainable marketing strategies have a dominant influence on organizational performance achievement. Chawla and Guda (2017), also say that marketing performance has a supporting influence on market orientation and sustainable competitiveness [4]. Hermawati, A [1], [2], [5], re-affirm this statement with the results of a study which states that market orientation has an important role in strengthening the culture of innovation, competitive advantage, firm performance, marketing performance, and spiritual marketing.

The tourism industry SMEs are the mainstay for realizing the welfare of the community. This sector is the answer to the phenomenon of employment in the midst of a mechanized industry trend. However, it is the government's “homework” to optimize the capability of human resources, thus that they are able to compete in the global era [6]. For that fact, this kind of research is urgently needed, so it is reasonable to immediately implement it through targeted collaboration, interdependence of integrated HRM strategy formulation, marketing strategy formulation and competitive advantage sustainability [7]. Finally, it needs to be executed well to achieve optimization of management strategy. Aspects of market orientation and individual performance are also indicated as effective and efficient mediation, based on an integrated HRM strategy [8].

This potential must be packaged for positive estimation of strengthening, managing, developing and empowering the capabilities of the tourism industry SMEs towards sustainable competitiveness [1], [2], [5]. It is hoped that the results of this research can be a motivation for SMEs in the tourism industry to improve on aspects of integrated HR strategies and marketing strategies that cannot be separated from aspects of competitive advantage sustainability [21]. This research can also be used as a formulation of a policy paper on the tourism industry SMEs in East Java. In addition, this research is also ongoing to provide information on maximizing the marketing strategy of East Java tourism industry SMEs, through their marketing performance. If the marketing performance of the tourism industry SMEs is optimal, it will be able to improve the standard of living and empower the community to achieve competitive advantage in the global competitive era [19].

II. LITERATURE REVIEW

1. Quality of Work Life

Quality of Work Life refers to a pleasant or unpleasant work environment for a person. Its main objective is the development of an excellent working environment for employees as well as for production. The main focus of Quality of Work Life itself is that the work environment and all tasks in it must be compatible with colleagues and technology [11]. Quality of Work Life covers aspects of life related to work such as pay and time, work environment, benefit & services, career prospects and also human relations, which may be relevant to worker satisfaction and motivation. Quality of Work Life acts as a system that leads to job design and a development in all areas, namely job enrichment linked to the goals of the socio-technical system that leads to management [12]. Quality of Work Life also functions as a philosophy or an approach that includes many different activities in the workplace that aim to promote human growth and dignity, work together by helping each other, determine work changes in a participatory manner and consider employee and organizational goals can be fulfilled together.

2. *Spiritual Marketing*

Spiritual marketing is a form of marketing that is imbued with spiritual values in all its processes and transactions, until it reaches a level when all major stakeholders in the business, suppliers, distributors, and even competitors get spiritual happiness [4]. In the perspective of spiritual marketing, humans are not merely pursuing material gains from their business activities, even at a more advanced level, humans are no longer affected by worldly things. Internal calling is the most important factor in every aspect of marketing activities in the context of spiritual marketing. Spiritual marketing aims to achieve a solution that is fair and transparent for all parties involved. It includes moral values and honesty. None of the parties involved in it will feel aggrieved and there will also be no parties who are prejudiced. Spiritual values in doing business will also be able to improve the inner-side of all parties involved. The more spiritual a person is, the more able that person will be to run his business more calmly and be loved by all parties [13].

3. *Market Orientation*

Market orientation plays a role in setting strategic consumer targets and building a customer service focused organization. In addition, it serves to provide a competitive basis that focuses on the organization and provides services or products that meet the expectations of consumers so as to win a competition. Market orientation also serves as the most effective and efficient organizational culture to create behaviors that can produce the best for buyers and produce superior performance for the company. The main concepts in market orientation are customer orientation and competitor orientation. In other words, market orientation is a philosophy in marketing strategy which assumes that product sales do not depend on sales strategy but rather on consumer decisions to buy products. Therefore, it requires proper attention to customer orientation and competitor orientation in order to provide the needs and wants of consumers by providing the best value. Market-oriented marketing strategy must refer to three concepts, namely: 1) consumer-oriented; 2) strive to have a profitable sales volume; and 3) coordinating all marketing activities [14].

4. Competitive Advantage

Competitive advantage is an advantageous competitive position in an industry. It stems from the company's ability to leverage its internal strengths to respond to external environmental opportunities while avoiding external threats and internal weaknesses [15]. In today's highly competitive environment, the goal of every organization is to beat the competition and win new customers. Related to that, Individuals who are holders of up-to-date knowledge are important assets to generate innovations for companies that are useful for generating competitive advantages. Thanks to their personal creativity, knowledge, skills and abilities, it is possible to generate new innovative ideas that will help companies achieve competitive advantage [16].

There are other factors that support the company's internal competitiveness, namely motivational, financial, and company leadership support in building the company's internal competitiveness. A competitive advantage exists when there is a match between the distinguishing competencies of a company and the critical factors for success in the industry that cause the company to perform significantly better than its competitors [17]. Finally, there are two basic ways to achieve competitive advantage. First, this advantage can be achieved when a company adopts a low-cost strategy that enables it to offer products at lower prices than its competitors. Second, with a product differentiation strategy, so that customers perceive that they are getting unique benefits at an adequate price.

III. RESEARCH METHOD

This study is quantitative research. The data analysis tool used is the Variance Based Structural Equation Modeling (SEM) approach which is also known as the Partial Least Square Program. The research subject is the Tourism Industry UKM in East Java which has also become the sample population, with a research sample of 1320 respondents. The types of data used in this research are primary data and secondary data. Sources of data come from internal data and external data with data collection methods using research questionnaires. The conceptual model in this study can be seen in Figure 2, as follows:

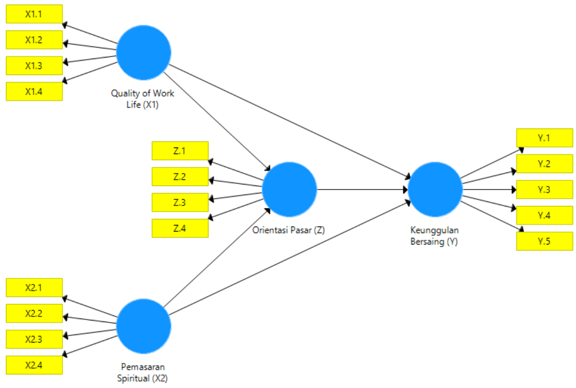

Figure 2. Conseptual Model

The hypothesis proposed in this study are:

H1: quality of work life has a significant influence on market orientation

H2: spiritual marketing has a significant effect on market orientation

H3: quality of work life has a significant influence on competitive advantage

H4: spiritual marketing has a significant influence on competitive advantage

H5: market orientation has a significant effect on competitive advantage

H6: quality of work life mediated by market orientation has a significant influence on competitive advantage

H7: spiritual marketing mediated by market orientation has a significant effect on competitive advantage

IV. FINDINGS & DISCUSSION

1. Findings

Cronbach's Alpha is a measure of reliability that has a minimum value of 0.70. The results of Cronbach's Alpha testing in this study are as follows:

Table 1. Cronbach's Alpha

Construct	Cronbach's Alpha
Quality of Work Life (X1)	0.704
Spiritual Marketing (X2)	0.822
Market Orientation (Z)	0.792
Competitive Advantage (Y)	0.902

Processed Data, 2022

Based on the table above, it shows that the variables of quality of work life, spiritual marketing, market orientation and competitive advantage have a Cronbach's Alpha value of more than 0.70. Therefore, all constructs can be said to be reliable.

Composite Reliability is a group of indicators that measure a variable that has good composite reliability based on the composite reliability value with the recommended value above 0.70. The results of Composite Reliability testing in this study are as follows:

Table 2. Composite Reliability

Construct	Composite Reliability
Quality of Work Life (X1)	0.822
Spiritual Marketing (X2)	0.882
Market Orientation (Z)	0.867
Competitive Advantage (Y)	0.928

Processed Data, 2022

The table above shows that the variables of quality of work life, spiritual marketing, market orientation and competitive advantage have a Composite Reliability value of more than 0.70. Therefore, all constructs can be said to be reliable.

Average Variance Extracted is used to evaluate discriminant validity for each construct and latent variable. The results of the Average Variance Extracted test in this study are as follows:

Table 3. Average Variance Extracted

Construct	AVE
Quality of Work Life (X1)	0.547
Spiritual Marketing (X2)	0.653
Market Orientation (Z)	0.622
Competitive Advantage (Y)	0.722

Processed Data, 2022

R-Square is a number that ranges from 0 to 1 which indicates the magnitude of the combination of independent variables that together affect the value of the dependent variable. The R-Square value is categorized as strong if it has a value of more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. The results of the R-Square test in this study are as follows:

Table 4. R-Square

Construct	R-Square
Market Orientation (Z)	0.581
Competitive Advantage (Y)	0.911

Processed Data, 2022

The table above shows that the market orientation variable has an R-Square value of 0.581 or 58.1%, which means that the quality of work life and spiritual marketing variables have a combined effect of 58.1% or moderate effect to market orientation.

Then, the competitive advantage variable has an R-Square value of 0.911 or 91.1%, which means that the variables of quality of work life, spiritual marketing, and market orientation have a combination of 91.1% or strong competitive advantage.

Furthermore, Path Coefficient is a standard regression coefficient that shows the direct effect of an independent variable on the dependent variable in a particular path model. Specific indirect effect aims to analyze how strong the influence of a variable is with other variables, both exogenous and endogenous. The results of the Path Coefficient and Specific Indirect Effect testing in this study are presented on table 5.

Table 5. Path Coefficient dan Specific Indirect Effect

Hypothesis	Relationship Between Variables	Original Sample	T-Statistics	P-Value	Description
H1	*Quality of Work Life* towards Market Orientation	1.025	3.007	0.003	Significant
H2	Spiritual Marketing towards Market Orientation	-0.311	0.830	0.407	Not Significant
H3	Quality of Work Life towards Competitive Advantage	0.812	4.120	0.000	Significant
H4	Spiritual Marketing towards Competitive Advantage	0.890	4.637	0.000	Significant
H5	Market Orientation towards Competitive Advantage	0.305	2.195	0.029	Significant
H6	Quality of Work Life mediated Market Orientation towards Competitive Advantage	0.312	2.104	0.036	Significant
H7	Spiritual Marketing mediated Market Orientation to Competitive Advantage	-0.095	0.847	0.397	Not Significant

Processed Data, 2022

Based on the table 5, each variable relationship can be described as follows:

Hypothesis 1 shows the effect of quality of work life on market orientation has an original sample value of 1.025, with a T-Statistics value of 3.007, and a P-Value value of 0.003 (less than 0.05) so it is declared to have a significant effect or the hypothesis is accepted.

Hypothesis 2 shows that the influence of spiritual marketing on market orientation has an original sample value of -0.311, with a T-Statistics value of 0.830, and a P-Value value of 0.407 (more than 0.05) so it is declared insignificant or the hypothesis is rejected.

Hypothesis 3 shows the effect of quality of work life on competitive advantage having an original sample value of 0.812, with a T-Statistics value of 4.120, and a P-Value value of 0.000 (less than 0.05) so it is declared to have a significant effect or the hypothesis is accepted.

Hypothesis 4 shows the influence of spiritual marketing on competitive advantage has an original sample value of 0.890, with a T-Statistics value of 4.637, and a P-Value value of 0.000 (less than 0.05) then it is declared to have a significant effect or the hypothesis is accepted.

Hypothesis 5 shows the effect of market orientation on competitive advantage having an original sample value of 0.305, with a T-Statistics value of 2.195, and a P-

Value value of 0.029 (less than 0.05) then it is declared to have a significant effect or the hypothesis is accepted. Hypothesis 6 shows the effect of quality of work life mediated by market orientation on competitive advantage has an original sample value of 0.312, with a T-Statistics value of 2.104, and a P-Value value of 0.036 (less than 0.05). Because of it, the variable is declared to have a significant effect or the hypothesis is accepted.
Hypothesis 7 shows the influence of spiritual marketing mediated by market orientation on competitive advantage has an original sample value of -0.095, a T-Statistics value of 0.847, and a P-Value value of 0.397 (more than 0.05) so it is declared insignificant or the hypothesis is rejected.

2. *Discussions*

a. The relationship between quality of work life and market orientation
The results of hypothesis testing indicate that the quality of work life has a contribution to explain its influence on market orientation by looking at the T-Statistics value of 3,007. With such a value and a P-Value value of less than 0.05, it means that the quality of work life has a significant influence on market orientation, so the first hypothesis is declared accepted. The factor of increasing market orientation is the increasing quality of work life. With the improvement in the quality of work life, workers will become more capable of achieving a competitive advantage.

b. The relationship between spiritual marketing and market orientation
The results of hypothesis testing indicate that spiritual marketing has a contribution to explain its effect on market orientation by looking at the T-Statistics value of 0.830 and the P-Value value of more than 0.05, which means that spiritual marketing, has no significant effect on market orientation, so the second hypothesis is rejected. This can happen because previously it was assumed that increasing market orientation was carried out to increase effectiveness and efficiency that could attract tourists, but the application of spiritual marketing to Tourism Industry SMEs in East Java have not been fully implemented in all sectors of the Tourism Industry.

c. The relationship between quality of work life and competitive advantage
The results of hypothesis testing indicate that the quality of work life has a contribution to explain its effect on competitive advantage by looking at the T-Statistics value of 4.120 and the P-Value value of less than 0.05 which means that the quality of work life has a significant influence on competitive advantage, thus the hypothesis third is accepted. The role of quality work of life in facing changes in competition is to build industrial capacity to be able to respond to changes. The quality work of life variable can also be used to manage changes and the quality of human resources so that they can play a greater role in the tourism industry. With increasingly complex challenges, the role of quality work of life in achieving competitive advantage does not only function to solve the personnel issues but also be able to become a pioneer in facing competition in the tourism industry.

d. The relationship between spiritual marketing and competitive advantage
The results of hypothesis testing indicate that spiritual marketing has a contribution to explain its effect on competitive advantage by looking at the T-Statistics value of 4.637 and the P-Value value of less than 0.05, which means that spiritual marketing has a significant influence on competitive advantage, thus the fourth hypothesis, is accepted. Spiritual marketing contains a marketing plan which is also a plan to describe the type and timing of marketing activities [18]. In this strategy, the business should have a longer time period for the plan than the ordinary marketing plan. It is because this strategy risks the value proposition and the essential elements of the brand in an SME Tourism Industry based on religious tourism. Furthermore, this strategy is not only about promoting existing product lines, but also developing an effective marketing strategy that will be able to increase the competitive advantage of the Tourism Industry itself [19].

e. The relationship between market orientation and competitive advantage
The results of hypothesis testing indicate that market orientation has a contribution to explain its effect on competitive advantage by looking at the T-Statistics value of 2.195 and the P-Value value of less than 0.05 which means that market orientation has a significant influence on competitive advantage, thus the fifth hypothesis is accepted. Tourism Industry SMEs, which are always oriented towards excellence, always strive to develop what has been provided from the tourism potential in the vicinity, which can be in the form of goods or services. Meanwhile, competitors-oriented Tourism Industry SMEs always try to get information about how and what their main competitors are doing, so that their competitors do not precede the steps and strategies that will be taken. Industry is also required to have the ability to develop products; therefore it can increase the effectiveness of the industry which includes product excellence, consumer engagement, and standard product quality.

f. The relationship between quality of work life towards competitive advantage, mediated by market orientation
g. The results of hypothesis testing indicate that the quality of work life mediated by market orientation has a contribution to explain its influence on competitive advantage by looking at the T-Statistics value of 2.104 and the P-Value value of less than 0.05 which means that the quality of work life mediated by market orientation has significant effect on competitive advantage, so that the sixth hypothesis is accepted. Improved performance and increased competitiveness of companies can be done through the development of human resource management strategies that are focused on understanding market needs, market desires, and market demands which are certainly market-oriented [20]. Market orientation makes a significant contribution to improving the quality of work life. This can lead to a high competitive advantage in terms of cost and success in delivering new services [21]. Achieving a good competitive advantage is a contribution from strategy dynamics and several success factors, including: aspects of human resource management, commitment, carrying capacity, strong team management, ability to develop maintaining business continuity, using the right strategic approach, being able to identify and focus towards the market have vision, leadership skills, and good relationships with customers or clients.
h. The relationship between spiritual marketing towards competitive advantage, mediated market orientation

   The results of hypothesis testing indicate that spiritual marketing mediated by market orientation has a contribution to explain its effect on competitive advantage by looking at the T-Statistics value of 0.847 and the P-Value value of more than 0.05 which means that spiritual marketing mediated by market orientation has a significant influence on excellence. compete, so the seventh hypothesis is rejected.

V. CONCLUSION

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

1. an increasingly optimal quality of work life will have a significant influence on market orientation in the Tourism Industry SMEs in East Java
2. Spiritual marketing does not have a significant effect on market orientation in Tourism Industry SMEs in East Java
3. Improved quality of work life is able to increase a significant influence on competitive advantage in Tourism Industry SMEs in East Java
4. Improved spiritual marketing can significantly increase the competitive advantage of the Tourism Industry SMEs in East Java
5. Improved market orientation can significantly increase the competitive advantage of SMEs in the Tourism Industry in East Java
6. Quality of work life mediated by market orientation has a significant influence on competitive advantage in Tourism Industry SMEs in East Java
7. Spiritual marketing mediated by market orientation has no significant effect on competitive advantage in Tourism Industry SMEs in East Java

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COVID-19 PANDEMIC AND CONSUMER BRAND EQUITY DETERMINANTS IN FMCG: A REVIEW

[1st]M. Dhilip Kumar
Department of Management Studies
Kongu Engineering College
Tamil Nadu, India
dhilipkumarm.res@kongu.edu

[2nd]Dr. P. Sundharesalingam
Department of Management Studies
Kongu Engineering College
Tamil Nadu, India
sundaresalingam.mba@kongu.edu

[3rd]Dr. A. Stephen
Department of Management Studies
Kongu Engineering College
Tamil Nadu, India
directorkbs@kiot.ac.in

[4th]Dr. P. Vidhya Priya
Department of Management Studies
Kongu Engineering College
Tamil Nadu, India
vidyapriya.mba@kongu.edu

Abstract - The intention of our paper is to present a narrative review on the COVID-19 pandemic and determinants of consumer brand equity followed in the various product categories of Fast Moving Consumer Goods (FMCG). A narrative literature review method by which 71 articles published were collected for review. From which 42 articles between the years 2009 to 2021 were shortlisted further. Among the selected 42 articles: 37 were searched and selected from Google Scholar and 5 were from Google Search Engine based on the convenient of research. COVID-19 Pandemic, Consumer Brand Equity, and Fast Moving Consumer Goods are the keywords used to search and collect articles from Google Scholar and Google Search Engine. COVID-19 pandemic, sector based impact, consumer behavior, and brand equity determinants (sustainability, brand awareness, product knowledge, brand loyalty, brand credibility, brand association, brand image, perceived quality, and value) along with its significant result in FMCG were identified and grouped. Then highest to least influencing brand equity factors were discussed in the conclusion. Research is limited in reviewing only 42 selected articles published between the years 2009 to 2021: particularly relevant to FMCG. The impact of variables in separate FMCG products and brands were specified. Additionally, the findings and suggestions are presented to consumers and marketers for: their purchase and framing business promotional strategy. No previous studies have been conducted as consolidated research in COVID-19 pandemic and consumer brand equity determinants on FMCG depending on its broad product classes.

Keywords: COVID-19 Pandemic, Consumer brand equity, FMCG.

I. INTRODUCTION

On 11th March 2020 the COVID- 19 was presented as an epidemic by the World Health Organization (Haque, 2020). The unstable global economy caused by breakout of the COVID-19 epidemic. And the total loss over the years (2020–21) will be around 12 trillion dollars in the global economy (Ajmal et al., 2021).

Brand equity was only used as a concept by many researchers until the period till 1990 from the origin of brand equity. The relationship among the factors of brand equity was taken and examined by many experts by their various studies made from 1991 to 2011 (Nagaprakash and Latha, 2017). Over the past decade, one of the widely popular and efficient marketing concepts extensively applied by industrialist and academic personnel is brand equity. The gaining popularity of brand equity is due to its strategy in competitive advantage in making the organization's brand management decisions. Consumer brand equity is the strength of the brand that can be estimated from the consumer response based on the brand equity determinants effect.

In the Indian economy, the sector Fast Moving Consumer Goods (FMCG) is the major contributor. This FMCG sector is the 4th biggest segment in India providing almost 3 million employments which accounts for around 5% of the sum of employment in the Indian country's factories. Without much difference among the income, age, social class, and other differences these products are been regularly consumed. In India, rural consumers consume 34% of FMCG, and the remaining 66% consume by urban consumers (Pramod H. Patil, 2016). The aim of our study is to present a review on the determinants of Consumer brand equity followed in the various product categories of FMCG, COVID-19 epidemic, COVID-19 Consumer Behaviors, and Sector-based COVID-19 impact by a narrative literature review.

II. LITERATURE REVIEW

1. COVID-19

The COVID-19 virus emerged from the place Wuhan city. Succeeding the 1930 great depression the largest impact the world economy encountered was due to the COVID-19 pandemic (Sahoo and Ashwani, 2020). The unmatched economic and social problems produced by the COVID-19 epidemic. The world has faced many difficulties during the break out of the 2019 COVID-19 coronavirus. The economic consequence was due to the complete or partial lockdown employed by the countries. The people were forced to migrate to their native land by the terror in the spread of the COVID-19 virus. The lockdown and practice of social distancing were employed by the governments of several countries to eliminate the increase in cases of COVID-19 (Kumar and Abdin, 2021). The COVID-19 epidemic is present until now that appeared during 2019 (Dubbelink et al., 2021). , the healthcare in Bangladesh is unprotected with a shortage of COVID-19 medical testing kits due to the COVID-19(Haque, 2020).

2. COVID-19 Consumer Behaviors

The inclination of preference towards the items in nearby shops, awareness about cost, preference change towards internet shopping were the habitual changes in purchase attained by the consumers during the lock-down (Veeragandham et al., 2020). During the epidemic, the consumers expressed their perception of risk in the performance, physical, and social behavior. By the consumer's skill in usage, the perception of risk varied. In the risk perception of the COVID-19 coronavirus, various ranges of anxiety and sensitivity are experienced by individual consumers (Lee and Deale, 2021).

Inside Colombia, political polarization is controlled by conducting a promotional activity on country-based branding focusing on domestic natives (Vecchi et al., 2021). Consumer behavior among rural and urban populations in India has been influenced extremely by COVID-19. The high-priority products were the main targeted products for purchase by consumers during the period of the COVID-19 pandemic. And also, the pattern of spending is changed among the consumers due to the COVID-19 epidemic (Kumar and Abdin, 2021). The plans of acculturation are categorized into four classes namely resonance, rebellion, refrainment, and rarefaction reflected by the food consuming behavior of traditional consumers (Dey, et al., 2019). With international identity more than the Austrian users, the users of Thailand enjoy taking part in international social networking sites (Makri et al., 2019).

3. Sector-based COVID-19 impact

The tourism and hospitality industry experienced a negative impact during the COVID-19 pandemic (Lee and Deale, 2021). There will be a massive impact on India's trade due to COVID-19 (Sahoo and Ashwani, 2020). As a consequence of the COVID-19 pandemic, the quarrying and mining sectors will be affected in the 2021 Fiscal Year. On account of the lock-down among various countries in the world, the exports will be reduced with minimum production in the manufacturing sector. Millions of people employed in Micro, Small, and Medium Enterprises will be affected due to the COVID-19 epidemic (Sahoo and Ashwani, 2020).

In addition to losing several lives on account of the COVID-19, there is a financial crisis, delayed manufacturing, unemployment, closed factories, and offices based on work from home. In the Fiscal Year 2020-2021, our world economy is estimated 8.8tn US Dollar loss caused by COVID-19, in the next five years predicted to be a 90tn US Dollar loss (Kumar and Abdin, 2021). The demand for services and goods in the international market reduced due to the spread of COVID-19 globally decreased production. The consumption of fuel, beverages, food products, footwear, clothing, and non-durable households increased in the beginning course of the COVID-19 pandemic (Ajmal et al., 2021).

4. Consumer Brand Equity

The four consumer brand equity dimensions and their influence were studied and explained (Perera, 2019). And the first one is the awareness regarding a brand named brand awareness. As Nagaprakash and Latha (2017) have stated, some associations in the memory of customers with the individual brand's symbol, logo, and name are brand awareness. Despite recalling a brand from the memory it is simple to recognize it (Krupa J. Rao and Umesh R. Dangarwala, 2016). Since one of the key assets of the company is brand equity. The brand managers must focus on educating the consumers about the brand to improve their brand equity. There are many brand equity dimensions proposed by several marketing gurus and researchers based on the improvements in the past context of research based on the improvements in the innovations and increased needs in our society.

A consumer will have the intention of purchasing a brand due to the awareness level of the brand. Brand awareness is the ranges at which the images of the brand are in their mind makes them decide to choose a particular brand among the other competing brands. There was an increasing likelihood in products of the health care and beauty care with specific to rural areas brand awareness (Krupa J. Rao and Umesh R. Dangarwala, 2016). Brand association is the attributes or the characters of the brand that is been associated with the consumer's mind. And when thinking of a brand, a particular attribute induces them and when thinking about that particular attribute the specific brand will be recalled vice versa.

The third dimension of brand equity discussed by the author was brand loyalty. Brand loyalty makes the consumer make frequently repurchase the brand of same repeatedly. And it also provides benefits to the brand by reducing its expenses in giving discounts and other promotional offers. Then the consumer thought about a specific brand's product on its quality rating is the perceived quality. There is an increasing trend in brand awareness at all places; the Coimbatore district is not an anomaly (Kalaiselvi, 2014). The increasing likelihood that specified to health care and beauty care products among rural areas brand awareness (Majeed, 2014). Among the brand awareness sources to the respondents, the fourth place was for the internet, third place was for the friends, second place was for the Advertisement, and first place attained by the Television

5. Fast Moving Consumer Goods

The branding in FMCG has become a fundamental component of the lives of customers. Consumers are confused in their choice due to their view on their daily routine with brands in hundreds (Jeevananda, 2011). The giant market in consumer goods is the rural part of India with a population greater than 72.2 percentages and a total number of villages greater than 6, 38,588. With FMCG for which maximum monthly budget of the households spend (Krupa J. Rao and Umesh R. Dangarwala, 2016).

The sector with more than 20.1 billion US$ is its entire market size ranked by its economy as the 4th largest FMCG sector of India. At low operational cost with fierce competition between the unorganized and organized groups and having a great network in its distribution is been characterized along with its powerful Multinational Corporation presence. India is having a competitive advantage such as its low-cost labor and raw material availability for its production (Nagaprakash and Latha, 2017).

The products sold comparatively at low cost and quickly are FMCG. These products satisfy the day-to-day and elemental requirements than grocery like household accessories and furniture, soft drinks, shoe polish, razor, clothing, energy drinks, batteries, cream, packaged foods, pharmaceuticals, products in dairy, confectionery, oil used in cooking, biscuits, bread, glassware, butter products, stationery items, cereal products, watches, beverages like coffee & tea, toiletries to Fast Moving Consumer Electronics like digital cameras, laptops, cell phones and computers (Majeed, 2014).

According to (Pramod H. Patil, 2016) FMCG are the sold inexpensive packaged form non-durable products. FMCG are frequently purchased in small quantities by the end-consumers. The Household, Personal Care, Branded Ready to eat Food products, and Beverages are major FMCG segments. In this, the Household segment consists of household cleaners and fabric wash products. And personal care comprises hair care, oral care, personal wash, and skincare products. The Branded Packaged Food & Beverages segment consists of snack food, dairy products, branded sugar, soft drinks, chocolates, rice, flour, and more.

III. METHOD

We used an narrative literature review in our research that depends upon; COVID-19 pandemic, COVID-19 consumer behavior, and sector-based COVID-19 impact, consumer brand equity determinants in FMCG (Beverages, Candy, Cooking Oil, Dairy, Footwear products, Skincare products, Cosmetic products, Shampoo brands, Toothpaste, and General Fast Moving Consumer Goods products). Up to our understanding, no previous studies have been conducted as consolidated research in FMCG consumer brand equity determinants on its product classes along with the COVID-19 pandemic. A narrative literature review method by which 71 articles published collected for review. From which 42 articles between the years 2009 to 2021 were selected for review based on the relevancy of the research. Among the selected 42 articles 37 were searched and selected from Google Scholar and 5 articles were searched and collected from Google Search Engine based on the convenient and availability related to the research. COVID-19 Pandemic, Consumer Brand Equity, and Fast Moving Consumer Goods are the keywords used to search and collect articles from Google Scholar and Google Search Engine.

IV. RESULT AND DISCUSSION

Selected 42 articles published between the years 2009 to 2021 related to consumer brand equity in FMCG sector were reviewed. In Table I we listed the conceptually anaysed reviewed articles. Among this 3 beverage, 3 dairy, 2 candies, 1 tooth-paste, 2 cooking oil, 1 glass, 3 footwear, 2 shampoo, 6 cosmetic products, and 4 general FMCG were conceptually analysed and presented in Table I. All the articles we analysed were based on empirical study. Further we found by our review that India, Malaysia, Indonesia, Pakistan, Lithuania, Nepal, and Saudi Arabia are the countries in which previous studies are conducted.

Table I. Particulars of our FMCG review

No.	Reference	Context	Country of study	Type of study	Year
1	Sahari and Jangga (2015)	Beverage	Malaysia	Empirical	2015
2	Chatterjee and Lahiri (2018)	Beverage	India	Empirical	2018
3	Saleem et al. (2015)	Beverage	Pakistan	Empirical	2015
4	Maulik C. Prajapati and Ashish K. Makwana (2017)	Dairy	India	Empirical	2017
5	Dhanalakshmi and Kohila (2018)	Dairy	India	Empirical	2018
6	Aluregowda (2013)	Dairy	India	Empirical	2013
7	Suryadi (2015)	Candy	Indonesia	Empirical	2015
8	Vanagienė (2017)	Candy	Lithuania	Empirical	2017
9	Nagaprakash and Latha (2017)	Toothpaste	India	Empirical	2017
10	Kulkarni and Rajesh K. Srivastava (2018)	Cooking oil	India	Empirical	2018
11	Balaji (2015)	Cooking oil	India	Empirical	2015
12	Poranki et al. (2015)	Glass	India	Empirical	2015
13	Siali et al. (2016)	Footwear	Malaysia	Empirical	2016
14	Amatya (2018)	Footwear	Nepal	Empirical	2018
15	Gupta (2018)	Footwear	India	Empirical	2018
16	Vinithi (2016)	Shampoo	India	Empirical	2016
17	Ragavendran et al. (2009)	Shampoo	India	Empirical	2009

No.	Reference	Context	Country of study	Type of study	Year
18	Yousaf et al. (2012)	Cosmetic products	Pakistan	Empirical	2012
19	Sivapriya et al. (2019)	Herbal Skin care products	India	Empirical	2019
20	Edhayavarman and Sundarambal (2015)	Cosmetic products	India	Empirical	2015
21	Alhedhaif et al. (2016)	Cosmetic products	Saudi Arabia	Empirical	2016
22	Turk and Saerang (2015)	Cosmetic products	Indonesia	Empirical	2015
23	Pradhan and Misra (2015)	Cosmetic products	India	Empirical	2015
24	Krupa J. Rao & Umesh R. Dangarwala (2016)	General Fast Moving Consumer Goods	India	Empirical	2016
25	Majeed (2014)	General Fast Moving Consumer Goods	India	Empirical	2014
26	Jeevananda (2011)	General Fast Moving Consumer Goods	India	Empirical	2011
27	Kalaiselvi (2014)	General Fast Moving Consumer Goods	India	Empirical	2014

1. Beverages

The authors (Chatterjee and Lahiri, 2018) researched five tea brands (Brook Bond, Tata Tea, Wagh Bakri, Duncan's Double Diamond, and Lipton) sold in India. And found the existence of a relationship between consumer‘s Willingness to Pay and Brand Loyalty. In that research, the consumer's Willingness to pay (dependent variable) depends upon the independent variables Brand Availability, Quality of Product, Brand Promotion, hike in price, Self Image, Brand Switch, Product Line, and Word of Mouth. Among Malaysian Isotonic drinks (Sahari and Jangga, 2015) positive relationships exist in all brand equity dimensions from 178 university students. Brand loyalty and awareness of the brand had the greatest out-turn on brand equity as later by the Association of Brand and Perceived quality.

The respondents have provided the last rank to Maharani Tea and first rank to Tata tea in the product category of tea (Kalaiselvi, 2014). Research by (Saleem et al., 2015) result a positive connection in the middle of the independent variables (quality perceived and brand awareness) and the dependent variable (loyalty in brand). The mediating variable brand image; developed by the perceived quality and brand awareness which mediate the loyalty of the brand.

2. Candy

The purchase intention of PT. X’s candy products were impacted by brand equity studied (Suryadi, 2015). And the author found in the study that the purchase intention of customers is influenced by brand equity (quality perceived, loyalty towards the brand, association of brand, and awareness in brand). The individual impacts were found between the purchase intention of customers with quality perceived and association of brand. But the awareness in brand and loyalty in the brand do not have an individual impact on purchase intention. As (Vanagienė, 2017) has indicated, Lithuanian shoppers on candy in boxes (new product food) perceived the key value of constant quality and examine the identity of products. And the respondents were at a switching pattern towards boxed candy as a healthier choice was due to the element of equity (organic, without GMO, exceptional quality, and without food additives).

3. Cooking Oil

The work of (Kulkarni and Rajesh K. Srivastava, 2018) reveals that among households of Generation-Z Indians for cooking oil. Brand loyalty is predicted with a low impact by the sales promotion. And the brand loyalty of cooking oil was moderately impacted by the quality of the product; while brand loyalty is impacted by the purchase intention and price.

As (Balaji, 2015) has indicated in research on brand equity influencing factors in Tamil Nadu’s refined sunflower brand cooking oils. 95% of customers were brand loyal and interested in the repeated purchase of the same XX brand. And also found that Tamil Nadu refined sunflower brand cooking oils Customer Based Brand Equity influenced by loyalty in brand, awareness in brand and quality perceived. Further, the factors of brand equity named brand association were not involved in the study.

4. Dairy

According to Maulik C. Prajapati and Ashish K. Makwana (2017), the Dairy products except for the brand associations the entire brand equity components (Awareness in Brand, Quality Perceived by consumers, and Loyalty consumers experience with brand) have a direct impact on the consumer’s decision on the purchase. The most influence on purchase decision was by the brand awareness, followed by quality, and the last by brand loyalty. An article by (Dhanalakshmi and Kohila, 2018); used a convenience sampling technique among the 100 sample sizes taken from the Sivakasi’s four directions for the AMUL brand. And by authors’ analysis, they found a highly significant relationship linking brand image, the loyalty in brand, an association of brand and brand’s quality perceived with brand equity.

Aluregowda (2013) suggested that among the brands in milk products the brand Nandini to improve its brand image it has to concentrate on high strategic promotions. And found that for Nandini milk purchase brand loyalty was the most influencing factor. And about quality of the product maximum respondents have rated with excellent quality. By their study, the author recommended the Nandini milk products to advertise in newspapers, TV, and magazines.

5. Footwear

The opinion of (Siali et al., 2016) in their research on finding the relation between consumer purchase decision and components in brand equity (associated elements of brand, awareness in brand, quality perceived by consumers, and loyalty that consumers have in brand) in international footwear brands is that all brand equity dimension elements had significant relation with the international footwear brands purchase decision. And the rank of impact by brand equity elements from highest to the lowest is Perceived Quality, Brand Association, Brand Loyalty, and Brand Awareness. Amatya (2018) indicated in his research on Goldstar shoes brand loyalty and awareness among the consumers in Nepal. The Goldstar shoe brand was greatly awarded among the consumers. And they associate the brand with its price, comfort, and durability attributes. And these attributes affect the consumer's brand loyalty. And the author stated that if the expectations of the customers are not met they will switch to other brands. The youth customers were in search of a large variety of product styles.

The branded shoes will be purchased due to the influence of the quality of the product. And the Brand awareness medium for buying branded shoes found was Social media due to its trend in the market. These are the view of (Gupta, 2018) in the research on shoe brands' consumer purchase decisions.

6. Glass

Building brand awareness the Saint-Gobain brand was successful (Poranki et al., 2015). And the researchers resulted that consumers were loyal to the brand. By the justification with the result of recommending the Saint-Gobain brand to others. The customers recommended to others were 65% and the other 82% would recommend others.

7. Skincare and Cosmetics

The purpose of the research by (Turk and Saerang, 2015) was to find the perceived quality difference between original and counterfeit perfumes among consumers. 100 sample respondents from the Economics and Business Faculties in the University of Sam Ratulangi from whom the data was gathered using the comparison method. Then the authors analyzed the collected data with SPSS software by independent sample t-test. And found a remarkable difference between Counterfeit and Original Perfume Quality perception by the consumers. The Counterfeit Perfume the Original Perfume had better Quality of perfumes according to the perception of the consumers.

The authors (Turk and Saerang, 2015) used convenience sampling as a sampling design method and collected data from 100 respondents among the consumers of perfume products in the place named Manado. Since there is an image that the Original perfumes made up of good quality; the respondents were more positively related towards the perception of the Original perfume. And the fragrance of the original perfume was believed to have more durability and power by the respondents. Few respondents perceive that the counterfeit perfume will not increase their performance in the presence of public and self-confidence, while the Original perfumes will increase. Since the respondents were not satisfied with the quality of Counterfeit perfume they had a negative perception of it. The research gap for future researchers from this research is; consideration of the mediating affects investigating between Counterfeit and Original perfumes perception in its quality.

A study on Herbal Skin Care products' brand equity in Tiruchirappalli District found that the most to least influencing factors on herbal skincare products brand equity. And the factors based on influence ranked were value, sustainability of the product, brand loyalty, and the least was the quality of the product (Sivapriya et al., 2019).

The study by the researchers (Pradhan and Misra, 2015) analyzed FMCG brand loyalty in urban and rural markets. The urban district Bangalore from Karnataka state and rural district Keonjhar from Odisha state was used as the place for sample collection. And 200 samples each from both rural and urban districts were made as to the data respondents for the study with Chi-square test for the identification of the correlation of the variables. In both the rural area and urban area the brand loyalty of the consumers was notably impacted by education and age among the variables occupation, education, age, and gender. In this study on personal care products, many personal care products can be studied. But only selected products such as facial creams, soaps, hair oil, and shampoos were chosen for the brand loyalty study. And 35 percentages of consumers belonging to rural background and 45 percentages of consumers belonging to the urban background were not loyal among the products in personal care.

In recent times the loyalty towards brands among consumers is decreasing. Due to the factors like consumer attention and shelf space competition by the growth of the new products, purchase behavior change due to rapid thought changes in the consumer's mind, consumer purchase motivation by special prices, usage of mass displays as a tactic of sales promotion, coupons, communication, availability of many similar products under the product category, content usage, growing large media support and usage of appeals of advanced advertisements (Pradhan and Misra, 2015).

In an article by (Yousaf et al., 2012), the authors found a favorable relationship between brand association, brand credibility, brand awareness, knowledge of the product, and perceived quality (input variables) with loyalty towards the brand (outcome variable). In this research, the highest impact on brand loyalty was by brand awareness and followed by perceived quality, brand credibility, brand association, and the least impact on brand loyalty by the product knowledge. The cosmetic products involved in the research were L'Oreal, ponds, Johnson & Johnson, and etude consumer. And explored the consumers were more loyal in L'Oreal.

With increase in awareness about the personal care products selection, beauty, appearance, and grooming the markets of beauty products and cosmetics growth have become important (Edhayavarman and Sundarambal, 2015). These researchers studied the theme of increasing consumption of cosmetic products about the brand loyalty and buying behavior of women in Pudukkottai town, India. For this study, the authors used the method of convenience sampling under the non-probability sampling technique by questionnaire survey among 26 respondents. And the study by the authors resulted that the most trusted distribution channel was medical stores, for brand awareness the most important source was beauticians and for heath and fashion only the cosmetics were used by women. The result of this study supports the cosmetics products marketers and producers to make decisions in respect to marketing mix promotion, distribution, and product.

The major objective of the study by (Majeed, 2014) was to find the rural areas' brand awareness and to study the branded FMCG product's consumer interest. The examination was limited to Jammu & Kashmir's Pulwama district. The findings are believed to be a good representation for the entire state with not much difference from the other parameters and lifestyles. There were 100 sample respondents studied among ten villages in the Pulwama district. There is an increasing likelihood in specific to health care and beauty care products among rural areas brand awareness. Among the products in the market, there was a little higher than average level of awareness in the rural area people.

In body care products under general purpose third place is attained with 18 percent loyalty score by the Fair and Lovely, the second place is attained with 21 percent loyalty score by the Pond's and the first place is attained with 25 percent loyalty score by the brand Vaseline. Since the authors made an exploratory study with a small number of respondents they could not be implemented in promotional efforts design and communications campaigns structuring. So for future researchers, this study serves as a model for their findings. And the managers in the marketing department must commit themselves towards brand image building to make victorious brands (Edhayavarman and Sundarambal, 2015).

For the study of the authors (Alhedhaif et al., 2016) social media platforms like WhatsApp and Facebook were used as a medium along with email using the electronic distribution of questionnaires. Since the study was made on brand preference and brand loyalty of toiletries and cosmetic products such as products in body care, perfumes, products belonging to hair care, products belonging to make-up, skincare products, and similar goods like nail polish. For this study, the Saudi Arabian female consumers were made as target respondents with a sample size of 75 for the survey. The study found a notable impact on consumers' purchase behavior by the factors price, promotion & advertisement, store environment, brand name, product quality, and features or design. The sub-factor product's distinctive features consideration by the consumers was the most important influencing element under the factor features or design towards the purchase decision of consumers. And the sub-factors products courteous salesperson and the well-trained salesperson was the most important influencing element under the factor of service quality in the purchase decision of consumers.

The sub-factor attractive promotion schemes were the most important influencing element under the factor promotional and advertising activities for cosmetic products purchase decision. The durability and ease of use were found to be the important characteristics of product quality by the consumers on their purchase decision. Compared to the alternative products in the research, brand loyalty was found to be high for make-up products and skincare products. The consumers were trying different brands depending upon the time for the nail paints and perfumes that result in low brand loyalty. Around 80 to 88 percent of consumers were loyal to one or more brands; whereas the remaining consumers were found to be brand-neutral (Alhedhaif et al., 2016).

The main objective of the study by (Krupa J. Rao & Umesh R. Dangarwala, 2016) was to find the rural areas' brand awareness and to study the attentiveness of branded FMCG products. The research was limited to three villages (Savli, Vaghodia, and Padra of Baroda District) in Gujarat state with a Convenience sampling of 100 respondents. There was an increasing likelihood in the products of health care and beauty care on particularly rural areas brand awareness. There is a belief that the quality was assured from the reputed companies' manufacturers; so there is a preference for branded products from both the literate and illiterate groups. The advice was given to the marketing agencies to run programs on instructing health awareness regarding the requirement to make use of products under caring health to prevent dry skin, decaying tooth, hair loss, and more. Between the rural people, these products can be motivated to make more acceptable and popular.

8. Shampoo

The respondents have provided the last rank to Chik shampoo and first rank to Pantene shampoo in the product category of shampoo (Kalaiselvi, 2014). It is the view of (Vinithi, 2016) by the research on Clinic plus Shampoo brand that the brand has better quality agreed by 56% among the total respondents in the research. And the clinic plus shampoo is used by 42% of the sample respondents for 1 to 2 years. Also, 46% agree strongly with the brand's availability in every shop. The awareness regarding the shampoo's ingredients was also very high in the consumers' minds.

According to Ragavendran et al. (2009), the maximum number of consumers expected the offered benefits, packaging, and quality of shampoos. The reason was found behind clinic plus having more recall factors than Chik Satin and Chik. And the reason was the representation of the family members in the visual advertisement. Due to the baby shown in the Johnson & Johnson advertisement the brand was recalled.

9. Toothpaste

The authors (Nagaprakash and Latha, 2017) used brands such as Patanjali and HUL (Hindustan Unilever Limited) in their Toothpaste and Soap product categories for their research. The research was made in the Coimbatore district in India with a sample size of 250. And they found that the HUL (global brand) have generated high brand equity in the mind of customers rather than Patanjali (Indian brand). The brand preference and brand strength of customers are less in the context of Patanjali (Indian brand) compared with HUL (global brand). Also, the Indian brand's brand strength is very lower than the global brand. The Brand Uniqueness was found to have not much difference between the HUL and Patanjali. So the authors suggested HUL improve its Brand Uniqueness. The major findings of the research on the relationship were that for both the Indian and global brands. The purchase loyalty, brand trust, attitudinal loyalty, and brand affect result in a positive relationship with each other. The consumers have provided the last rank to Cibaca and first rank to Colgate in the product category of toothpaste (Kalaiselvi, 2014).

4.10 General Fast Moving Consumer Goods products

Jeevananda (2011), the objective in FMCG at Bangalore's chain of retail stores was brand equity promotion by both the consumer and managers perceived content about the brand. The author used key variables such as quality, promotions, packaging, branding, and pricing. And the author analyzed the effect of the key factors in the point of view of managers of retail stores in Indian country and consumers. By the data collected from the store managers and consumers using random sampling among 50 consumers and six separate retail outlets; all the variables except quality and branding had the least impact on consumer purchase of FMCG products. The FMCG brand value in perception of store managers was not by the products pricing strategy, promotion strategy, and packaging. And the excellent quality in the FMCG products makes the increase in its purchase. Since, they have faith in the branded products' quality level. Always the consumers generally have a perception on FMCG products is the price at FMCG product increases with the increase in the brand promotions of the product. Finally, the quality and branding of the products make the consumer purchase decision by the observance of store managers and consumers.

A particular brand is represented by specific brand equity characters developed (McGale et al., 2016). Two examinations were conducted among 209 from the United Kingdom's childcare centers and schools belonging to ages of 4 to 8 to find the food preference of children by the characters of brand equity presented in the packages of food items. To represent a specific product or its brand the characters of brand equity were developed. For both in-congruent and congruent associations in food–character; the children's have not resulted with the significant preference of foods in case of the food packaging not having brand equity character, but showed a more likely preference of foods in case of the food packaging contains brand equity character. The brand equity character's presence notably influences as well the snack choice on average for congruent associations, the choices made inside the pair, and the preference of children within the pair. Among children's the choice of unhealthy foods was promoted by the presence of brand equity characters.

There were no associations found between the measures of outcome like choice, liking, and preference with the measured lifestyle factors and demographic factors like liking scores, character recognition on average, Internet use on weekly basis, viewing of Television weekly, age, ethnicity, Body Mass Index, sex, and their parental education by the exploratory analysis. Recently the high in fat, salt, and sugar goods are marketed by using the brand equity characters' in the food packages. But the characters must utilize in a constructive manner to publicize food products with a healthier choice among the children (McGale et al., 2016).

The motive of the author (Kalaiselvi, 2014) was to explore the awareness of the brand in the Coimbatore district in India. And to examine the curiosity in customers' purchase of branded FMCG products. The consumers have provided last rank to Nirma and the first rank to Surf excel in the product category of washing powder. And in the product category of soap, the last rank was given to Rexona and the first rank to Dettol by the consumers. The maximum influence towards the consumer purchase was due to the marketing and advertising activities. The respondents ranking for the brand preference were; last seventh rank to credit attributes, the sixth rank was to its variety, the fifth rank was to advertisements, fourth was family liking, third was easy availability, the second was the price, and the first rank was quality. There is a perception among the consumers that their status in the place of their living will be increased due to their usage of reputed companies' branded products. The people do not consider sad towards the willingness to pay price premiums to attain branded products when they are affordable.

FINDINGS

By reviewing several articles related to consumer brand equity in FMCG sector, we found the determinants involved based on the level of impact. And tabulated the brand equity constructs in Table II followed by the findings in explanation.

Table II. Brand Equity determinants in FMCG

Study area	Construct	Repetition	Positive Result	Studies
Brand Equity in FMCG	Brand Awareness	14	14	Sahari and Jangga (2015); Saleem et al. (2015); Maulik C. Prajapati and Ashish K. Makwana (2017); Suryadi (2015); Balaji (2015); Poranki et al. (2015); Siali et al. (2016); Amatya (2018); Vinithi (2016); Ragavendran et al. (2009); Yousaf et al. (2012); Krupa J. Rao & Umesh R. Dangarwala (2016); Majeed (2014); Kalaiselvi (2014)
	Brand Loyalty	17	17	Sahari and Jangga (2015); Chatterjee and Lahiri (2018); Saleem et al. (2015); Maulik C. Prajapati and Ashish K. Makwana (2017); Dhanalakshmi and Kohila (2018); Aluregowda (2013); Suryadi (2015); Kulkarni and Rajesh K. Srivastava (2018); Balaji (2015); Poranki et al. (2015); Siali et al. (2016); Amatya (2018); Vinithi (2016); Yousaf et al. (2012); Sivapriya et al. (2019); Alhedhaif et al. (2016); Pradhan and Misra (2015)
	Brand Association	6	5	Sahari and Jangga (2015); Maulik C. Prajapati and Ashish K. Makwana (2017); Dhanalakshmi and Kohila (2018); Suryadi (2015); Siali et al. (2016); Yousaf et al. (2012)
	Perceived Quality	13	13	Sahari and Jangga (2015); Saleem et al. (2015); Maulik C. Prajapati and Ashish K. Makwana (2017); Dhanalakshmi and Kohila (2018); Aluregowda (2013); Suryadi (2015); Vanagienė (2017); Balaji (2015); Siali et al. (2016); Vinithi (2016); Yousaf et al. (2012); Sivapriya et al. (2019); Turk and Saerang (2015)
	Brand Image	2	2	Saleem et al. (2015); Dhanalakshmi and Kohila (2018)
	Brand credibility	1	1	Yousaf et al. (2012)
	Product knowledge	1	1	Yousaf et al. (2012)
	Value	1	1	Sivapriya et al. (2019)
	Sustainability	1	1	Sivapriya et al. (2019)

Nine constructs (sustainability, brand awareness, product knowledge, brand loyalty, brand credibility, brand association, brand image, perceived quality, and value) were identified by us in the subject area brand equity in FMCG and tabulated. We have noted in Table II the constructs that were totally repeated (sustainability repeated once, brand awareness repeated 14 times, product knowledge repeated once, brand loyalty repeated 17 times, brand credibility repeated once, brand association repeated 6 times, brand image repeated twice, perceived quality repeated 13 times, and value repeated once) along with its total positive relation obtained (sustainability once, brand awareness 14 times, product knowledge once, brand loyalty 17 times, brand credibility once, brand association 5 times, brand image twice, perceived quality 13 times, and value once). Along with this we have also found the most important brand equity determinants that impact the outcome in various sub-sectors of FMCG by our review. In Isotonic drinks of Beverage brand class, the brand equity was ranked from brand loyalty the highest, awareness in brand, associated elements of brand and the quality perceived the lowest rank. And positive relationships exist in all brand equity components (Sahari and Jangga, 2015). In Tea brands of Beverage brand class, there is an association between consumer‘s willingness to pay for brand and brand loyalty (Chatterjee and Lahiri, 2018). Among Soft drinks of Beverage brand group positive impact between the dependent variable brand loyalty and independent variables (quality perceived and brand awareness) mediated by brand image (Saleem et al., 2015).

Among Dairy products purchase decisions prominently influence brand awareness, quality, and brand loyalty (Maulik C. Prajapati and Ashish K. Makwana, 2017). Brand Equity prominently impacts brand image, brand loyalty, brand association, and brand perceived quality at AMUL brand in Dairy product class (Dhanalakshmi and Kohila, 2018). In the Nandini milk brand of Dairy product class, the quality and brand loyalty had a prominent impact (Aluregowda, 2013). Purchase intention of the customer in PT. X's candy is influenced by brand equity and there is no individual impact on brand awareness and brand loyalty. And have a high individual impact on perceived quality and brand association (Suryadi, 2015). Boxed candy is influenced by the constant quality & healthier choice (Vanagienė, 2017). Purchase loyalty, brand trust, attitudinal loyalty, and brand affect result in a positive relationship with each other in Patanjali and HUL brands toothpaste (Nagaprakash and Latha, 2017).

Among cooking oil brands the brand loyalty is least impacted by sales promotion, moderate impact by quality, and highly impacted by purchase intention and price (Kulkarni and Rajesh K. Srivastava, 2018). Brand association factor was not involved in the study of refined sunflower cooking oils. And Customer-Based Brand Equity is impacted by loyalty to the brand, awareness of the brand, and the quality that was perceived (Balaji, 2015). There is good brand awareness and brand loyalty in the Saint-Gobain Glass brand (Poranki et al., 2015).

In the study of International Footwear brands, there is a high to low influence on purchase decision ranking from quality perceived, brand association, loyalty of brand, and brand awareness (Siali et al., 2016). There is high brand awareness and brand attributes that affect brand loyalty, and Brand association (price, comfort, and durability attributes) in the Goldstar shoe brand (Amatya, 2018). Among the Shoe brands, the main medium for brand awareness is social media, and purchase mainly influences quality (Gupta, 2018). Among Clinic plus Shampoo brand there is good brand quality and loyalty with high - brand awareness (Vinithi, 2016). Benefits, packaging, and quality are consumer expectations in shampoo (Ragavendran et al., 2009).

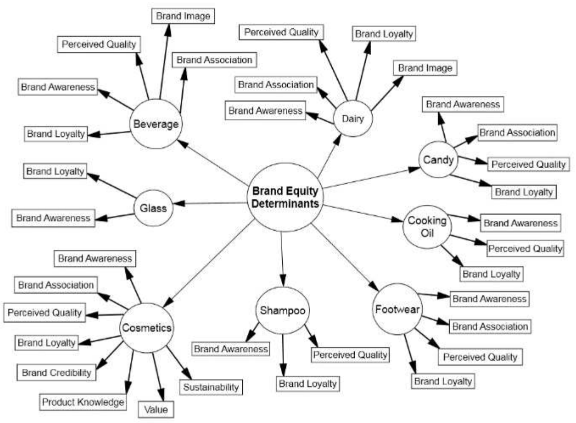

Figure 1. Grouped FMCG based brand equity determinants

Brand equity determinants in various FMCG categories were identified by us based on our review. Those brand equity determinants were grouped by us in Figure 1. And those determinants are: (perceived quality, brand image, brand awareness, brand loyalty, and brand association) in beverage class, (Brand awareness, brand loyalty, brand association, perceived quality, and brand image) in dairy group, (Brand awareness, brand loyalty, brand association, and perceived quality) in the candy category, (Brand loyalty, brand awareness, and perceives quality) in cooking oils, (Brand awareness, brand loyalty, brand association, and perceived quality) in footwear brands, (Perceived quality, brand loyalty, and brand awareness) in shampoo products, (Brand awareness, brand loyalty, brand association, perceived quality, brand credibility, product knowledge, value, and sustainability) in cosmetic class, and (Brand loyalty and brand awareness) in Glass product.

Brand equity is ranked from awareness in brand, quality perceived, brand credibility, associations made by the brand, and knowledge of the product in Cosmetic products (Yousaf et al., 2012). And Brand equity Ranked from value, sustainability of the product, brand loyalty, and quality of the product in herbal skincare products (Sivapriya et al., 2019). For brand awareness, the most important source was beauticians in cosmetic products (Edhayavarman and Sundarambal, 2015). Brand loyalty was high for make-up products and skincare products. Durability and ease of use were found to be the important characteristics of product quality in cosmetic products (Alhedhaif et al., 2016). Original perfume had better quality of perfumes. The fragrance of the original perfume was believed to have more durability and power in perfume brands (Turk and Saerang, 2015). In recent times the loyalty towards brands among consumers is decreasing in cosmetic products (Pradhan and Misra, 2015).

Quality was assured from the reputed companies' manufacturers. There is a preference for branded products from both the literate and illiterate groups in cosmetic products (Krupa J. Rao and Umesh R. Dangarwala, 2016). There is an increasing likelihood in specific to health care and beauty care products among rural areas brand awareness in cosmetic products (Majeed, 2014). Among general FMCG products there is the excellent quality of the FMCG products. Quality and branding in the goods make consumer purchase decision (Jeevananda, 2011). The respondents ranking for the brand preference were quality, price of goods, easy in availability, liked by family, advertisements, goods variety, and credit facilities (Kalaiselvi, 2014). And these are the findings of our research review that can be framed as a model for future managerial implications by the brands in FMCG.

VI. CONCLUSION

A. CONCLUSION

We conclude our research review study by analyzing the determinants conceptually belonging to consumer brand equity in the FMCG sector. We identified Brand Equity determinants (sustainability, brand awareness, product knowledge, brand loyalty, brand credibility, brand association, brand image, perceived quality, and value) repetition along with its significant result in FMCG. The constructs repetition and significant result were discussed in detailed by us in the findings section of this paper. And it is followed by grouping FMCG based brand equity determinants. In footwear, quality is found to be the most influencing factor. And among beverage, dairy, and footwear products purchase the brand loyalty, awareness, association, and quality are having a significant impact. The cooking oil review reveals that the brand association was not included. So the other three factors brand loyalty, awareness, and quality has a good influence on the purchase of cooking oil and shampoo product articles. In the candy segment, the perceived quality and association are impacted but not by brand awareness and loyalty. The cosmetic products are influenced by brand equity components. And the elements of brand equity are awareness in brand, quality perceived by consumers, brand credibility, the associated brand elements in consumers mind, and knowledge of the product. Future researches can be conducted based on our article findings, creating a research model and applying an empirical study. And we also suggest the consumers for their purchase and brand managers among various FMCG brands for their company's growth to concentrate on the most influencing brand equity elements based on their segment. The consumption of fuel, beverages, food products, footwear, clothing, and non-durable households increased in the beginning course of the COVID-19 pandemic (Ajmal et al., 2021).There is a global financial and social impact due to the COVID-19 pandemic. In the sector of sustainability protocols in healthcare, production, automated setup, distribution, and handling patients' mitigation strategies of COVID-19 only a few types of research were performed (Abideen et al., 2020). Concerning staying protected from future pandemics successful preparation measures and plans must be framed which is a lesson learned from the COVID-19 pandemic (Haque, 2020; Abideen et al., 2020). The product identification and priority in the contribution of digital products exploring several possible moderators can be focused on future research (Makri et al., 2019). These research gaps can serve as guidance for future researchers for performing their research. The consumers and marketers are the potential audience of our review who are benefited by our findings.

B. SUGGESTION

Internet shopping is highly recommended to people to avoid life risks during the epidemic (Veeragandham et al., 2020). Other than depending on a single brand the retailers must give importance to different product brands. If the retailer can't meet the demand of consumers at this time the supporting brands will help the retailer to retain their customers. And the retailer can make the habit of bulk purchase during the pandemic to face the customer demand across any supply chain restriction issues (Chowdhury et al., 2020). During the COVID-19 pandemic, there is a wide range of opportunities in the digital platforms. The products that improve immunity and health must be included by the companies in their product categories. The people who lost their employment caused by pandemics must be given substitution employments by the government (Kumar and Abdin, 2021). Social media marketing provides efficient tools in focusing the consumers at a vast range. So, special consideration must be given to digital marketing to market the products in the COVID-19 pandemic (Dubbelink et al., 2021). We suggest the government to provide substitution jobs instantly for the unemployed, during pandemic in future. And we further suggest retailers and marketers for improvements in the business by considering the brand equity determinants identified by us in FMCG sector for their upcoming market studies and to use the opportunities in online shopping and bulk purchase of goods.

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DIGITAL BUSINESS ECONOMY IN THE MILLENNIAL GENERATION FASHION SECTOR THROUGH THE DESIGN OF AN E-COMMERCE SYSTEM AT THE TEGALGUBUG TRADITIONAL MARKET CIREBON REGENCY

[1st]Enceng Yana
Economic Education
Universitas Swadaya Gunung Jati
Cirebon, Indonesia
encengyana.ugj1@gmail.com

2ndFitri Widyaningsih
Economic Education
Universitas Swadaya Gunung Jati
Cirebon, Indonesia
fitri.widya.ningsih.7799@gmail.com

[3rd]Aminatus Sholihah
Economic Education
Universitas Swadaya Gunung Jati
Cirebon, Indonesia
aminatussholihah@gmail.com

***Abstract*—This study aims to develop *an e-commerce website* for the perpetrators fashion business in the traditional market of Tegalgubug, Cirebon Regency. This research was conducted using the Research and Development (R&D) method. The research and development steps are guided by the ADDIE model (Analyze, Design, Development, Implementation and Evaluation). The development stage has three stages, namely Validation test in which there are two validators, namely digital media experts, the practicality test is a website practitioner test, and the next stage is the test of the attractiveness of the *e-commerce website*, namely the individual test and the limited test two twenty people. Limited group trial by distributing online questionnaires. The results of the validation of media experts and website practitioners obtained criteria for use. The results obtained from practicality tests both individually and in general were ninety percent.**

Keywords: website, e-commerce, business actors

I.INTRODUCTION

Until now, traditional markets are still the most obvious indicator in revitalizing the economy in a region. In fact, until now traditional markets have always occupied a central position in the economy (1) . The strategic role of traditional markets in various regions in Indonesia is certainly not only as a place for buying and selling goods, but also related to the concept of life and socio-culture. Therefore, traditional markets can be a place for community economic activity, social interaction, and recreational facilities, both the products sold and the market atmosphere.

The biggest traditional market for clothing in West Java is the Tegalgubug clothing market in Cirebon Regency. Based on information obtained from the Tegalgubug Village Government as the market manager, currently there are 3,074 people from various regions who trade in the market. The traders in this market consist of old traders and new traders or are called beginners. Novice traders in this market are traders who continue the business of their parents or traders who are given the responsibility of their parents to manage the business independently. Most of these picky traders are millennials who are synonymous with the use of technology. However, based on the initial observations made, this millennial generation has not optimally utilized technology to support its business in the midst of global competition.

Various dynamic situations and conditions certainly require every trader to be able to adapt to these changes. The current pandemic is one of the situations that is both an obstacle and a challenge for traders. During the pandemic, not a few traders closed their stalls or kiosks because they were unable to survive the pandemic. The decrease in sales turnover felt by traders was the main reason during the pandemic that they had to temporarily close their stalls or kiosks. For novice traders, of course this is a serious problem, because the business he has been running has not been built for a long time. Dependence on parents is a problem that arises along with the inability to survive the various problems faced. In some areas or other places, changes in market dynamics from the digital economy sector have become the main choice for MSME players, especially during a pandemic (2) . Of course, this needs to be supported by sufficient technological literacy and creativity. Based on information obtained from market managers, most of the traders are still accustomed to conventional economic activities, have not been able to take advantage of currently developing technology. The low level of technological literacy and creativity is a problem for traders to be able to compete with traders who are adaptive to technological developments.

Based on datareportal research in 2021, social media users in Indonesia reached 170 million or 61.8% of the total population in January (3) . The large number of social media users is a market share that must be a concern in increasing sales turnover and maintaining business sustainability. In contrast to old traders who already have many customers, novice traders need to find various ways or strategies to be able to compete with traders who have existed for a long time. Digital marketing strategies in the form of using social media and websites for traders, especially for novice traders who fall into the millennial category in traditional markets, are very important, because they can provide knowledge to traders about ways and stages in expanding consumer networks through the use of social media and websites. in their economic activities so as to increase the competitive advantage for the traders themselves (3) . Most of the novice traders who are active in the Tegalgubug market are young, but they have not been supported by optimal use of technology. The development and application of the digital economy is one of the alternatives that must be developed and applied to overcome these problems. Therefore, further research is needed regarding alternative problems that have occurred so far. Based on the description above, the focus of this research is social humanities with the theme of economic and human resource research. The research topic related to the digital economy, namely the development of an *e-commerce website* for fashion product business actors in the Tegalgubug market, Cirebon Regency.

II. Literature Review

Traditional markets are interpreted as a place used to carry out social relations between traders and traders, traders and buyers, as well as between buyers and buyers, the market is also an infrastructure where businesses sell goods, services and labor for the needs of their visitors in exchange for money (4) . Social relations that occur in traditional markets are more focused on the aspect of meeting the needs of people's lives. Although, in traditional markets there is competition between traders because they sell the same goods, social relations between them are still good in the sense of a healthy competitive relationship. Until now, traditional markets are still driving the economy in a region. Technological developments that occur, have an impact on increasingly complex market conditions, this is indicated by the shift in traditional markets which usually carry out conventional economic activities, now there are several traditional markets that also implement economic digitization.

Various activities from urban communities to people living in rural areas have had the impact of technological developments. Technology has shown its role in human life. With the existence of technology, various aspects of people's lives are made easier, such as economic aspects, social aspects, political aspects and various aspects of human life. The existence of technology also makes it easier for humans to access information. There are many more conveniences that humans get from technological products [1] .

Don Tap Scott first introduced the term digital economy, which is defined as a sociopolitical and economic system that has characteristics as an intelligence space, including information, various access instruments, capacity, and information processing [4] . Furthermore, the components of the digital economy that were identified for the first time include the technology, information and communication (ICT) industry, *e-commerce* activities, and the distribution of digital goods and services (4);(5) . The concept of the digital economy presented by Don Tap Scott is a complex economic system and is a phenomenon related to aspects of macroeconomics, microeconomics, and organizational and administrative theory. The growing development of business or trade transactions that use the internet as a medium of communication, collaboration, and cooperation between companies or individuals is an indicator of the digital economy (6) .

The occurrence of competition in the business world is unavoidable, considering the large number of business actors (7) . For novice traders who are categorized as millennials to be able to build a business with an innovative business model. As a generation, millennials are strongly influenced by trends that affect them and their parents who are *baby boomers* and changes related to social and economic aspects (8) . To achieve sustainable competitiveness in micro, small and medium enterprises, it is necessary to have the innovation capabilities of the traders themselves. Innovation is a *creative way of live* to stay *suvive* and *sustainable* in the era of global competition and the current Covid 19 pandemic era. Innovation is defined as an effort to provide products and services that are different from competitors, so as to achieve good business management performance, which can be characterized by its ability to adapt to changes and generate creative ideas in running its business (9) ; (10) ;((11) .

Traders who fall into the millennial category certainly have potential in the technological aspect, so how can the potential in technology be optimally utilized to support business activities. Digital business development is certainly one form of innovation that can be carried out by traders or entrepreneurs in traditional markets. Digital innovation can be conceptualized as innovative information technology solutions that integrate emerging digital technologies to support the digitization of non-technological businesses such as banking, healthcare, manufacturing, retail and so on (12) . Based on the results of research on the digital economy and business competition for business actors, revealing that strategy and competitiveness can be carried out with innovation strategies and entrepreneurial orientation can support innovation and competitiveness of micro, small and medium enterprises (13) ; (14) ; (15) .

III. Research Method

research and development methods . While the model that is used, namely the ADDIE model consists of five stages including analysis, design, development, implementation and evaluation. The *Analysis* stage is the initial stage of the need to develop an e-commerce website as a medium that can help the problems felt by business actors in the Tegalgubug traditional market. The *Design* stage is the stage of designing a website page that will be created such as making a website workflow flowchart, the initial appearance of the website. *Development* stage , at this stage the creation and preparation of an e-commerce web based on designs includes text, navigation menu creation, logo and image creation and compilation, product category preparation, customer support page preparation, FAQ page creation, *chat creation* and Woo Commerce plugins. Furthermore, at this stage product validation is carried out by media experts and website practitioners. The stages carried out are the Implementation stage , namely the stage of using the product for business actors in the Tegalgubug traditional market. For the *evaluation stage* up to the preparation of research results, it cannot be done because it takes a relatively long time so that the confirmation process of the success of the product development made will be reported after the time is felt.

IV. RESULT

This research produces an *e-commerce website* which is a digital embodiment of the economy for millennial business actors in the Tegalgubug traditional market. Millennial business actors usually have to compete with various products available in the marketplace, but once an e-commerce website is available, business actors can promote various products specifically provided for business actors in the Tegalgubug market. This product development uses the ADDIE research model so that it is relevant to the research conducted.

A. Description of Validation Result

Validation is an important part in the development *of* products such as *e-commerce websites* to correct errors and weaknesses from the results of the development. The validation results in the form of corrections, criticisms and suggestions are used as a basis for revising and improving the website developed. Validation activities are carried out by submitting website products to the validator along with the validation sheet to be further examined and assessed for feasibility by the validator

B. Media Expert Validation Result

At this stage the *e-commerce website* is validated by digital media experts where the validation results are 78.82% with various inputs or revisions, based on these criteria it can be concluded *that the developed e-commerce website* can be used. The inputs and suggestions are used as guidelines in revising the product .

Table 1 Media Expert

No	Aspects of Assessment	Total Score	Criteria
1	Customers or visitors access the domain tegalgubug.co.id	3	Enough
2	Open navigation link	4	Well
3	Show product page	5	Very good
4	Show product category page	4	Well
5	Product order	4	Well
6	Product order form	5	Very good
7	Payment confirmation	3	Enough
8	Delivery receipt report	4	Well
9	Show *FAQ Page*	3	Enough
10	Admin Log in with *username* and *password*	5	Very good
11	Admin *log out*	5	Very good
12	Admin opnes navigation link	4	Well
13	Customer data management	4	Well
14	Product data management (add products and add or edit product categories)	4	Well
15	Order data management product	3	Enough
16	Confirm payment status	3	Enough
17	Delivery data management	4	Well
Persentage		78,82%	Worthy

E-commerce web for fashion products for business actors in the traditional market of Tegalgubug, Cirebon Regency, as follows;

Figure 1. Home *page*

C. Website Practitioner Validation

The validation of website practitioners is in very decent criteria with a score of 90.59%, with a recommendation that the e-commerce website is good and feasible to use.

Table 2 Validation of Website Practitioners

No	Aspects of Assessment	Total Score	Criteria
1	Ease of display	5	Very good
2	Ease of operation	5	Very good
3	Easy access on smartphone	5	Very good
4	Display according to media e-commerce	5	Very good
5	Ease of obtaining product information	4	Well
6	Provide information that accurate, reliable and relevant	5	Very good
7	Provide information that easy to understand	5	Very good
8	Provide information that complete and detailed	5	Very good
9	Gives a sense of security to users in conveying personal data	4	Well
10	Making space for lists be a seller or a customer	3	Enough
11	Users can easily find contact person	5	Very good
12	Presenting appropriate information with user needs	5	Very good
13	Attractive website display	4	Well
14	Website loading speed	4	Well
15	Using images that appropriate	4	Well
16	Using letters (fonts) that are in accordance	5	Very good
17	Have a logo and layout (layout) that is structured and consistent	5	Very good
	Percentage	77/85x 100% = 90,59%	Very Worthy

The following is a website display before and after input from expert validators, as follows;

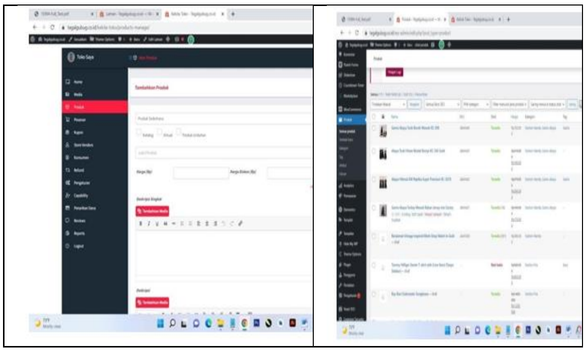

Figure 2. Pictures of adding products before and after revision

D. E-Commerce Website Practicality Data Description

The next stage in the Development section of the *e-commerce website* was tested with 20 millennial business actors to get input that builds product development. The results of the response of millennial business actors will be used as the basis for product improvement at the next stage. The results of the response of business actors are 90.60% where based on these criteria it can be concluded that the fashion product *e-commers website* is very suitable for use by millennial business actors in the Tegalgubug traditional market. So that the development of the fashion product business *e-commerce website* can be continued to the next stage

E. Description of E-commerce Website Attarctiveness Data

The next stage is the Implementation *(Implementation) of the e-commerce website*, namely the attractiveness test. Product trials are carried out where there are three stages, namely individual trials and limited trials which are tested on millennial business actors in the traditional market of Tegalgubug, Cirebon Regency. Where it aims to see the attractiveness *of e-commerce websites*

F. Individual Trial

The individual trials were carried out on two fashion business actors, namely business actors who were in the front block and business actors who had stalls on the inside of the market. Website created *e-commerce* given to the two business actors who became testers to find out the response of the business actors as the basis for improving the products developed. Website improvement based on the response of business actors to *e-commerce* that is made whether it provides convenience and practicality for business actors and helps facilitate the convenience of its consumers. Based on individual trials obtained an average response of 90% in other words very good

G. Limited Trial

This stage is to find out how attractive the *e-commerce website* developed is. At this stage, fashion business actors in the Tegalgubug market will respond to *commerce websites* using a questionnaire given to business actors and 20 buyers. The results of the limited trial response obtained results of 90.6% with the criteria achieved, namely Very positive so that the *e-commerce website* is effectively used as a medium to help business actors who sell fashion products in the Tegalgubug traditional market

V. Discussion

The development of technology and changes in the lifestyle of consumers who always want satisfaction and convenience with the products they need. Technological adaptation of every business entrepreneur is certainly something that cannot be avoided. Therefore, the sales system carried out by business actors, especially in traditional markets, must follow technological developments. The *e-commerce* sales system is one of the most needed sales systems at this time due to the limitations of society, so that with the internet everything becomes easy and can be done online (16) . The results showed that the developed *e-commerce website* received a good response from business actors in the Tegalgubug market, in addition to being easy to use, the information provided was all about business actors and special fashion products found in the Tegalgubug market. In addition, consumers who usually look for products provided by Tegalgubug fashion business actors on other *marketplaces* cannot be identified because they contain various product information and come from various regions. Of course, this website can expand market share as well, as is the case with research results (17–19) .

VI. CONCLUSION

Based on the results of research conducted, information was obtained that the development of an *e-commerce website* developed with ADDIE went through four stages, namely Analysis, Planning, Development, and Implementation. The conclusions that can be drawn from the development research are as follows: 1). Validation of *e* -commerce websites can be seen from the ease of access, initial appearance, product display to payment confirmation according to appropriate/valid media experts to proceed to the next stage with several revisions or improvements, namely with a score of 78.82%. Furthermore, the analysis stage of the practicality of *e* - commerce websites can be seen from several aspects, namely ease of operation, ease of access to *smartphones,* ease of getting information, to the attractiveness *of e-commerce websites that* are practical and good to use without revision, which is 90.59% . 2). After carrying out the practical stage, then the *e* - commerce website was tested where there were two stages, namely an individual trial consisting of two business actors located in the front block of the highway, and a limited trial, namely to 20 business actors spread in traditional markets. Tegalgubug Cirebon Regency with a very good response or 90.60%.

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DIGITAL ROUTE-FINDER OF INDUSTRIAL PORTFOLIO INFORMATION FOR MANAGEMENT EDUCATION

Dr. M Mohanasundari, Dr.P.Vidhya Priya, Dr.P.Sundharesalingam and Ms.M.Dharshne

Abstract- "So Near, Yet So Far" – This Is The Scenario Of Students' Formation Seeking In The Digital World. There Are So Many Benefits In Accessing E-Resources, But Students Do Not Acquire The Fruitfulness. The Core Purpose Of This Paper Is To Provide A Revolutionary Solution For Management Students To Access Digital Information Resources While Hunting For The Desired Information And Adequate Industrial Data With The Help Of Blockchain Technology. The Hybrid E-Platform Finds A Way That Brings Insights About Industrial And Companies' Related Information, Colloquially Into Their Hands Like Financial Statements, Marketing Research, Operational And Logistics Strategies, Economic Trends, And Opportunities Availability. This Gateway Discloses Various E-Journals, Business Magazines, And Updated Information Regarding The Company To Know About Each Custom Of The Company The Students Want To Know. And Also, A Forum For Internships Online Credit Courses, And Career Opportunity Makes Students Industrial Experts With Knowledge Of Current Policies And Technology Of The Industry And Increases The Quality Of Students That The Industry Expects. Gathering Information From Organizations And Other Applicable Entryways To Sum Up The Reports Assembled And Gave Will Decrease Understudies' Time While Surfing To Boost Proficiency. On A Solitary Rooftop, Refine And Restricted Hunt Choices To Get Wanted Outcomes In Least Advances. Arising Blockchain Innovation Can Give Advantages Of Believability And Can Guarantee The Security And Protection Of Students. It Is An Amazing Method For Making An ISI Developing Business Sectors Portfolio, Unfamiliar Organizations Portfolio, And Enterprises' Inside Administration Framework In All Capacities. Consider It Your Section Administration For Understudies' Advancement In Schooling Just As A Vocation For The Duration Of Their Life. These Can Be Accomplished Through Further Developed Advanced Education Strategies By Giving A Necessary Specialist Organization To Get To A Wide Range Of Data Needed For The Understudies In Establishments.

Keywords: *Information Seeking Behavior, Management Students, E-Resources And Industrial Database, Improved Management Education Policies, Block Chain Technology, Hybrid E-Platform.*

I. INTRODUCTION

Today information is an essential resource for any educational institutions, including information science, business, and every walk of social life. To identify, collect, retrieve, analyze, and effectively using retrieved information requires skills among students, professionals, or users, known as information literacy skills. Information plays a vital role in any sector of knowledge. We have moved from a period of data shortage to data wealth, in this way bringing about the peculiarity of data over-burden and tension. No one can acquire knowledge without information, so everyone has to use qualitative information resources to generate qualitative knowledge and information (Sreena et al., 2020). A statistical analysis of the internet and e-resources usage has become a significant source for study, research, and development. The Information Needs of Management Students. The motives of users give rise to information needs and requirements. To internet is being used skilfully to shrink the world and bring information, expertise, and knowledge straight to the user (Maharana et al., 2010). Electronic resources (e-resources) 's primary role in online platforms is to provide users with the necessary information/data. The plethora of information available and the corresponding lack of organization of this information can be barriers to management and students. They should be efficient to access and retrieve accurate and up to date information.

From (Littlejohn et al., 1990), business students' information-seeking behaviour every now and again coordinated toward quick recovery of current and explicit data on their specialization. That is the reason, aside from a plenty of online assets, numerous administration establishments have devoted workstations for utilizing particular assets like bloomberg, proquest, prowessiq, indiastat etc.

Objectives of The Study

This present review has the following aims and objectives as enunciated below:

1. To study the purpose and motives of the management students seeking information and the level of satisfaction of the management students concerning the availability of e-resources.
2. To learn the quantum of web and e-assets utilized and the measure of time spent by the board understudies.
3. To realize which kind of e-assets are often utilized by the administration understudies.
4. To decide the issues, which looked by the executives understudies while utilizing electronic data assets.
5. To suggest an idea about the collaborated electronic information source (EIS) model using "Blockchain technology".
6. To offer recommendations for the benefit of management education pertaining to the study.

Information Needs of Management Students

The motives of users give rise to information needs and requirements. To quench the thirst for information, users adopt numerous ways and means to access various communication channels of information. The information explosion has paved the way to seek knowledge in increasing variety and diversity at different levels, frequency, volume, and use. This situation appears to be ambiguous and heterogeneous, so that information needs of a particular group of users and information flow from a specific situation/organization are different to determine.

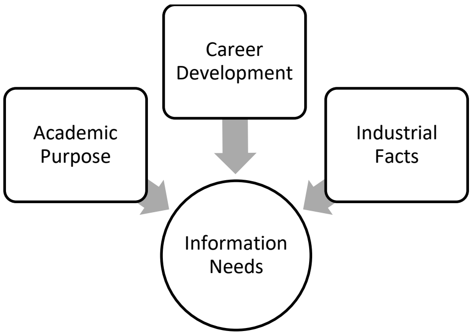


Figure 1: Information needs in Management Studies

In the new past, there has been an expansion of business data assets on the web. Thus, understudies might turn out to be more disposed to utilize the web to meet their review related data needs. It is additionally emphasized by the way that incalculable web assets give quick admittance to important and cutting-edge data (Lieberthal, 2009). For example, understudies can get to organization budget reports from protections and trade sites, factual information from government sites, financial backer data from individual organization sites, industry patterns from the sites of expert affiliations, monetary information from Hurray! Money and screener, and surprisingly some free organization profiles from Hoover's site (Dewald, 2005). The information needs of management students are classified based on their academic purpose, career development and industrial facts.

The Dominance of E-Resources in Management Education

Fast development in Information Communication Technology (ICT) has prompted the improvement of the distributing business and expanded dependence on e-assets contrasted with print assets. digital books, e-diaries, e-papers, e-magazines, e-gatherings/sites, e-information bases, web search tools comprise the e-assets (Kaur A, 2018). Several elements have risen up out of the current writing to set up the utilization of e-assets, like profession, discipline, and the age of respondents. The impact of the calling on the e-assets use anticipated that the staff was utilizing e-assets more than the understudies. The utilization of e-assets was pondered upon according to the viewpoint of respondents who had a place with various disciplines. Understudies and scientists from physics, chemistry, and material science alluded to diary titles in electronic structure. (Newby, 2005) revealed that arithmetic teachers regularly use e-assets.

Essentially, it was found that e-diaries identified with life sciences were concentrated more than those identified with fields like financial matters and history. Understudies of software engineering, the executives schooling, medication and brain science are likewise frequently found to incline toward e-assets. To the extent the motivation behind utilizing e-assets is concerned, researchers in the fields of humanities and expressions are accounted for to utilize e-assets to refresh themselves and the quest for instructing, research, and authoritative obligations. Additionally, understudies and employees were found utilizing e-assets to educate, study, research, project work, paper introductions, and course work (Kumar V et al., 2018).

Table. 1. Commonly Referred Databases to Access E-Resources for Information Needs in Management Studies.

Academic purpose	Career development	Industrial information
Google Scholar	Coursera, Udemy	Dun &Bradstreet
Research Gate	Internshala, Shine	DECA, SMEI
EBSCOhost	LinkedIn, Naukri	Indiastat
Emerald	Kaggle, GitHub	Onesource, Gartner
ProQuest	Blockcerts	Screener
Science Direct	Franchise India	Bloomberg

In Management studies, e-assets fluctuate with the disciplines, as each discipline is unmistakable and novel-Human Resource, marketing, finance, operation, system analyst, and entrepreneurship. Each specialization needs up-to-date facts and specific information about its industry. The management students utilize an assortment of e-assets to meet their different data needs like e-journals for academic purpose, business and financial web pages for industrial facts and reports, e-learning platforms for knowledge enhancement, Professional Association webpage for expert's network, Data repository web pages for data analytics and e-forums for Internships and job opportunities. And also need some Industrial databases for company profiles, market trends, market research, competitive intelligence, and stock exchange data. That is why Management education is considered an integrated discipline. The e-resources benefit understudies by saving time and working with admittance to the required and significant data. Other than this, these assets additionally give exceptional general information and work on the scholarly presentation of understudies. In view of simple admittance to e-assets, clients don't have to visit libraries habitually; all things being equal, they can utilize them as per their accommodation on inn premises and divisions. Notwithstanding, slow speed, inadequately planned sites and absence of content thwart their use while influencing the client in extricating the necessary substance (Kumar V et al., 2018).

Impact of Blockchain Technology in Management Education

Lately, Bitcoin has acquired unique consideration both from industry and the scholarly community. The basic innovation that empowers Bitcoin (or, all the more by and large, digital currency) is known as the block chain. At the centre of block chain innovation is an information structure that tracks the exchanges in the organization. The exceptional component that recognizes it from existing innovation is the changelessness of the put away reports. To accomplish changelessness, it utilizes agreement and cryptographic instruments (Chowdhury et al., 2018). Block chain innovation is one of the principal advances to change the scenes of a few application areas. It had acquired consideration for far reaching network safety abilities can be used in numerous organizations like overall money, business organizations and medical services. The possible administrations for the block chain extend its present applications, and it appears it is making an impressive commitment in academe. The academe might be a reasonable fragment as indispensable as medical care and money, and there are ranges inside this section that likely could be pushed ahead by using this development. For instance, the block chain may work on the norm of instructive establishments to offer help for educators, data for watchmen and local area people to take an interest, enable present day learning structures, and expand and offer learning openings for additional understudies (Chowdhruy et al., 2018).

A square chain shows a few properties which make it a reasonable possibility for a considerable length of time areas. The properties are examined beneath

1. Dispersed agreement on the chain state
2. Changelessness and irreversibility of chain state
3. Information (exchange) diligence
4. Information provenance
5. Disseminated information control
6. Transparency and Accountability

As numerous scientists and specialists join the block chain hype, some inquire the crucial contrast between block chain and traditional data sets and its genuine worth or potential. In trust-building, power and provenance of information are the framework's needs, and block chain is the better arrangement.

Table.2. Advantages of Using Block Chain in Education.

Issue	Block Chain	Traditional Database
Trust building	Works with practically no confided in party	Needs a focal confided in party
Confidentiality of data	All hubs have perceivability of information	Limits admittance to an approved individual
Robustness/Fault Tolerance	Information is appropriated among hubs	Information is put away in a focal data set
Performance	It takes time to establish an agreement.	Execution/update as soon as possible
Redundancy	Each node in the network has the most recent copy.	The core party is the only one who owns a copy.
Security	Uses cryptographic measures	Cryptographic measures are used.

Source (Chowdhury et al., 2018)

Problem statement

The eventual fate of information sharing and accessibility appears to be brilliant, however at this current second, it isn't yet accomplished. It is assessed that in excess of 20% of all e-assets overall are freely open. Joined with colleges that battle to gather satisfactory assortments, it causes a circumstance where researchers and understudies are denied of admittance to the e-assets required for their work (Jonker J A, 2016).The access issue on e-assets by the board understudies is basic for the review, and access issues have two potential snags: paywall and accessibility.

Paywall - While looking for required data, the understudies utilize their VPN association with get the full capacities of the data sets on e-assets. While getting to an intriguing article, they then, at that point, stagger on the limitations of the specialist organization's membership. Apparently a measure of the information base is excluded from the membership, or explicit titles are not yet accessible. Understudies collectively conceded never to have paid for and are reluctant to do this later on. A few organizations (IITs, IIMs and IISCs and so forth) paid for membership on specialist co-ops, yet this is an exemption. Reasons are they don't have the assets to purchase e-assets, couldn't say whether this record is helpful, and they have consistently tracked down numerous different articles or books on a similar subject. Accordingly, they didn't see the need of paying for it. Consequently, when articles are just free subsequent to paying for them, understudies won't utilize them in their work

Availability - The second access issue respects the accessibility of required data which are dissipated in various data sets. A large portion of the information bases will give understudies, after a hunt inquiry, with a specific number of recorded archives in the data set. In any case, as the report is recorded in the information base, it isn't really connected to a real, full-text source. Sometimes records are not transferred or distributed however exist in the information base, as conceptual or with just its title. It will give the searcher a mass-hit and costs time and exertion for an interesting wellspring of data that is not accessible. For instance, Google Researcher can assist when the archive is distributed or delivered; in this, apparently a few information bases are not yet, state-of-the-art.

Particularly in administration schooling, the understudies normally need more specific data, for example, organization profiles, serious knowledge, market patterns, statistical surveying, business news, monetary and the board reports, and open positions for their discipline review, i.e., advertising, finance, activities, HR, and investigation. That is the reason separated from the plenty of online assets, all administration foundations need to have a dedicated service provider to utilize particular assets to recover current and explicit data.

II. LITERATURE REVIEW

Management Student's Information-Seeking Behaviour (Wilson's Model)

The increase in data accessible on the web has dramatically impacted Information seeking behavior (M Natarajan, 2012). In Wilson's (1981, 1997) models, Information seeking behavior stem from a client's apparent requirement for data. In light of this need, the client will put requests on the data framework (for example library or data set) and different wellsprings of information (for example course reading, speaker, presents, and such). The setting incorporates the individual (physiological, emotional and intellectual expresses), the job (the understudy), and the climate. also, designated where conceivable to address those issues (Sreena, et.al 2020). The requirement for data depends on Current data, Comprehensive data, Regular data, Making up for lost time data (Grover, 1993). Familiarity with need: A customer decides nines a requirement for data that might be for instructive, sporting, independent direction, or exploration purposes. The main stage in the data utilize social cycle is becoming mindful of a requirement for data, activity choice, looking through techniques, practices in search, assessment, osmosis, memory, and use. (Shakeel, 2013) A lot of understudies every now and again look for data from E-assets. The review's discoveries showed that the direction on legitimacy and utilization of the assets accessible free on the web is vital, and counsel in library assets and administrations was vital for assist understudies with meeting a portion of their data necessities.

Bates Model of Information-Seeking Behavior

According to Bates (2002, p.6), most of the information we possess results from experiences that we accumulate throughout life and are acquired involuntarily, just by being aware of our social and physical environment. To illustrate her way of thinking, which describes the four "Modes of information-seeking behaviour". Thereby, the search for information can be "Direct" or "Undirected" when the user seeks specific details or accesses the information at random and can also be "Active" or "Passive" when the user actively seeks for information and for the ability to be able to absorb information without looking for it (Irze, 2020).

Information Seeking from Online Improved in the Educational Field

The significance of data in a scholastic climate can't be overemphasized. As declared (Gbaje, 2007), better still web-based data assets work with admittance to pertinent and flow data for educating, learning, and examination improvement. Scholastics in any general public are viewed as propellers of information (Shuling, 2007). (Majid et al., 1999). Brophy (1993) noticed that the upsides of electronic data assets over print ones incorporate the accompanying, speed, usability, capacity to look through different records simultaneously, capacity to save, print and rehash look, incessant refreshing, and the capacity to access from outside the library (more beneficial to far off students, bringing about a few choices to the clients' local area to deal with fluctuated data sources helpfully and easily (Swain et.al, 2009). Also, (Dadzie 2005) further features the significance of online data to scholastics, expressing that internet-based data could be gotten to by clients that are limited by geological area or funds, admittance to current data and arrangement of broad connects to extra assets or related substance.

Impact of Information-Seeking Behavior Changes in Education Quality.

As indicated by Cutrell et.al (2007), "Seeing how clients look for data on the Web has huge down to earth suggestions for both business and scholastic undertakings." (Allen, 1997) likewise sees that understanding the data needs of clients is the first and most crucial stage in planning and building powerful data frameworks. (Fourie, 2002) proposes that considerable Web data chasing/looking through examinations are important to refine our insight into Web data spaces, their plan and support, and preparing related issues. In the arising electronic climate, finding out with regards to understudies and staff's data looking for conduct on the web is critical for those wishing to assist them with adequately meeting their data needs on the web. (Ntando, 2011).

Maintaining Information Seekers Credentials Using Blockchain Technology

Their deliberate survey of blockchain-based applications in instruction (Alammary, 2019) features twelve classes of uses. The huge uses of blockchain in instruction independently Certificates and personality the board, Enhancing and rousing long lasting learning. (Mara, 2021) Blockchain in instruction will engage students (self-sway), Security and effectiveness improvement for instructive foundations, organizations, students, trust, and straightforwardness incorporation. Blockchain can give three primary advantages to credentialing by Redundancy, Immutability, Timestamping. Blockchain Application in Education can be Online Education, Student information security and assent, learning results and meta-recognition, Operational Skill Competition, University Grades, Education-Industry Cooperative System, Educational Record, Reputation and Reward, Educational Certificate, Student Capability Evaluation System, Online Quiz Scheme Based on Double-layer (Celinne, 2019). By and large, the majority of the blockchain arrangements in the training area utilize the Bitcoin blockchain, situations where there are more than one authoritative power and a trust shortfall among those gatherings.

Importance of E-Resources in Management Studies

(Bansode et.al, (2014), The newer information comes out at an immeasurable speed and format; for the same electronic information, resources are a further boon for data, information, knowledge, and research. Awareness, knowledge level, frequency, preference, location, purpose, type of resources, the format of the information, searching and retrieval and last but not least periodic training and promotion of electronic information resources is gaining momentum in the business education domain. (Kulkarni A,2010), Though governing bodies like AICTE or UGC made it mandatory to subscribe electronic resources to the management institutes, its proper utilization and return on investment are still questionable until and unless periodic training and promotion of electronic information resources is done, get it done by the library personnel.

The development of new data organizations and conveyance diverts brings about a quick change in the data scene. It likewise gave the idea that the understudies had restricted information on a wide exhibit of capacities given by numerous business data sets (Shaheen Majid, 2012). It was additionally noticed that the understudies were habitually utilizing web indexes and business sites for getting study-related data (Lieberthal, 2009). Albeit the web gives quick and simple admittance to various data sources, not this large number of sources are thorough, current, real, and dependable (Morrison, 1998). This information will likewise help these understudies at their working environment as the utilization of value data will assist them with undertaking their obligations all the more viably.

III. METHOD

An enlightening examination configuration was utilized in this review. Distinct exploration configuration is a logical technique that includes noticing and portraying the conduct of a subject without affecting it in any capacity. A survey was conducted to investigate the management student's perception towards fulfillment level of the e-assets utilization and their mindfulness towards chose well known e-learning locales, their difficulties, and the highlights they are hoping to fill further in their existence with the assistance of existing e-diverts in all angles.

Simple random sampling was used for data collection. The target population for our study includes the management students at various colleges located in and around the districts of the state Tamil Nadu, India. The survey was conducted for one week and among 600 respondents from different colleges. The researcher selected the samples by using the individual mail-ids of the resource persons. The researchers adopted the questionnaire method for data collection from their respondents.The survey comprises of two sections. The initial segment of the poll comprises of the segment profile of the respondents and the subsequent part illuminates the data looking for conduct and fulfillment level of the understudies by the utilization of existing e-assets concerning their necessities for their scholastic reason, business, vocation improvement and self-upgrade regarding their mindfulness towards it and in time accessibility of the data. Surveys were conveyed among the objective populace, and the gathered information was deciphered utilizing IBM SPSS Statistics 20. The scientist performed Regression, ANOVA, Independent example T-test to dissect the connection between factors.

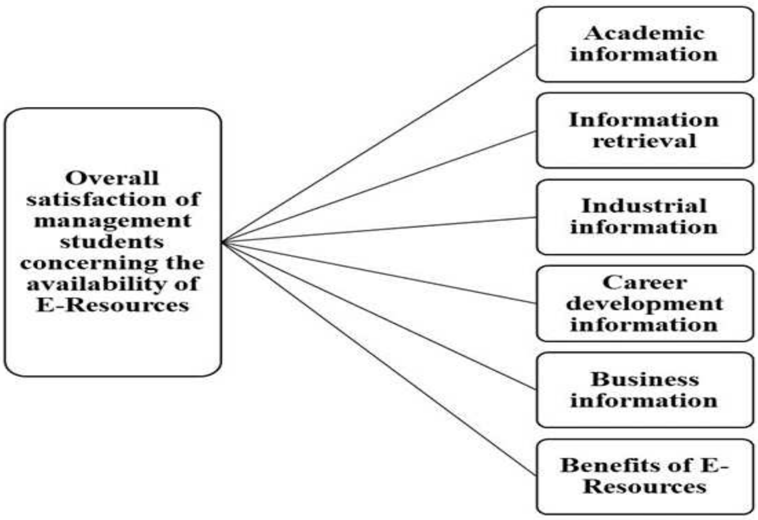


Figure 2: Research Model

IV. RESULT AND DISCUSSION

To examine the sort of e-resources utilized by the management students

Respondents were approached to pick the sort of e-asset they utilized regularly from the accompanying: web search tool, site, on the web/industry information base, and e-diaries. Examination of their reactions exhibited that understudies utilized the web search tool regularly, trailed by sites and friends' information bases. Among every one of the given choices, web crawlers for scholastic intentions were the most un-utilized by the management students.

To discover the recurrence of utilization of e-resources

By deciding the recurrence of utilization of e-resources, the executives understudies were approached to check their e-asset use recurrence under one of the accompanying headings – Less than 4 hours every day, 4 to 6 hours per day, 6 to 10 hours day and, over 10 hours per day (Table 3). Most understudies from all disciplines were found to utilize e-assets consistently for something like 4 to 6 hours for looking through wanted data independent of their space.

To decide the issues looked by students while utilizing e-resources

Students were approached to refer to the issues they confronted while utilizing e-resources. It was introduced as an open-finished inquiry, and the gathered reactions uncovered that the respondents confronted the accompanying issues: slow organization speed, threatening UI, absence of information concerning how to recover vital data, immaterial data, not knowing the right catchphrase for looking and absence of comprehension of cutting-edge search. A set number of on the web/industry information bases additionally ruined e-resource use.

From table 3, it is inferred that 49% of the respondents are male and 51% of them are female, 61% of the respondents belong to 20-20 age group, about 58% of the respondents pursuing 1st year while 29% of the respondents are completed their post-graduation in MBA. About 46% and 39% of the aspirants are from the semi-urban and urban area located colleges, where 83% of the students are fresher without any working experience. Among them, 71% of the respondents are using a minimum of 4hours of online platforms in a day, and 59% of the people are searching for their desired information for below 2 hours, while 33% of the people are surfing for their information between 2 to 4 hours daily.

Table 3: Demographic Profile of The Respondents

S. No	Characteristics	Categories	No. Of Respondents	(%)
1	Gender	Male	306	**51.0**
		Female	294	**49.0**
2	Age Group	20-22	366	**61.0**
		23-25	216	**36.0**
		26-28	12	**2.0**
		> 32	6	**1.0**
3	Year of Study	I year	348	**58.0**
		II year	72	**12.0**
		III year	6	**1.0**
		Post MBA	29.0	**29.0**
4	College Located	Rural	90	**15.0**
		Semi-Urban	276	**46.0**
		Urban	234	**39.0**
5	Work Experience	0 to 2 yrs	78	**13.0**
		3 to 5 yrs	12	**2.0**
		6 to 10 yrs	12	**2.0**
		Fresher	498	**83.0**
6	Usage hours of online platform in a day	4 to 6 hours	246	**41.0**
		6 to 10 hours	162	**27.0**
		Less than 4 hours	174	**29.0**
		More than 10 hours	18	**3.0**
7	Searching of desired information	2 to 4 hours	198	**33.0**
		5 to 6 hours	36	**6.0**
		Above 6 hours	12	**2.0**
		Below 2 hours	354	**59.0**

Regression

H_0: There is no significant mean difference between the independent variables (Benefits of E-resources, business information factor, Information Retrieval, career development factor, Academic factor, Industrial information factors influence more) on dependent variables (Level of satisfaction of the management students concerning the availability of e-resources).

Ha: There is a significant mean difference between the independent variables (Benefits of E-resources, business information factor, Information Retrieval, career development factor, Academic factor, Industrial information factors influence more) on dependent variables (Level of satisfaction of the management students concerning the availability of e-resources).

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.910[a]	.828	.827	.27707

a. Dependent Variable: level of satisfaction of the management students concerning the availability of e-resources

b. Predictors: (Constant), Benefits of E-resources, business information factor, Information Retrieval, career development factor, Academic factor, Industrial information factor

Interpretation

From table 4, the R value represents the simple correlation and is 0.910 (>0.05), indicating a medium degree of correlation, so accept H_a. The Adjusted R^2 value of 0.827 indicates that the independent variable can explain 82.7 % of the total variation in the dependent variable.

Table 5. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	219.617	6	36.603	476.804	.000[b]
	Residual	45.523	593	.077		
	Total	265.140	599			

a. Dependent Variable: Level of satisfaction of the management students concerning the availability of e-resources

b. Predictors: (Constant), Benefits of E-resources, business information factor, Information Retrieval, career development factor, Academic factor, Industrial information factor

Interpretation

From the above ANOVA table, it is inferred those significant values are less than 0.05, which shows that there is a significant mean difference between the independent variables (Benefits of E-resources, business information factor, Information Retrieval, career development factor, Academic factor, Industrial information factors influence more) on dependent variables (Level of satisfaction of the management students concerning the availability of e-resources). So We accept alternate Hypothesis (H_a).

Table 6. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.183	.061		2.998	.003
	Academic factor	.013	.014	.022	.931	.352
	Information Retrieval	.152	.013	.264	11.448	.000
	Industrial information factor	.258	.017	.364	15.341	.000
	Career development factor	.202	.013	.344	15.059	.000
	Business information factor	.197	.014	.265	14.550	.000
	Benefits of E-resources	.134	.014	.205	9.552	.000

a. Dependent Variable: level of satisfaction of the management students concerning the availability of e-resources

Interpretation

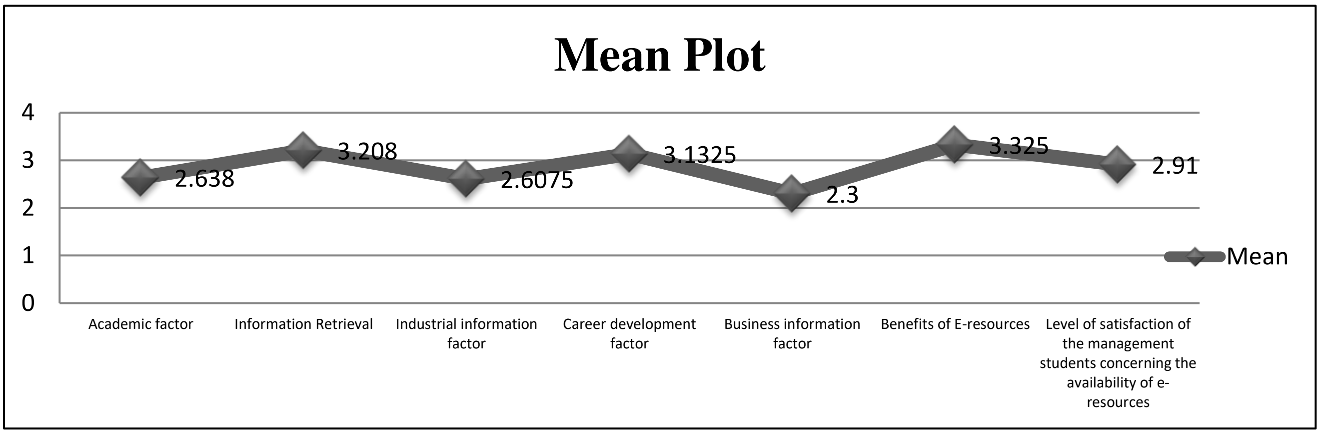
The above coefficient table indicates that the regression model predicts Benefits of E-resources, business information factor, Information Retrieval, career development factor, Industrial information factors influence more (significant value < 0.05) on level of satisfaction of the management students concerning the availability of e-resources whereas the Academic factor influence less on the satisfaction level of management students on e-resources usage (significant value > 0.05). So, we accept the alternate hypothesis (H_a) that there is a significant difference between all the independent variables (except the academic factor) and the dependent variable. Therefore, the management student's satisfaction level highly depends on these independent variables since the regression coefficient (R) indicates the value of 0.91, i.e., the high positive correlation (> 0.05). The Regression equation for the dependent factor satisfaction level of management students concerning the availability of e-resources will be as follows,

Level of satisfaction of management students concerning the availability of e-resources = 2.998 + 11.448 (Information Retrieval) + 15.341 (Industrial information factor) + 15.059 (Career development factor) + 14.550 (Business information factor) + 9.552 (Benefits of E-resources)

Descriptive test

Table 7. Descriptive Test

	N	Minimum	Maximum	Mean	Std. Deviation	Rank
Academic factor	600	1.00	4.80	2.6380	1.15637	**5**
Information Retrieval	600	1.00	5.00	3.2080	1.15367	**2**
Industrial information factor	600	1.00	4.50	2.6075	.93637	**6**
Career development factor	600	1.00	5.00	3.1325	1.13698	**3**
Business information factor	600	1.00	4.00	2.3000	.89316	**7**
Benefits of E-resources	600	1.00	5.00	3.3250	1.01429	**1**
Level of satisfaction of the management students concerning the availability of e-resources	600	2.00	4.00	2.9100	.66531	**4**
Valid N (list wise)	600					



Interpretation

The above descriptive statistics table and the mean plot infers that the mean of the Information retrieval, career development factor, and the Benefits of E-resources are higher than that of the other factors. Therefore, the academic factors, Industrial information factor, and Business information factor are to be improved when compared other three factors to achieve the objective of the higher level of satisfaction level of the management students concerning the usage of e-resources.

One way ANOVA

Hypothesis*:*

Null hypothesis (H0) - There is no significant difference between the variables.

Alternate hypothesis (H1) - There is a significant difference between the variables.

Table 8. ANOVA

level of satisfaction of the management students concerning the availability of e-resources					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	.266	3	.089	.199	.897
Within Groups	264.874	596	.444		
Total	265.140	599			

Interpretation

With reference to the result generated by SPSS, the significant value is 0.897, and it is higher than 0.05, so accept the null hypothesis (H_0). Hence there is not much significant difference in respondents' satisfaction with respect to the age group they belong to.

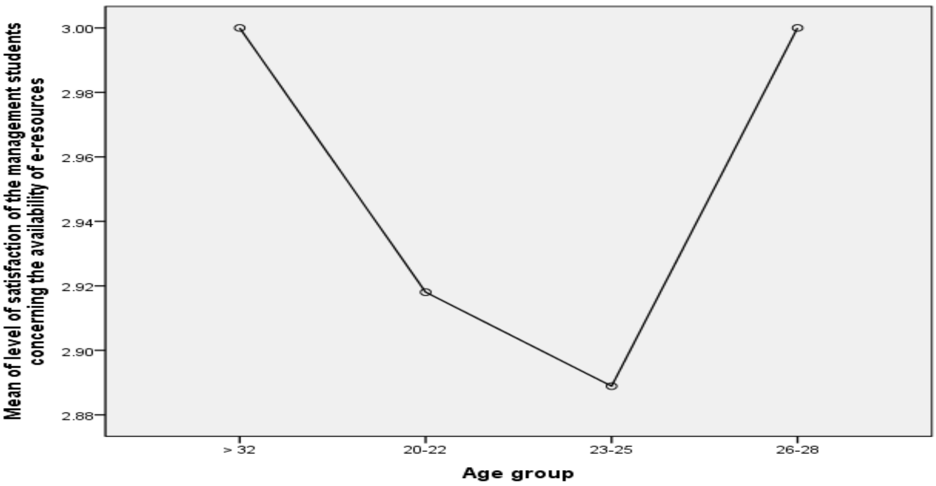
Multiple Comparisons: Dependent variable: level of satisfaction of the management students concerning the availability of e-resources. Tukey HSD

Table 9. Muliple Comparasion

(I) Age group	**(J) Age group**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
> 32	20-22	.08197	.27438	.991	-.6249	.7889
	23-25	.11111	.27591	.978	-.5997	.8219
	26-28	.00000	.33332	1.000	-.8587	.8587
20-22	> 32	-.08197	.27438	.991	-.7889	.6249
	23-25	.02914	.05720	.957	-.1182	.1765
	26-28	-.08197	.19557	.975	-.5858	.4219
23-25	> 32	-.11111	.27591	.978	-.8219	.5997
	20-22	-.02914	.05720	.957	-.1765	.1182
	26-28	-.11111	.19772	.943	-.6205	.3983
26-28	> 32	.00000	.33332	1.000	-.8587	.8587
	20-22	.08197	.19557	.975	-.4219	.5858
	23-25	.11111	.19772	.943	-.3983	.6205

Interpretation

From table 9, among all the age groups, the group 23-25 felt highly dissatisfied with the current e-resources availability. All other groups felt a bit of dissatisfaction concerning the e-resources in all the corresponding criteria factors.



Using the Duncan method, respondents' satisfaction is separated into two groups based on their respective age group of the respondents categorized by the researcher.

In the mean plot, the level of satisfaction varies on various factors with respect to the age group due to the existing availability of e-resources. Though the age group 23-25 is highly dissatisfied with the concerning availability of the e-resources, the age group 20-22 with young aspiring minds placed the second position in the row compared to the other two groups.

T-Test

Hypotheses:

Null hypothesis (H0) **:** The means of the two groups are not significantly different.

Alternate hypothesis (H1) **:** The means of the two groups are significantly different.

Table 10. Group Statisctics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Academic factor	Female	306	2.7647	1.04561	.05977
	Male	294	2.5061	1.24956	.07288
Information Retrieval	Female	306	3.2824	.99666	.05698
	Male	294	3.1306	1.29428	.07548
Industrial information factor	Female	306	2.6569	.87585	.05007
	Male	294	2.5561	.99435	.05799
Career development factor	Female	306	3.2304	1.11087	.06350
	Male	294	3.0306	1.15663	.06746
Business information factor	Female	306	2.1882	.89097	.05093
	Male	294	2.4163	.88198	.05144
Benefits of E-resources	Female	306	3.4647	.99173	.05669
	Male	294	3.1796	1.01873	.05941
level of satisfaction of the management students concerning the availability of e-resources	Female	306	2.9216	.62231	.03558
	Male	294	2.8980	.70816	.04130

Table 11. Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means				
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Academic factor	24.11	**0.000**	2.743	571.4	0.006	0.25858	0.09425
Information Retrieval	24.13	**0.000**	1.604	550.35	0.109	0.15174	0.09457
Industrial information factor	4.191	**0.041**	1.315	581.97	0.189	0.10074	0.07662
Career development factor	1.2	**0.274**	2.158	598	0.031	0.19978	0.09257
Business information factor	0.664	**0.415**	-3.15	598	0.002	-0.22809	0.0724
Benefits of E-resources	0.036	**0.850**	3.474	598	0.001	0.28511	0.08208

level of satisfaction of the management students concerning the availability of e-resources	10.19	**0.001**	0.433	581.54	0.665	0.02361	0.05451

Levene's Test for Equality of Variances (Homogenisity) result shows that significant value that is 0.000, 0.000, 0.041 and 0.001 (<0.05) which means both groups are homogeneous group so t-test for equal variance not assumed considered on the factors viz., academic factors, Information retrieval and Industrial information factor. Whereas the result shows that significant value is 0.274, 0.415 and 0.850 (>0.05), both female and male groups are heterogeneous groups among career development factor, Benefits of E-resources, and Business information factors, so t-tests for equal variance is assumed considered. In general, Levene's test for equality of variances (Homogenisity) result shows a significant value of 0.001 (<0.05) satisfaction level among the female and male groups perceived to be different and receives different satisfaction and dissatisfaction levels.
Here the mean value of the level of satisfaction of the management students concerning the availability of e-resources of the female is 2.9216, and that of the male is 2.8980. The difference between the two is 0.0236, which is insignificant**.** With reference to the result generated by SPSS, the significant value is .001, and it is less than 0.05, so accept the alternative hypothesis. Hence, there is a significant difference between the two means, i.e. the level of satisfaction of the management students concerning the availability of e-resources by males is different from that of females.

DISCUSSION

The discoveries of the current review uncover that all understudies consider and expect e-assets to be exceptionally helpful. Understudies think that it is advantageous to utilize e-assets, as they can get to them effectively from anyplace and anytime. In any case, it was seen that these understudies were not happy with the accessible E-assets and slacking in the looking through strategy on the web. Additionally, the examination as depicted by the above sections observed that understudies are as yet not mindful of the assets and the fulfillment level got essentially varies among the respondent's age gatherings, sexual orientation and different six elements identified with data on which they are looking for. Additionally, it demonstrated that the understudies utilizing uncommon few rehashed non-paid e-assets more regularly than paid ones, possibly in light of absence of information, familiarity with their specialization related data set in regard to paid e-assets and the vast majority of the non-paid assets as well. These outcomes were viewed as conversely, with those announced by Gardner et al. (2008).

The survey was conducted among 600 respondents of management studies pursuing and pursued at different colleges in and around Tamil Nadu, India. Though the e-resources are convenient and easy to access, most of the students are still not aware and well known about the corresponding platforms for their needs of information search, especially in management studies (Vinod et al., 2016). These discoveries anticipate that in spite of the fact that understudies are had some familiarity with e-way learning, the helpfulness of these assets isn't something similar for everybody. Also, the overall satisfaction level of the management students concerning the availability of e-resources is not at all the expected range. Other than this, it was found that upgraded utilization of e-assets is basic for scholarly greatness, as it helps understudies in rapidly getting to the most recent data in their branch of knowledge. Further, this cutting-edge data given by e-assets additionally empowers the understudies to be become exceptional for future positions and tasks.

The current review gives suggestions to establishments of higher learning, government, strategy producers, and strategy controllers. Foundations might step-up of planning the educational program assessment parts and the instructive strategy guideline, so understudies are urged to utilize bought in and paid e-resources frequently and promptly. The foundations and government strategy commissions ought to urge understudies to build their utilization of paid resources by allocating researchcentered tasks. The use of paid e-assets would give understudies current and credible data and assist them with getting ready tasks and tasks. Further, the mixture e-stage can give interlinked data sets and distributions like e-diaries to grow and upgrade understudy's information base and work on the storehouse of e-resources as indicated by the workforce's proposal and the student's prerequisites. This stage will likewise sort out instructional meetings for understudies to give active preparation to them on the application of e-resources with the assistance of industry subject matter experts and their association's help. Seeing the prerequisite of various types of e-resources (stages like temporary job entries, online courses locales, e-diaries, dataset coding, and friends' data destinations), distributers can likewise give sensible compensation access of concentrating on material gainful to both the industrialists and furthermore the clients in an upgraded method of approach.

Since the introduction of the World Wide Web, there has been a steady increase in the use of electronic assets, often known as e-resources (Tenopir et al., 2003; Bar-Ilan and Fink, 2005). "The assets that are produced through some electronic medium and made accessible to a large range of watchers, both on location and off-webpage, by means of some electronic moving machine or web," according to the definition (Saye, 2001). The important aspects behind the success of e-resources over print forms are viability, productivity, fulfilment, and learning capacity (Urquhart et al., 2003; Borrego et al., 2007; Olle and Borrego, 2010; Joo and Lee, 2011). Apart from that, benefits such as convenience, cost savings, and efficiency have established these assets as the foundation of the scholarly world (Wu and Chen, 2012).An array of web-associated electronic assets, such as digital books, e-diaries, online data sets, OPAC, and

CD-ROM information bases, are included in the domain of e-resources (Ukachi, 2015).(Vinod et al., 2016).

In view of the upgraded versatility of e-resources, the current review plans to distinguish use examples of e-resources among understudies choosing the board courses. However past examinations have researched the utilization of e-resources amid understudies of fluctuated stream (Madhusudhan, 2010), the consideration reward to perceivethe use amid the board understudies is lacking (Vinod et al., 2016). This review endeavors to overcome this issue by catching the reactions of the executives understudies as well as analyzing these reactions,and giving it a clear awareness about the things regarding the various kinds of data and information which is used for their management studies and also for their career (Vinod et al., 2016). Also, Taylor discussed four levels of information needed in his Question-Negotiation and Information Seeking Model as:

Ql - the real yet unexpressed requirement for data (the instinctive need)

Q2 - the cognizant, with-in mind portrayal of the need (the cognizant need)

Q3 - the proper assertion of the need (the formalized need)

Q4 - the inquiry introduced to the data framework (the compromised need, i.e.,

Question Negotiation and Information Seeking) (Esew et al., 2014).

The exploration inspects the utilization example of e-resource among the executives' understudies. As opposed to the current writing on e-resources, the current review records the executives' understudies' view of various trains like advertising, finance, HR, activities, financial aspects, and data innovation. As indicated by the surveyed writing, not many investigations happen in the space of e-resources, revealed to the point of view of masters and understudies (Kumar and Kumar, 2010; Bhat and Ganaie, 2016), and just a modest bunch of studies have inspected the use example of electronic resources of the executives' understudies (Makori, 2015; Swain, 2010). Notwithstanding, none of the examinations has announced, thought about the actions of the executives'understudy dependent on their disciplines (Vinod et al., 2016).

The use of e-resources saves time as well as gives the necessary data helpfully, subsequently working with research. Nonetheless, insufficient information about e-resources and unpleasant UI upsets the usage of e-resources. The absence of the experience with cutting-edge search choices likewise brought about unessential data being extricated by understudies, bringing about additional for now to spent in tracking down the necessary data. Additionally, the stream-wise investigation uncovered the understudies of the promotion, human asset the executives, financial aspects and tasks dealt with these issues more much of the time than understudies who had settled on money and data innovation, as they most likely utilized e-resources more every now and again than different understudies (Vinod et al., 2016).

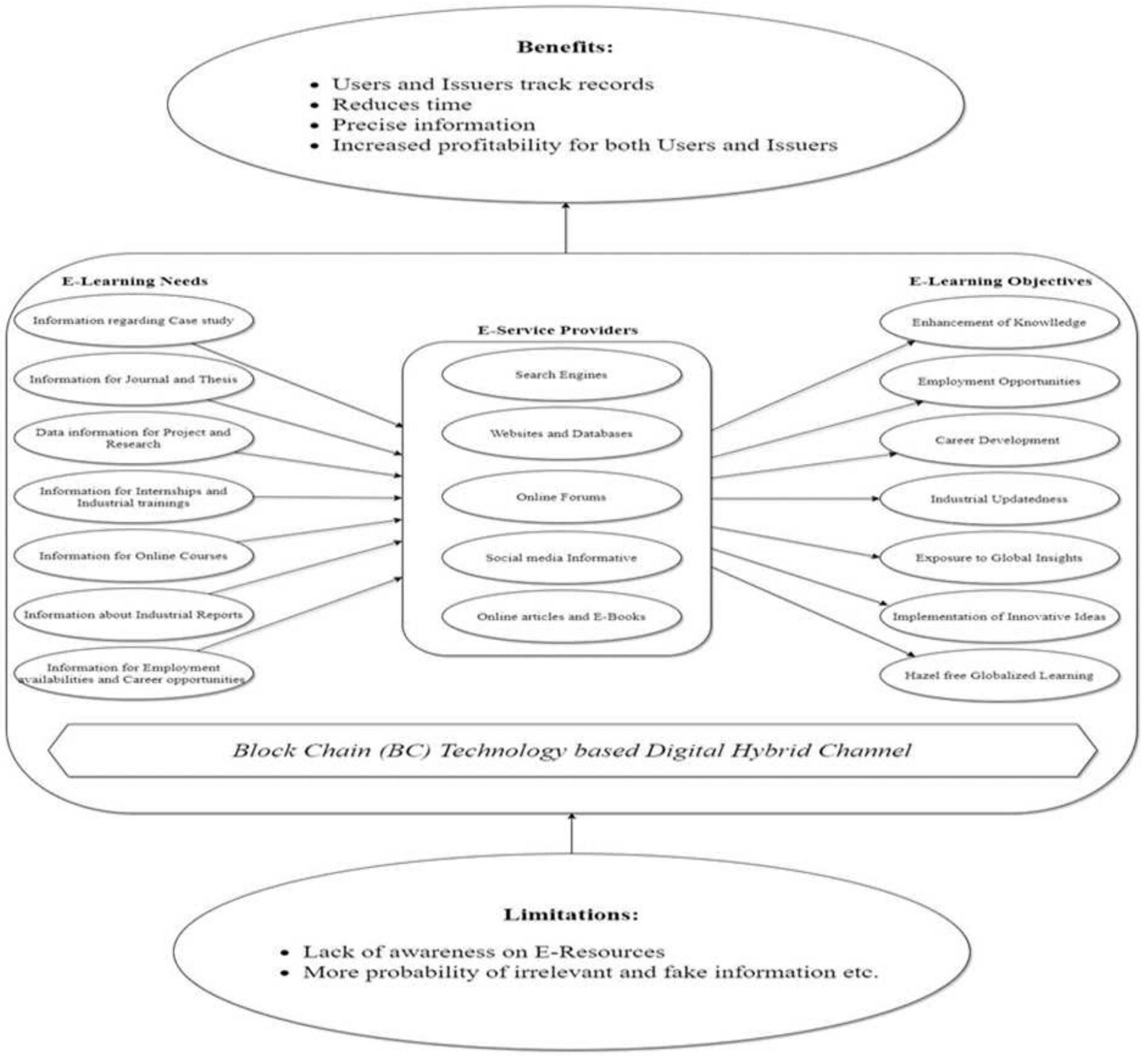


Figure 3: Hybrid E-Platform – Information seeking process of Management students

The current e-learning systems face several challenges, especially in the criteria mentioned above regarding the needs of information seekers, such as courses for career development, purchase, student recordkeeping, trustworthy portals verification, intellectual property protection, and data security all of which diminish the quality of education offered in these E-platforms listed like,

- Lack of awareness of Online platforms and channels (search engines, websites, E-books, etc.,)
- Information explosion (scattered in too many resources),
- Bibliographic obstacles (patent issues),
- The environment of people (where they are located and studying in),
- Costs of accessing information (highly paid subscriptions),
- High Time consumption etc.,

Even though blockchain (BC) innovation can assist with tending to a portion of these issues, no model has been created to show how this innovation can mix with e-figuring out how to work on the nature of instruction. Because of the long-lasting nature of current instruction, the record ought to likewise not be a shut document yet a consistent record of accomplishments to which educators, mentors, and different specialists might add all through a student's lifetime.

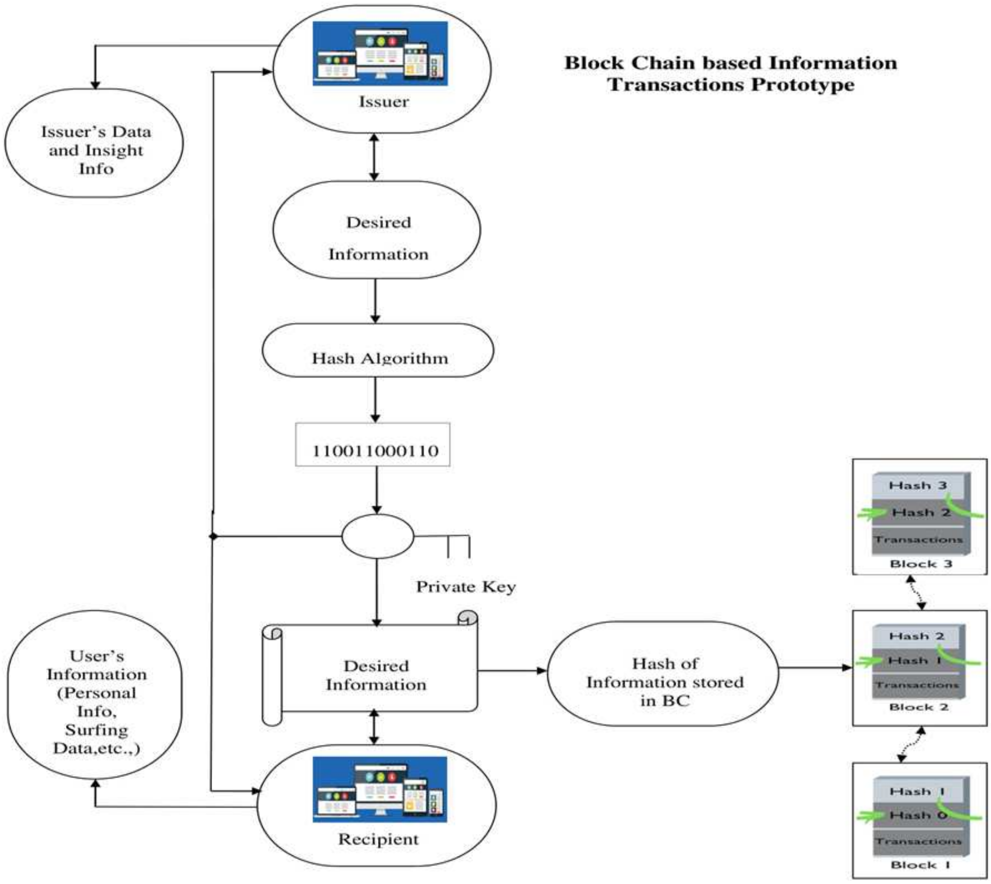


Figure 4: Blockchain based Information Transaction Prototype

BC can tie together these different accreditation records (blocks) into sequential requests (chain). For the learning establishments, this is a method of limiting authoritative expenses and regulatory methodology while helping security in keeping up with clients' and guarantors' records. BC innovation can tackle e-learning issues like the absence of acknowledgment and mindfulness, information uncertainty, and surpassing utilization of time in looking through the ideal data by the clients. It is huge in light of the fact that individually encoded accreditations work with the forming of deep-rooted learning pathways and customize schooling dependent on individual qualities and necessities. Likewise, it allows the extremely durable documentation of formal and casual learning dependent on cross-over capabilities, customizable across the monetary area, and receptive to situational needs.

A survey of related work in e-learning models and systems for quality has shown that many variables are not represented by the current structures and models of e-learning. In this paper, a model that incorporates all stages in the e-learning process is proposed. This model will assist with tending to difficulties of e-learning innovation, for example, course validity, credit and endorsement confirmation, understudy security, and course sharing. It will include utilizing blockchain innovation to store learning records in a trusted and conveyed way, give dependable advanced authentications, acknowledge productivity in learning asset offering to the shrewd agreement (SC), and ensure protected innovation through information encryption. To viably accomplish ESD, students need to gather skills and accomplishments earned deep-rooted in a climate that is secure, straightforward, and extremely durable with direct client access. Blockchain and savvy agreements can enormously assist with working with these prerequisites (Vincent et al., 2019).

RECOMMENDATIONS

Information Seeking Skill Training for Institutions

Data transmissions should be expanded for more extraordinary Internet speed in foundations. There ought to be more studios for staff at customary spans. An enormous extent of the staff individuals met was undeveloped; how reasonable are the web data looking for abilities they bestow to understudies assuming they never had legitimate preparation More data pretty much all the different web data channels ought to be given, especially insights concerning those that demonstrated new (e.g., information bases). To reduce the issue in institutions that need to be provided with a service provider with a subscription for students, providing all kinds of data in an omnichannel is recommended.

Education Policies Improvement

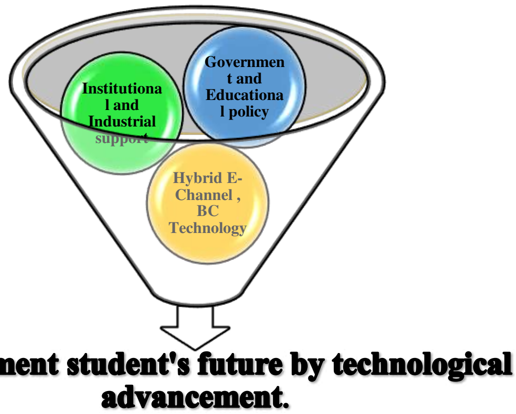


Figure 5: Improved model for Management Education

Today the education sector is one of the main sectors to provide tremendous economic development. It is essential to encourage entrepreneurship and managerial skills in students to grow and facilitate shaping a business. With the advance of Internet technology, integrating IT tools into the higher education stream has become a simple task. Some compulsory policy needs to be implemented to make it possible. All institutions need to implement a subscription with an e-platform that improves the student's professional skills and knowledge with an up-to-date industrial practices database.

Advancement on Service Providers Technology

Blockchain innovation in schooling recipients asserts that scholarly computerized certifications might become terminated except if huge multinationals, legislatures begin to utilize and esteem advanced qualifications sooner rather than later. The idea of deep-rooted training, consistently acquiring new abilities, and refreshing old information will drive the requirement for a trusted, permanent record of learning accreditations. Consequently, considering that deep-rooted instruction is turning out to be progressively vital in a world driven by high-speed mechanical advancement, the requirement for blockchain-supported credentialing may increment also. On the opposite side, providers of blockchain-in-schooling arrangements, for example, the Digital Credentials Partnership plan to fabricate environments of instructive organizations that utilization norms that they characterize. Notwithstanding, they are additionally mindful of the need, yet trouble, of making reasonable plans of action and market reception systems to guarantee their dreams become animated.

For blockchain-in-schooling gives answers for creates a gainful effect at scale, the private area (worldwide businesses) and the public area (instructive organizations, government) preferably arrange their endeavors to test, research, create, execute, and asset such developments. Also, it merits seeing that blockchain ought not to be seen as a danger or trade for instructive foundations but instead as an imaginative innovation that can offer some benefit across a wide scope of instructive cycles. It makes learning seriously captivating and viable, reducing down expenses, further developing trust, and giving upgraded security and protection.

V. CONCLUSION

The overall paper examines the information-seeking behaviour of management students and their information needs. Also, it states that their awareness level on existing e-resources and challenges on searching the desired information was too high. For the benefit of management students and to acquire the fruitfulness of the E-learning process, the study provides some inferences based on some practicalsuggestions for institutes of higher studies, government, and policymakers, and the policy regulating commissions. Institutes may step in the initiative of designing the curriculum for evaluating elements and the educational policy regulation by considering these concerns. Therefore, students mustbe urged to utilize bought in and paid e-resources all the more regularly and promptly by allocating research-centered tasks by the organizations and government strategy commissions with a portion of the government assistance plans and sponsorships. The use of paid e-resources would give understudies refreshed and exact data in the Industrial and pragmatic world and assist them with successfully getting ready ventures and tasks for a superior future.

Further, the mixture e-stage can give interlinked information bases and distributions to extend and upgrade the understudy's information base and work on the vault of e-resources as per the personnel's suggestion and the understudy's prerequisites. This stage will likewise arrange instructional meetings for understudies to give involved preparing to them for the use of e-resources with the assisting of industry trained professionals and alongside their particular authoritative help. By investigating the necessity of various types of e-resources, distributers can likewise give sensible compensation admittance to concentrating on material valuable to both the industrialists and the clients in an ideal method of approach.

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DISCLOSURE GREEN ACCOUNTING, ENVIRONMENTAL PERFORMANCE AND PUBLIC SHARE OWNERSHIP ON COMPANY VALUE

[1st]Kadek Anggun Oka Sukma
Accounting Department
Universitas Pendidikan Ganesha
Singaraja, Indonesia
anggun.oka@undiksha.ac.id

[2nd]Ni Gusti Ayu Nila Suciadnyani
Accounting Department
Universitas Pendidikan Ganesha
Singaraja, Indonesia
ayu.nila@undiksha.ac.id

[3rd]I Gede Agus Pertama Yudantara
Accounting Department
Universitas Pendidikan Ganesha
Singaraja, Indonesia
agus.yudantara@undiksha.ac.id

***Abstract*—The purpose of this research is to examine the impact of green accounting disclosures, environmental performance, and public share ownership on firm value. The data used in this study is derived from secondary sources, specifically the annual reports of LQ-45 stock index companies listed on the Indonesia Stock Exchange from 2018 to 2020. Purposive sampling with various criteria is used as the sample selection technique, yielding a sample of 14 companies from 45 populations. The SPSS version 26 program was used for data analysis, which included descriptive statistics and multiple linear regression analysis. According to the study's findings, green accounting disclosures have a negative and significant impact on firm value; environmental performance has no effect and is insignificant to firm value; and public share ownership has a negative and significant impact on firm value.**

Keywords—green accounting disclosure, environmental performance, public share ownership, firm value

I. INTRODUCTION

One of the most important goals for the company to achieve is to increase its value. The company's value is said to be very important because it reflects the company's performance and can influence investors' perceptions of the company's level of success. Companies that have high corporate values are thought to be capable of providing prosperity to stakeholders, including shareholders. A high company value can persuade the market that the company has bright future prospects. This is the focus of potential investors' attention today when deciding on investment alternatives.

Companies that are very concerned about company value, for example, are members of the LQ-45 Stock Index on the Indonesia Stock Exchange. The LQ-45 Stock Index measures the price performance of 45 company stocks with high liquidity and large market capitalization, as well as good company fundamentals (www.idx.co.id). As a result, the companies listed on the LQ-45 Stock Index have good corporate values, as demonstrated by high liquidity, large market capitalization, and solid fundamentals.

The issue of corporate value has been widely discussed, including the concept of triple bottom lines, which explains that a business is required to consider the impact of the surrounding environment (planet) and the welfare of stakeholders (people), both of which have a significant impact on the environment. the company's viability [1]'s research stated that the concept of sustainability explained that the company should contribute a real benefit to the social community and environment and have a high concern in natural resources. As a result, the company is expected to be able to provide stakeholders with as much information as possible so that the company is perceived to have long-term prospects.

Accounting, which is an inseparable part of any business process, has been accused of contributing to the environmental crisis. According to Dewi et al., (2021), "financial statements as the final product of the conventional accounting process only take into account and report the economic impact of the company's activities and ignore the impact of the company's activities on the natural environment." As a consequence, green accounting disclosure, manifested in the disclosure of costs related to the company's environment in financial statements, is a type of environmental transparency by companies that can provide a positive image of the company. As a result, the higher the quality of a company's green accounting disclosure, the greater the level of public trust in the company, and the company will be perceived as having a good value. A good image for a company is one of the criteria for potential investors to invest in order to increase the company's value [3]. This is also consistent with research by [4] and [5] that found green accounting disclosures have an impact on firm value. The following hypotheses can be developed based on this description:

H_1: Environmental Accounting Disclosures Increase Firm Value.

Environmental performance is defined as the amount of environmental impact or damage caused by the company's activities and efforts to minimize the consequences of environmental damage that occurs. Companies that are able to overcome the impact of environmental damage will be considered to have good performance. Meanwhile, investors and potential investors will prefer to invest in companies that are also responsible for environmental performance in order to achieve long-term development [6]. If investment interest in companies with good environmental performance rises, the stock price of the company rises as well, increasing the company's value. This is consistent with the findings of [7], [8], and [9], who found a positive relationship between environmental performance and firm value. The following hypotheses can be developed based on this description:

H_2: Environmental Performance Increases Firm Value.

The proportion of company shares owned or controlled by the public is depicted by public share ownership [10]. Companies with a higher proportion of public shareholdings demonstrate that public investors have a high level of trust in the company and are said to be able to benefit the community as public shareholders through dividend distribution [11]. As a result of the high public trust in the company due to of public ownership, stock prices can rise. As a result of the public and investors' positive perceptions of the company, its value will rise [12]. This is consistent with the findings of [13] and [14], who found that public share ownership increases firm value. The following hypotheses can be developed based on this description:

H_3: Public Share Ownership Increases the Value of a Company.

II. METHOD

A quantitative approach is used in this study. This study makes use of secondary data in the form of financial reports (annual reports) of LQ-45 stock index companies for 2018-2020, which can be found on the Indonesia Stock Exchange's official website (www.idx.co.id). This study's population includes companies that are consistently listed on the LQ-45 stock index from 2018 to 2020. The sample in this study was selected using a purposive sampling technique based on the following criteria: (1) listing on the Indonesian stock exchange, (2) consistent listing on the LQ-45 stock index for 2018-2020, (3) publishing a complete annual report for 2018-2020, and (4) receiving Proper ratings consistently for 2018-2020. Based on these criteria, a sample of 14 companies was obtained with a three-year observation period. So, the total amount of data observed is 42. The descriptive analysis, classical assumption test, multiple linear regression analysis, determinant coefficient test, and hypothesis testing were used in this study using the SPSS version 26 data processing application.

III. RESULTS AND DISCUSSION

A. *Descriptive Statistical Analysis*

The average score, standard deviation, minimum value, and maximum value are used to calculate descriptive analysis in this study. The following are the findings of a descriptive analysis of green accounting disclosure data, environmental performance, public share ownership, and firm value.

According to Table 1. Four general descriptions of research results can be formulated as follows. *Firstly, t*he minimum value of green accounting disclosure data is 0 and the maximum value is 1, with an average value of 0.57 and a standard deviation of 0.501. A standard deviation value less than the average indicates that the data on the green accounting disclosure variable is evenly distributed, implying that it is not overly varied.

Table 1. Descriptive Analysis Results

	N	Min	Max	Mean	Std. Deviation
GAC	42	0	1	0.57	0.501
KLI	42	2	5	3.52	0.634
KSP	42	0.08	0.50	0.3305	0.13422
NPE	42	0.11	4.50	1.4348	1.36038
Valid N (listwise)	42				

Source: Processed Data (2022)

Secondly, the minimum and maximum values for environmental performance data are 2 and 5, respectively, with an average value of 3.52 and a standard deviation of 0.634. A standard deviation value less than the average indicates that the data is evenly distributed, implying that the environmental performance variable data does not vary significantly.

Thirdly, the data on public share ownership ranges from 0.08 to 0.50, with an average value of 0.3305 and a standard deviation of 0.13422. The standard deviation value is less than the average, indicating that the data on the variable of public share ownership is not overly varied.

Finally, the data for firm value ranges from 0.11 to 4.50, with an average value of 1.4348 and a standard deviation of 1.36038. The standard deviation is less than the average, indicating that the data is evenly distributed, implying that the firm value variable data does not vary significantly.

B. *Classical Assumption Test*

The data normality test is intended to test whether the dependent variable and the independent variable are normally distributed or not. Normality test in this study used the statistical test *One-Sample Kolmogorov-Smirnov (KS) Test.* The basis for decision making in this normality test is if the value of *Sig*. > 0.05, then the data is normally distributed. Meanwhile, if the value of *Sig.* <0.05, then the data is not normally distributed. Normality test results show *Asymp. Sig.* worth 0.200. This means that the data in this study were normally distributed and could represent the population.

The multicollinearity test is intended to test whether there is a correlation between the independent variables in the regression model. Multicollinearity testing is done by looking at the *tolerance* value and the *Variance Inflation Factor* (VIF) value. The criteria for the regression model are said that there is no high collinearity if the *tolerance* above 0.10 and the *Variance Inflation Factor* (VIF) value is less than 10. The results of the multicollinearity test show that each independent variable has a VIF value < 10, and a *tolerance* > 0.10. This means that there are no symptoms of multicollinearity between independent variables.

Table 2. Normality Test Results

		Unstandardized Residual
N		42
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	0.85840219
Most Extreme Differences	Absolute	0.070
	Positive	0.067
Test Statistic	Negative	-0.070
Asymp. Sig. (2-tailed)		0.070
		0.200[c,d]

Source: Processed Data (2022)

Table 3. Multicollinearity Test Results

		Unstandardized Residual
N		42
Normal Parameters[a,b]	Mean	0.0000000

	Std. Deviation	0.85840219
Most Extreme Differences	Absolute	0.070
	Positive	0.067
Test Statistic	Negative	-0.070
Asymp. Sig. (2-tailed)		0.070
		0.200[c,d]

Source: Processed Data (2022)

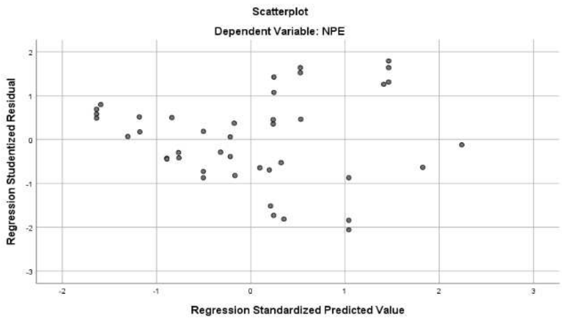

Figure 1. Scatterplot

Table 4. Results of Auto Correlation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.776[a]	0.602	0.570	1.952	0.89164

Source: Processed Data (2022)

The multicollinearity test is intended to test whether there is a correlation between the independent variables in the regression model. Multicollinearity testing is done by looking at the tolerance value and the Variance Inflation Factor (VIF) value. The criteria for the regression model are said that there is no high collinearity if the tolerance above 0.10 and the Variance Inflation Factor (VIF) value is less than 10. The results of the multicollinearity test show that each independent variable has a VIF value < 10, and a tolerance > 0.10 . This means that there are no symptoms of multicollinearity between independent variables.

Heteroscedasticity test is intended to test whether in the regression model there is a difference between the residuals of one observation with other observations. Heteroscedasticity testing in this study uses a *scatterplot*. The scatterplot graph shows that the points in the image have spread evenly and do not form a pattern. That is, there are no signs of heteroscedasticity in the research data.

The autocorrelation test is used to determine whether the regression model has a relationship with previous research. A regression model is said to be good if it has no autocorrelation. The autocorrelation test employs the Durbin Watson (DW) value, which is adjusted for the level of k (number of independent variables) and n. (number of samples). If the value of DW test > dU and DW test > dU, the criteria are said to have no autocorrelation (4-dU). The results of the autocorrelation test show that the Durbin Watson value in this test is 1.6617 < 2.213 < 2.3383 or is between the values of dU and (4-dU). This means that there is no autocorrelation problem in the regression model used in this study.

C. *Multiple Linier Regression Analysis*

Based on the results of multiple linear regression analysis, it can be seen the equation of the regression line using beta coefficient analysis. The following (Table V) is the result of the calculation of multiple linear regression analysis. From the calculation results, the regression equation can be formulated as follows:

$$NPE = \alpha + \beta 1GAC + \beta 2KLI + \beta 3KSP + \varepsilon$$
$$NPE = 2,432 - 1,495GAC + 0,437KL - 5,090KSP + \varepsilon$$

Based on the regression model formed, the results can be interpreted as follows. The constant of 2.432 means that if the disclosure variables of green accounting (GAC), environmental performance (KLI), and public share ownership (KSP) show a constant value, the firm value variable (NPE) will have a value of 2.432. The coefficient value of the green accounting -1.495. This means that the disclosure of green accounting has a negative effect on firm value. If there is an increase of 1 unit in green accounting, the company value will decrease by 1.495.

The coefficient value of the environmental performance variable is 0.437. This means that environmental performance has a positive effect on firm value. If there is a 1v unit increase in environmental performance, it will increase the company value by 0.437. The coefficient value of the public share ownership variable is -5.090. This means that public share ownership has a negative effect on firm value. If there is an increase of 1 unit in public share ownership, the company value will decrease by 5,090.

D. *Hypothesis Testing*

This study's hypothesis was tested using the significance value and a comparison of t_{count} with t_{table} using the following criteria: if the significance value is greater than 0.05, H0 is accepted; otherwise, if the significance value is less than 0.05, H0 is rejected. Meanwhile, if t count equals t table, H0 is accepted; otherwise, if t count exceeds t table, H0 is rejected.

1) *The First Hypothesis Test*

The first hypothesis states that green accounting disclosures have a positive effect on firm value. The results

Table 5. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,432	0,823		2,955	0,005
	GAC	-1,495	0,300	-0,550	-4,987	0,000
	KLI	0,437	0,236	0,204	1,854	0,072
	KSP	-5,090	1,073	-0,502	-4,743	0,000

Source: Processed Data (2022

of the hypothesis test show a significance value of 0.000 and the comparison of t count with t table is -4.987 < 2.024 or t count < t table. The regression coefficient value of this variable is -1.495. This means that the disclosure of green accounting has a negative and significant effect on firm value, so H1 is rejected and H0 is accepted.

2) *The Second Hypothesis Test*

The second hypothesis states that environmental performance has a positive effect on firm value. The results of the hypothesis test show a significance value of 0.072 and the comparison of t count with t table is 1,854 < 2,024 or t count < t table. The regression coefficient value of this variable is 0.437. This means that environmental performance has no effect and is not significant on firm value, so H2 is rejected and H0 is accepted.

3) The Third Hypothesis Test

The third hypothesis states that public share ownership has an effect on firm value. The results of the hypothesis test show a significance value of 0.000, and the comparison of t count with t table is -4.743 < 2.024 or t count < t table. The regression coefficient value of this variable is -5.090. This means that public share ownership has a negative and significant effect on firm value, so H1 is rejected and H0 is accepted

E. Coefficient of Determination

Test the coefficient of determination is seen from the *Adjusted* R *Square value.* The Adjusted R Square value used in this study was adjusted to the number of independent variables in this study which consisted of three independent variables. The results of the coefficient of determination test appear as follows. *Adjusted* R *Square* shows a value of 0.570. This means that 57% of the firm value variables can be explained by the *green accounting*, environmental performance and public share ownership.

F. Discussion

1) The Effect Green Accounting on Firm Value

The regression coefficient for the 'green accounting' disclosure variable is negative, indicating a unidirectional or inverse relationship between green accounting disclosures and firm value. This suggests that green accounting disclosures have a significant negative impact on firm value. When the projected green accounting disclosure in the form of environmental cost disclosure causes the value of the company in the LQ-45 stock index to decrease. When a company does not disclose its environmental costs, it tends to increase the value of the LQ-45 stock index company.

This is because the inclusion of an environmental cost element in the financial statements, particularly the income statement, causes the company's profit to appear lower, whereas the company's profit can appear higher in the absence of environmental costs. Profit is used by investors to determine investment decisions. Furthermore, the presence or absence of environmental costs has no discernible impact on investors. Specifically, the disclosure of environmental costs indicates that the company still has issues with environmental management. This is viewed negatively by investors because it implies that the company is still unable to minimize the costs that must be incurred, resulting in a lower profit. As a result, investors' and potential investors' interest in investing in the company decreases, triggering a market reaction in the form of a weakening of the company's stock price due to decreased demand for company shares, accompanied by a decrease in company value.

Table 6. Results of the Coefficient of Determination Analysis Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.776[a]	0.602	0.570	0.89164

Source: Processed Data (2022)

This study rejects the stakeholder theory because the company has disclosed all information related to the company's activities, one of which is the disclosure of environmental costs, which is not always viewed positively by investors and does not always increase the company's value. This study's findings are consistent with those of [15], [16] and [17], who found that green accounting or environmental accounting has a negative impact on firm value.

2) The Effect of Environmental Performance on Firm Value

Testing the second hypothesis, which is about the effect of environmental performance on firm value, yields a significance value (Sig.) of 0.072, which is greater than 0.05. This means that there is no statistically significant relationship between environmental performance and firm value. The company's good or bad environmental performance as measured by the Proper rating does not guarantee that the company's value on the LQ-45 stock index will rise or fall.

This is because environmental performance is not the primary consideration for investors when making investment decisions. In contrast to financial performance, which can provide returns to investors, a good company's environmental performance has little impact on investors. So that good or bad environmental performance does not influence investment decisions made by investors and potential investors. This has no effect on the company's stock price, either increasing or decreasing, so the company's value is unaffected by good or bad environmental performance.

This study contradicts the legitimacy theory because companies that have met societal norms, such as environmental performance, may not necessarily increase public trust in the company. This is consistent with the findings of [18] and [19], who found that environmental performance has no effect on firm value.

3) The Effect of Public Share Ownership on Firm Value

A negative regression coefficient for the public share ownership variable indicates that there is a significant but not unidirectional relationship between public share ownership and firm value. This indicates that public share ownership has a significant negative effect on firm value. The increasing proportion of public share ownership in LQ-45 stock index companies will result in a decrease in company value. The lower the proportion of public share ownership in the LQ-45 stock index company, on the other hand, the higher the firm value.

This is due to the fact that the greater the proportion of public share ownership, the worse it is for the company. Because managers will struggle to align their interests with those of their shareholders. Whereas public shareholders are primarily concerned with short-term profits, i.e., returns. Meanwhile, management and controlling shareholders have a long-term goal of increasing the value of the company. As a result, if the company's long-term goals are hampered by a high level of public share ownership. This is poor judgment on the part of investors in investment decisions, and it has the effect of lowering the company's value.

This research contradicts stakeholder theory because the number of investors, in this case public investors, who support the company does not automatically increase the company's value. The findings of this study are consistent with the findings of [20], [21] and [22], who found that public share ownership has a negative impact on firm value.

IV. CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of the research and discussion of hypotheses regarding the effect of green accounting disclosures, environmental performance, and public share ownership on firm value in LQ-45 stock index companies in 2018-2020, it is possible to conclude that green accounting disclosures have a negative and significant effect on LQ-45 stock index firm values. During the 2018-2020 period, environmental performance has no effect and is insignificant on the value of the LQ-45 stock index company. During the 2018-2020 period, public share ownership has a negative and significant impact on the value of the LQ-45 stock index company.

It is recommended that policymakers in companies that are members of the LQ-45 stock index pay attention to and investigate green accounting disclosures, environmental performance, and public share ownership in order to carry out appropriate analysis when making decisions to increase company value. According to the study's findings, there are still other variables that can influence firm value. Most importantly, the researcher suggests that additional research be conducted to develop research variables that allegedly affect firm value, increase observation time, and broaden the research sample.

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DOES EXPLORATORY INNOVATION ESSENTIAL FOR BUSINESS RESILIENCE? A STUDY ON MSME CRISIS SETTING

[1st]Eko Handoyo
Faculty of Social Sciences
Universitas Negeri Semarang
Semarang, Indonesia
eko.handoyo@mail.unnes.ac.id

[2nd]Angga Pandu Wijaya
Faculty of Economics
Universitas Negeri Semarang
Semarang, Indonesia
apwijaya@mail.unnes.ac.id

Abstract— **Innovation is an essential aspect of a business, especially for MSMEs with a high level of competition. This study examines the effect of innovation capability on business resilience through exploratory innovation. This study uses MSME in a crisis setting; therefore, MSMEs have an urgency to innovate. This study involved 102 SMEs as the research sample. The study's results indicate that innovation capability affects exploratory innovation and business resilience. In addition, exploratory innovation partially mediates the effect of innovation capability on business resilience. The implications for MSMEs are discussed further to maintain business sustainability**

Keywords—Innovation Capability, Exploratory Innovation, Business Resilience

I. INTRODUCTION

Innovation is an essential aspect of a business to drive increased sales and maintain an existence in the market. Innovation is an important aspect of an effort to ensure that consumer desires can be fulfilled through innovations created by a business. The important role of innovation is to encourage a novelty to achieve consumer desires; hence not abandoned and can maintain a market that has been a business segment. The important role of innovation is to ensure that a business has resilience, which means that when there is a crisis, a business can survive based on the innovations that have been made [1]. Innovation requires the support of resources in a business, so that based on the capabilities possessed, a business can create innovation. Innovation capabilities can encourage a business to create updates related to products and services. The ability of a business to create services that make it easier for consumers to buy products requires innovation capabilities that can be done only if a business has adequate resources. An important role of resource capability is to encourage and complement a business in creating innovation. When a business does not have adequate resources, an innovation process will be difficult. A business capability is one of the essential aspects of creating innovation [2].

Capabilities are based on the resources available to the business. The resources owned are related to infrastructure and human resources so that a business can have the ability to create new updates [3]. Novelty related to the product is supported by the ability of human resources to innovate in creating novelties that can provide a challenge in the market. When something is critical, innovation will be able to maintain a business to face challenges when there are fewer consumers. The ability to survive in a market is one of the important aspects of business in the context of this research, namely SMEs, so with adequate innovation and resources with innovation capabilities and exploratory innovations, they will have the ability to survive [4]. This research explores in depth that innovation based on capability can create exploratory innovation. Exploratory innovation is the ability to create novelty in the market in the form of products and services so that consumers will easily reach the products being marketed with these innovations.

The novelty contained in innovation will provide a challenge in the market, so that consumers can have the choice to buy a variety of products. Novelty relates to consumer interest in buying certain products. Adjustments to updates contained in products and services are tailored to consumer needs so that the orientation contained in the MSME business is the fulfillment of consumer desires. Orientation to consumers is essential to facilitate marketing so that the products sold by MSMEs can be absorbed in the market. The sales increase process is carried out with an orientation to consumers, thus facilitating the marketing aspect. Activities related to the creation of innovation require adequate resources that will create MSME business resilience to survive when facing a crisis. An important role of innovation is to ensure that the business orientation towards consumers can be matched. This means that SMEs create a novelty based on consumer desires [5]. When a business has resilience, it has the potential to maintain its market share so that it can have stronger sustainability.

A business requires resilience to survive based on various aspects, one of which is innovation. Through the novelty created in innovation, a business is expected to survive so that the business can maintain its existence. The ability of MSMEs to produce products that follow consumer desires is the key to maintaining business resilience so that it is not only related to products, but services are one aspect that is considered in creating innovation [6]. Service is an important aspect of providing satisfaction to consumers so that products marketed to MSMEs can meet expectations following expectations. The novelty of this research is that it is in a critical context when MSMEs are faced with a difficult condition; namely, when facing a crisis, the resources contained in MSMEs can be managed optimally. This study examines the innovation capability of MSMEs towards exploratory innovation in the context of a crisis on business resilience..

II. Hypothesis development

A. *The Influence of Innovation Capability on Exploratory Innovation*

Innovation capability is related to the resources contained in the MSME business to create an innovation in a business. Resources are related to human resources and infrastructure resources in the MSME business. Human resources are needed to create innovations and patterns of thinking about breakthroughs that can be made to create the ability to produce new products and services needed by consumers. When MSMEs are consumer-oriented, the marketed products will run and be easily absorbed by the market. Conversely, when MSMEs cannot adapt and adjust to consumer tastes, it will be difficult for them to market and not produce a novelty in the form of innovation. The ability of MSMEs related to capabilities will produce an innovation [7]. This study suspects that innovation capability affects exploratory innovation. The definition of exploratory innovation is the ability of MSMEs to create novelty in products and services so they are under consumer orientation.

When MSMEs can create new needs for products, consumers are not bored and have a variety of choices, so they stay loyal to these MSMEs. The product variety is essential to provide convenience and choice to consumers for products produced by MSMEs. The importance of exploratory innovation is to produce a product that consumers can choose to reduce boredom. When consumers have many choices and services that are more accessible, it will determine the level of success of MSMEs in providing services to consumers. Resources also determine the ability of MSMEs to produce products and services, so innovation capability is essential to determine MSME exploratory innovation [8]. When consumers have many choices and services that are more accessible, it will determine the level of success of MSMEs in providing services to consumers. Resources also determine the ability of MSMEs to produce products and services, so innovation capability is essential to determine MSME exploratory innovation. When consumers have many choices and services that are more accessible, it will determine the level of success of MSMEs in providing services to consumers. The ability of MSMEs to produce products and services is also determined by resources, so innovation capability is an essential aspect of determining MSME exploratory innovation.

H1: Innovation Capability affects Exploratory Innovation

B. *The Effect of Innovation Capability on Business Resilience*

Innovation capability requires ideas to create a novelty based on the resources and capabilities of MSMEs to create services and products desired by consumers. Innovation capability is an essential aspect for MSMEs to maintain their market share. Innovation capability is the ability to create a novelty to produce a product that follows the wishes of the market [9]. This study analyzes that innovation capability affects the business resilience of a business that requires aspects that can maintain market share, namely consumers.

Business resilience requires an aspect that can provide comfort for consumers and the number of choices. The ability to generate choices in a product or service requires innovation capabilities. MSMEs must have a capability based on resources to generate innovation and form a business resilience. The ability of MSMEs is an essential aspect of producing a novelty. This research believes that the resources in the business will be able to manage the organization, namely MSMEs, in creating a novelty in the form of products and services. The context of this research on MSMEs that produce a novelty at a time of crisis, the context of research that is at a time of crisis will require MSMEs to innovate so that innovation can be generated and form a business resilience. The ability of MSMEs is an essential aspect of producing a novelty. This research believes that the resources in the business will be able to manage the organization, namely MSMEs, in producing a novelty in the form of products and services.

The context of this research on MSMEs that produce a novelty at a time of crisis, the context of research that is at a time of crisis will require MSMEs to innovate so that innovation can be generated and form a business resilience. The ability of MSMEs is an essential aspect of producing a novelty. This research believes that the resources in the business will be able to manage the organization, namely MSMEs, in producing a novelty in the form of products and services. In the context of this research on MSMEs that produce a novelty at a time of crisis, the context of research that is at a time of crisis will require MSMEs to innovate [10].

When an MSME is not faced with a crisis, its ability to innovate will decrease. The comfort zone found in MSMEs will reduce innovation, so MSMEs do not feel the need to carry out novelty novelties on their products. Critical is an important context to produce a novelty because if MSMEs do not make an innovation, the market share will decrease. This study confirms that the crisis context is a context that can capture the overall picture of the innovations produced by MSMEs so that it will produce business resilience. An important role of innovation is to generate an attempt to survive in the market to make a profit still.

H2: Innovation Capability Affects Business Resilience

C. *The Effect of Exploratory Innovation on Business Resilience*

Novelty in the form of products is essential for the MSME industry in maintaining the market. MSMEs need a novelty to help maintain their existence and increase sales. An important role of exploratory innovation is to assist MSMEs in producing new products, thus creating various products and having many choices. This means that consumers are faced with various choices and novelties that can provide choices and reduce boredom for consumers [11]. MSME activities that diversify and provide different services aim to provide convenience in accessing the products sold. MSME efforts are a form of exploratory innovation. MSMEs need adequate resources so that exploratory innovation can be achieved. This study confirms that the existence of innovation will aim to increase sales of MSMEs. When MSMEs have innovation, this will provide ease of service and the availability of more adequate products. When MSMEs provide optimal service, they can maintain market share to achieve business resilience [12]. Product variety is a form of exploratory innovation that aims to enrich choices so that consumers can buy various products. MSMEs are one of the businesses that currently lack exploratory innovation, so with the context of research conducted during a crisis, MSMEs

will be forced to carry out innovation. So it has a role in forming business resilience. Activities to update services or create new products are essential aspects so that consumers do not have the desire to move. Loyalty is an important aspect for MSMEs so that consumers are loyal to buying products.
H3: Exploratory Innovation Affects Business Resilience

D. The Effect of Innovation Capability on Business Resilience Moderated by Exploratory Innovation

Innovation capability explains the ability of MSMEs to update new services and products based on resources. Innovation capability is aimed at building business resilience by creating new products and services represented by exploratory innovation. Innovation is important to form a novelty aimed at providing optimal services to consumers. In addition, innovation aims to assist consumers in fulfilling their wants and needs. The available resources and infrastructure support the ability of MSMEs to create new products, so when MSMEs have the power in human resources to create new ideas, this will affect exploratory innovation [13]. An important role of innovation is the creation of new products following the wishes of consumers. Orientation to consumers is implemented when MSMEs create a product oriented in convenience and according to consumer tastes. When faced with a crisis, MSMEs will innovate according to their abilities, meaning that the resources contained in MSMEs are directed to create new products and provide adequate services. MSMEs face a crisis, forcing them to take action to maintain the market. The urgency of MSMEs to maintain the market is a part of efforts to form business resilience in addition to creating new products and services that are under the wishes of consumers [14]. Products needed by consumers. MSMEs are encouraged to analyze in more depth about consumers' desires and behavior patterns to buy a product. When consumer behavior patterns can be studied, MSMEs can survive and create business resilience which in the long term will affect business continuity. MSMEs are encouraged to analyze in more depth about consumers' desires and behavior patterns to buy a product. When consumer behavior patterns can be studied, MSMEs can survive and create business resilience which in the long term will affect business continuity [15]. MSMEs are encouraged to analyze in more depth about consumers' desires and behavior patterns to buy a product. When consumer behavior patterns can be studied, MSMEs can survive and create business resilience which in the long term will affect business continuity.
H4: Innovation Capability influence Business Resilience Moderated by Exploratory Innovation

III. METHOD

This study uses a quantitative approach by analyzing the data to be tested using statistical rules to produce a conclusion. This research aims to obtain data from MSMEs, especially MSME owners facing a crisis in the context of the coronavirus pandemic. When the crisis hit, MSMEs were compelled to produce an innovation that became the context in this research, thus producing a conclusion. The research was conducted in Central Java areas that represent general MSMEs. Central Java is an area that has many MSMEs, so it can represent MSMEs in Indonesia. Number of research samples as many as 102 were asked to fill out a questionnaire related to research data processing was carried out with SEM PLS.

IV. RESULTS

The study tested the validity of the reliability and hypotheses. The research in Figure 1 shows that there are factor loading results that describe the validity of each research indicator. All indicators are declared valid because they have met the statistical rules, which are $\geq$0.7

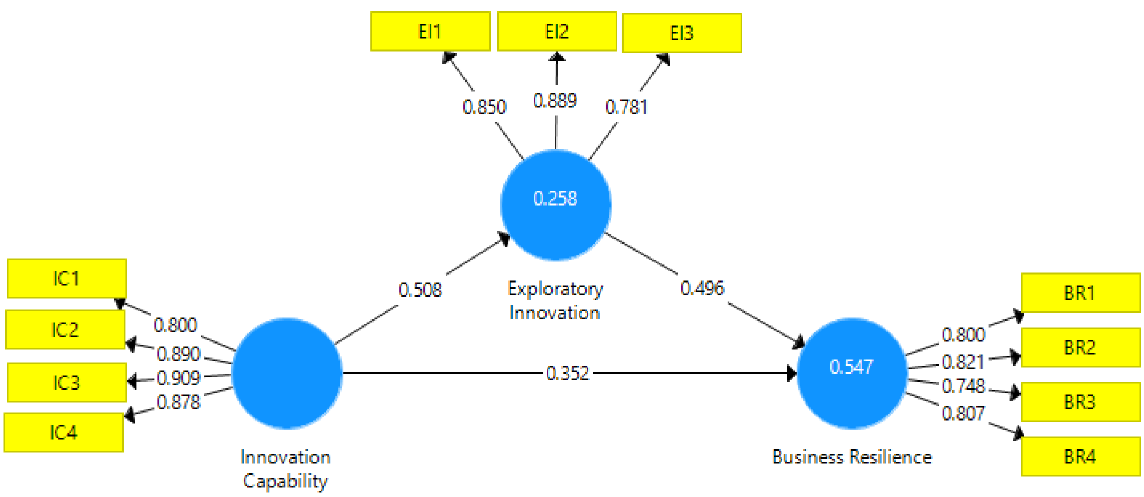

Figure I. Loading Factor Result

Table 1. Validity And Reliability Result

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Business Resilience	0.805	0.805	0.872	0.631
Exploratory Innovation	0.794	0.796	0.879	0.707
Innovation Capability	0.893	0.907	0.926	0.757

Based on the results of testing the validity and reliability in Table 1, the variables contained in the study have met the rules of validity, namely having a value of Cronbach's Alpha >0.7, Composite Reliability >0.7, and Average Variance Extracted (AVE) >0.5.

Table 2. Direct Effect Test Result

Variable	T Statistics	P Values
Exploratory Innovation -> Business Resilience	6.131	0.000
Innovation Capability -> Business Resilience	4.044	0.000
Innovation Capability -> Exploratory Innovation	6.314	0.000

The test results contained in table 2 show that all hypotheses have been supported on there is a direct influence between variables

Table 3. Indirect Effect Test Result

Variable	T Statistics	P Values
Innovation Capability -> Business Resilience	5.387	0

Table 3 shows the indirect effect of innovation capability on business resilience mediated by exploratory innovation. The results show that exploratory innovation partially mediates the effect of innovation capability on business resilience.

V. DISCUSSION

The study results indicate that MSMEs that have adequate resources and can generate ideas affect the creation of new product innovations represented by exploratory innovations. This study confirms that the capabilities possessed by human resources will find ideas that can create products according to consumer desires. This research indicates that SMEs oriented towards consumer desires can create products that are in accordance with consumer desires. This means that the products created have the desired variation. MSME efforts to create a new product represented by exploratory innovation are based on innovation capabilities. The resources contained in MSMEs, both human resources and the environment supporting MSME business activities, are fundamental. When faced with a crisis, MSMEs will be encouraged to innovate. The ability to create innovation is based on MSMEs' capabilities, so without these capabilities, MSMEs will be difficult to create innovations related to product novelty.

Innovative capabilities have the impetus to create a competitive business by creating new products based on consumer desires. MSMEs are expected to have the ability to map and identify that consumer desires have a dynamic. When MSMEs understand the dynamics of consumer desires, the presence of innovation capabilities will create exploratory innovations that are expected to provide a large variety of choices and reduce low consumer loyalty. This study proves that the innovation capabilities contained in MSMEs have an important role in creating exploratory innovations that are represented through product variations and the creation of new services in times of crisis.

The study's results also prove that innovation capability affects the business resilience of an MSME that has the ability to survive in times of crisis with adequate resources. SMEs' ability to manage resources has an important role in determining business resilience. The keywords contained in management are an essential aspect when MSMEs have the resources but are unable to manage them, this will reduce the percentage of business resilience that can be achieved. When MSMEs can produce an effective and efficient management in business, resilience will be generated. The important role of MSME management cannot be separated from the resources contained in innovation [16]. When MSMEs have adequate resources in the context of human resources and infrastructure, they will produce innovation capabilities that provide opportunities for MSMEs to create a more stable business during a crisis. Business resilience is an essential aspect when MSMEs face a crisis. The creation of business resilience is carried out with adequate innovation capabilities. Without sufficient resources, MSMEs will experience difficulties in creating consumer-oriented innovations. When MSMEs can produce the creation of innovations in adequate capabilities, it encourages the MSME's ability to adapt in times of crisis.

This research has proven that exploratory innovation affects business resilience. The important role of creating new products and adequate services for consumers will encourage businesses to have stability. This means that when consumers have many choices about new product variations, they are faced with various choices. Consumers with many choices will have the intention or motivation to purchase MSMEs. When MSMEs are faced with a crisis condition, they are urged to produce an innovation represented through exploratory innovation in a crisis condition. MSMEs will be able to have the ability to produce a breakthrough in solving business problems during a crisis. MSMEs are encouraged to carry out an innovation represented through exploratory innovation [17]. One of them is related to service. When a crisis, MSMEs have limitations regarding the challenges in their external environment and the dynamics of a growing business. Service creation is essential for consumers to be interested in making purchases, so MSMEs have strong business resilience. An important aspect of business resilience is the ability of MSMEs to retain consumers and their market share. The existence of MSMEs in the market is an important aspect of ensuring that there are sales made by MSMEs so that profits are generated. The process of SMEs maintaining their business through exploratory innovation is a breakthrough to ensure that their existence in the market can be maintained. Efforts to maintain the MSME business are an important part of business resilience [18].

This study proves that exploratory innovation significantly mediates the effect of innovation capability on business resilience. The creation of innovation is one of the efforts to ensure that consumers have a wide variety of choices to buy products [19]. In addition, exploratory innovation is realized through services that are carried out effectively. The embodiment of service is not only through conventional sales but also an effort to connect with consumers by using online resources that can provide optimal services. Conventional sales are an effort to distribute goods to consumers. However, with the existence of exploratory innovations, online sales can be made to ensure that goods can be distributed to consumers on time. MSMEs are one of the businesses that still need support to increase innovation capability, so the process of creating exploratory innovations still requires strengthening. However, in this study, it has been proven that exploratory innovation significantly mediates business resilience. The study's results also prove that exploratory innovation partially mediates the effect of innovation capability on business resilience [6], [14]. The results of this study confirm that when innovation capabilities can produce varied products, this will increasingly provide opportunities for consumers to choose. In addition, consumers with limited time and energy can use the services produced by MSMEs that implement online sales. This is a representation of exploratory innovations that MSMEs can make. Business resilience can be achieved through exploratory innovation by providing consumers with many choices and services. The dynamics of consumers are increasingly diverse and indicate that consumers increasingly do not want to have the hassle of making purchases; the ease of service is the key to innovation, indicating that a novelty can be raised in SMEs [4], [20]. There is a view that MSMEs have limited resources compared to large companies, so these challenges, especially in creating innovation, need to be improved. In large companies that have adequate resources and strong capital, the creation of innovation capabilities is very easy to do through research and development. However, MSMEs with limited capital and human resources have enough challenges to create innovation capabilities. To produce exploratory innovation and have business resilience, greater efforts are needed to make it easier for consumers to lead to strong business resilience.

VI. CONCLUSION

This study examines the innovation capability of business resilience mediated by exploratory innovation. The study's results indicate that innovation capability affects exploratory innovation and business resilience. Research also proves that exploratory innovation partially mediates the effect of innovation capability on business resilience. The research was conducted on MSMEs in the context of a crisis, so they were urged to innovate to maintain their market share and demonstrate their existence to have a stable level of sellers. The results of the study confirm that MSMEs need an innovation that can be done to form business resilience so that they can have market share and retain loyal consumers.

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EFFECTIVENESS OF HUMAN RESOURCE INFORMATION SYSTEM IN MODERN SPINNING MILL

1st S.C.Vetrivel
Department of Management Studies
Kongu Engineering College
Erode.Tamilnadu
scvetrivel@gmail.com

2nd V.Krishnamoorthy
Department of Management Studies
Kongu Engineering College
Erode.Tamilnadu

3rd T.P.Saravanan
Department of Management Studies
Kongu Engineering College
Erode.Tamilnadu

4th Naveen
Department of Management Studies
Kongu Engineering College
Erode.Tamilnadu

ABSTRACT - The project research exercise on "A Study on Human Research Information System in Modern Spinning Mill Pvt Ltd", Pollachi. The main objective of this project was to analyze the use of HRIS tool in the organization. Analyses and Interpretation are done by using bar diagram and pie charts. The Sample taken for the study is 100 employees in Modern Spinning Mill Pvt Ltd, Pollachi and data is collected with direct interaction with employees through questionnaire. It can be concluded that use of HRIS tool is much important for the employee in the organization. Primary data was collected through Observation of overall working of Human Resource System in organization, Questionnaires filled by respondents. Secondary data was collected through referring various text books, Websites, Magazines, Newspapers etc., An aggregate of 100 surveys were dissected utilizing SPSS programming with some study techniques like Anova, T-test, Chi-square analysis. This research focus on employee feedback and suggestion that would be useful for Modern Spinning Mill, to take further steps to improve the growth of the company. I think these findings will be helpful in future because there are many competitors in the spinning mill field. This research has all my findings and some suggestions too.

KEYWORDS: HRIS, Anova, T-test, Chi-square, Findings.

I. INTRODUCTION

Human Resources Information System (HRIS) might be a software or online solution for the info entry, data tracking, and data information needs of the Human Resource, payroll, management, and accounting functions within a business. Normally packaged as an information base many of companies sell some sort of HRIS and every HRIS has different capabilities. An HRIS may be a systems and processes at the intersection between human resource management (HRM) and knowledge technology. It merges HRM as a discipline and specifically its basic HR activities and processes with the info technology field, whereas the programming of knowledge processing systems evolved into standardized routines and packages of enterprise resource planning (ERP) software. On the whole, these ERP systems have their origin from software that integrates information from different applications into one universal database. The linkage of its financial and human resource through its one database is that the foremost important distinction to the individually and proprietary developed predecessors, which makes this software application both rigid and versatile.

A HRIS is that the life line of any HR department. The greater the sophistication and linkages in HRIS the simpler an organization's HR department becomes. In today volatile market where time has become more important than money, an HRIS is that the tool that addresses the requirement efficiently. It integrates the bulk the modules of HR department, starting form manpower planning, recruitment, employees relationship management and performance management to career planning and tracking, workplace communication and systems. Moreover, an HRIS may is also a key repository of employee's information and records. It enables the generation of assorted reports and accurate data that otherwise would are time consuming and cumbersome. As an example, data, like history of an employees, are often easily tracked employing a HRIS. It also facilitates the formulation of policies and recommends modification.

II. LITERATUR REVIEW

Gerardine DeSanctis (1986)In the work force divisions of numerous enormous associations, human asset data frameworks (HRIS) have developed to address a key MIS subfunction. This paper looks at the development of HRIS as a different element from unified MIS, assesses its current usefulness and mechanical establishment, and hypothesizes on its likely future capability inside the organization, especially in association with the concentrated MIS capability. An outline of the plan, activity, and viability of HRIS is created utilizing the discoveries of a study of HRIS experts from 171 U.S. companies.

Daniel Ding (1997) Data about human resource management (HRM) training at foreign-contributed organizations (FIEs) in China has been forced to be investigated, including a small number of examples. This knowledge is the result of an observational evaluation of the HRM procedures employed in 158 FIEs operating in the province's Shenzen Special Economic Zone (SEZ) in southern China. the board levels, legally binding work where pay and life span are supported by individual specialist and office generally performance, and remuneration designs that take into account differences in abilities, training, and occupation requirements. Results suggest that FIEs have moved away from halfway arranged work distribution, life-time business, and libertarian pay toward open work markets at organization and non-the board levels. These customs appear to be a result of China's recent financial transformation.

Davenport, T.H. and Glaser. J (2002)Since many people were unable to absorb all the information that was being released during the early long periods of data collection, groups established networks of skill organizations and training, created information archives, and made efforts to convince others to exchange information. However, the emphasis on a realistic schedule of extra work for skilled laborer's permeated everything about workouts. According to the creators, preparing specific ability into the roles of extremely competent specialists is a more grounded strategy. Accomplices HealthCare has started to include counselling into the technology that doctors use in their roles such that it is already not a distinct action. Currently, the request section device routinely analyses Dr. Goldszer's option whenever he places an order for therapeutic drug or a lab test. Information representatives in a variety of disciplines should also have a quick information organizing tool that is tailored to provide the necessary helping measurements for the task at hand. akin to a quick information organization tool that is tailored to provide the appropriate aiding measurements for the work at hand.

Manivannan (2011)The execution of the Human Resource Information System (HRIS) is the aftereffect of data innovation progression (IT). It has turned into a significant between disciplinary instrument for accomplishing major hierarchical Human Resource (HR) objectives. This study's system is experimental. It comprises of the reactions of 102 respondents who worked in HR for Chennai's IT organizations. As per the examination, HRIS has many advantages and can undoubtedly act as a data set for an assortment of HR undertakings in the IT ventures, including faculty organization, pay organization, leave/nonappearance recording, expertise stock, history, execution evaluation, preparing and improvement, and HR arranging.

Research Gap

When the researchers towards HRIS was considered that there were a researchers carried out for analysing the HRIS for employees in spinning mill. A few studies had analysed the HRIS towards spinning mill. The research gap persists where the studies on HRIS are different from one company to another. This makes the researcher to do the analysis on the HRIS in Modern Spinning Mill.

Problem Description

This study is conducted to assess HRIS needs in Modern Spinning Mill. It helps in automation of performance of employees, their contribution to the company. So, this system make possible solution to evaluate employees. To track the performance of the employees based on training, leave, attendance, performance, salary grade, education level, promotion and reports of the concern employees. Some information is merely available through technology. Many types of training, internet access to the recruitment world and the use of certain programs to assess employees within the hiring process are only available for those with technology- rich environment.

III. METHOD

The purpose of the study is to determine the connection between the satisfaction of employees from HRIS and their perceptions of HRIS. Another aim of the study is to reveal the perception s of employees for the dimensions that constitute HRIS and explain that the points that ought be developed. Also, it's aimed to reveal that if the HRIS perception of the worker show difference or not accordingly to their demographic qualification (age, seniority, position, education)

Research Design

The research design has importance to figure out the contribution and success of using HRIS for HR employees. With the results of the research, it's possible to relinquish valuable insights about the importance of using HRIS satisfaction level of HR employees from this method. There is a scarcity of empirical study within the related literature. By considering the requirement of empirical studies during this field, it's obvious that both the theoretical. It's obvious and empirical results of this research will provides a important contribution to the literature.

Scope Of The Study

a. Collecting appropriate data and converting them to information and knowledge for improved timelines and quality of deciding.
b. Streamlining and enhancing the efficiency and effectiveness of HR administration function.
c. Producing the greater number and type of accurate and real time HR related reports

Sampling Techniques:

In this project Simple Random Sampling technique is used to carry out research study In this method, the sampling unit are chosen randomly from the total employees at all the levels (managerial, executive, staff levels) of organization. Out of 250 employees working in spinning mill, 100 employees are taken as samples. The study was intended to analyse the reason behind HRIS in Modern Spinning Mill Pvt Ltd.

Limitation of The Study

a. The study is predicated on the information provided by the company statements. So the limitations of the company's employees remaining are equally applicable.
b. The data collected from the employees is limited to 100 respondents out of 250.
c. The responses of the employees could be casual in nature. This could be due to lack of time and interest from their part.
d. The responses from the employees may vary based on their needs, expectations.

IV. RESULT AND DISCUSSION

One Way Anova Between Monthly Income Of The Employees And Experience Level Of The Employees.

Hypothesis

1. H1(Alternate hypothesis) = There is significant difference exists between monthly income of the employees with regards to experience level of the employees.
2. H0 (Null hypothesis) = There is no significant difference exists between monthly income of the employees with regards to experience level of the employees.

Table 1. One Way Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.157	2	2.078	7.974	.001
Within Groups	25.283	97	.261		
Total	29.440	99			

Table Anova between comparing means of monthly income of the employees and experience level of the employees. The above table shows that, the significance value is .000, which is less than 0.05, so the study reject null (H0) hypothesis. Thus, there is significant difference existed among the respondents towards monthly income in terms of experiences. Since, H1 is accepted the ANOVA alone does not tell us specifically which mean is different from one another. To determine that, we go for multiple comparison or post hoc tests.

Table 2. Test of Homogeneity of variances for monthly income of the employees with experience level of the employees.

Levene Statistic	df1	df2	Sig.
5.385	2	97	.006

(I) Experience level of the employees	(J) Experience level of the employees	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
less than 1 year	2 to 5 years	-.317*	.114	.018	-.59	-.0[illegible]
	5 to 10 years	-.700*	.186	.001	-1.14	-.26
2 to 5 years	less than 1 year	.317*	.114	.018	.04	.59
	5 to 10 years	-.383	.174	.077	-.80	.03
5 to 10 years	less than 1 year	.700*	.186	.001	.26	1.14
	2 to 5 years	.383	.174	.077	-.03	.80

Here, the significance value is 0.006, which is less than 0.05. Thus, there is homogeneity of variance exists between experience level of the employees with regards to monthly income of the employees.

Multiple Comparisons

Dependent Variable: Monthly income of the Employees Tukey HSD. The mean difference is significant at the 0.05 level

Interpretation

From the above table it is found that there is a significant difference exists among the respondents opinion towards experience level of the employees with regards to monthly income of the employees, the above tukey test table reveals the difference exists between less than 1 year,2 to 5 years and 5 to 10 years regarding monthly income of the employees.

Anova Between Opinon Regarding Work Schedule And Experience Level of The Employees
Hypothesis

1. H1(Alternate hypothesis) = There is significant difference exists between opinion regarding work schedule with regards to experience level of the employees.
2. H0 (Null hypothesis) = There is no significant difference exists between opinion regarding work schedule with regards to experience level of the employees.

Table 3. Table Anova between comparing means of between opinion regarding work schedule and experience level of the employees

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.460	2	1.230	1.393	.253
Within Groups	85.650	97	.883		
Total	88.110	99			

Interpretation
From the above table it shows that, the significance value is .253, which is greater than 0.05, so the study accept null (H0) hypothesis. Thus, there is no significant difference existed among the respondents towards work schedule in terms of experience.

Anova Between Opinon Regarding Grievance Settlement and Experience Level of The Employees
Hypothesis

1. H1(Alternate hypothesis) = There is significant difference exists between grievance settlement with regards to experience level of the employees.
2. H0 (Null hypothesis) = There is no significant difference exists between grievance settlement with regards to experience level of the employees.

Table 4. Anova between comparing means of between grievance settlement and experience level of the employees

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.090	2	.545	2.324	.103
Within Groups	22.750	97	.235		
Total	23.840	99			

Interpretation
From the above table it shows that, the significance value is .103, which is greater than 0.05, so the study accept null (H0) hypothesis. Thus, there is no significant difference existed among the respondents towards grievance settlement in terms of experience.

Independent Sample T-Test
Hypothesis
Marital status and Relationship with supervisor and co-worker.

1. H1(Alternate hypothesis) = There is significant difference exists between marital status and relationship with supervisor and co-worker
2. H0 (Null hypothesis) = There is no significant difference exists between marital status and relationship with supervisor and co-worker.

Table 5. Table T-test for Marital status and Relationship with supervisor and co-worker

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Relationship with supervisor and co-workers is good	married	65	2.15	.565	.070
	unmarried	35	2.60	.812	.137

Table 6. Independent Samples Test

Relationship with supervisor and co-workers is good	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	13.569	.000	-3.218	98	.002	-.446	.139	-.721	-.171
Equal variances not assumed			-2.896	52.197	.006	-.446	.154	-.755	-.137

Interpretation
Levene's test for equality of variance results shows that the significant value is .00, which is less than 0.05. Therefore, H1 is accepted.

Result: H1 accepted
There is a significant difference between marital status and relationship with supervisor and co-worker.

Hypothesis
Marital status and Employees treated with respect.

1. H1(Alternate hypothesis) = There is significant difference exists between marital status and employees treated with respect.

2. H0 (Null hypothesis) = There is no significant difference exists between marital status and employees treated with respect.

Table 7. T-test for Marital status and employees treated with respect.

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Are you treated with respect in organization	married	65	1.60	.680	.084
	unmarried	35	1.69	.676	.114

Table 8. Independent Samples Test

Are you treated with respect in organization	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.782	.379	-.602	98	.548	-.086	.142	-.368	.197
Equal variances not assumed			-.603	70.085	.548	-.086	.142	-.369	.198

Interpretation

Levene's test for equality of variance results shows that the significant value is 0.379 which is greater than 0.05. Therefore, H0 is accepted.

Result: H0 accepted

There is a no significant difference between marital status and employees treated with respect.

Hypothesis

Marital status and Employees treated with respect.

1. H1(Alternate hypothesis) = There is significant difference exists between marital status and employees treated with respect.
2. H0 (Null hypothesis) = There is no significant difference exists between marital status and employees treated with respect.

Table 9. T-test for Marital status and employees treated with respect.

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Are you treated with respect in organization	married	65	1.60	.680	.084
	unmarried	35	1.69	.676	.114

Table 9. Independent Samples Test

Are you treated with respect in organization	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.782	.379	-.602	98	.548	-.086	.142	-.368	.197
Equal variances not assumed			-.603	70.085	.548	-.086	.142	-.369	.198

Interpretation

Levene's test for equality of variance results shows that the significant value is .379 which is greater than 0.05. Therefore, H0 is accepted. Result: H0 accepted. There is a no significant difference between marital status and employees treated with respect.

CHI-SQUARE TEST

Hypothesis

1. H1(Alternate hypothesis) = There is significant difference exists between monthly income of the employees with regards to experience level of the employees.
2. H0 (Null hypothesis) = There is no significant difference exists between monthly income of the employees with regards to experience level of the employees.

Table 10. Experience level of the employees * Monthly income of the Employees Cross tabulation

Experience level of the employees	Monthly income of the Employees				Total
	below 10000	10000-20000	20000-30000	30000-40000	
less than 1 year	5	23	2	0	30
2 to 5 years	1	45	14	0	60
5 to 10 years	1	3	5	1	10
Total	7	71	21	1	100

Table 11. Chi Square Test Result

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.305[a]	6	.000
Likelihood Ratio	21.455	6	.002
Linear-by-Linear Association	13.903	1	.000
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .10.

Interpretation
From the above table it is inferred that p value is less than the table value (i.e,<0.05) with df:6,p=0.000. Hence the null hypothesis is rejected and Alternate hypothesis is accepted.
Result: H1 accepted
There is a significant association between experience and monthly income of the employees.

Hypothesis
1. H1(Alternate hypothesis) = There is significant difference exists between monthly income of the employees with regards to educational qualification of the employees.
2. H0 (Null hypothesis) = There is no significant difference exists between monthly income of the employees with regards to educational qualification of the employees.

Table 12. Educational qualification of the employees * Monthly income of the Employees Crosstabulation

Educational qualification on of the employees	Monthly income of the Employees				Total
	below 10000	10000-20000	20000-30000	30000-40000	
upto +2	7	65	12	1	85
graduation	0	6	9	0	15
Total	7	71	21	1	100

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.582[a]	3	.001
Likelihood Ratio	14.731	3	.002
Linear-by-Linear Association	11.489	1	.001
N of Valid Cases	100		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .15.

Interpretation
From the above table it is inferred that p value is less than the table value (i.e.,<0.05) with df:3,p=0.001. Hence the null hypothesis is rejected and Alternate hypothesis is accepted.
Result: H1 accepted

There is a significant association between educational qualification of the employees and monthly income of the employees.

FINDING

a. From Anova analysis
   - There is significant difference exists between monthly income of the employees, incentive provided to the employees in terms of experience level of the employees.
   - There is no significant difference exists between opinion regarding work schedule grievance settlement in terms of experience level of the employees

b. From T-test Analysis
   - The study indicates that there is significant difference between marital status and relationship with supervisor and co-worker.
   - The study indicates that there is no significant difference between marital status and employees treated with respect.

c. From Chi-square Analysis
   - There is a significant association between experience and monthly income of the employees.
   - There is a significant association between educational qualification of the employees and monthly income of the employees

V. CONCLUSION

HRIS is critical programming for the advancement of the organization. The framework helps in maintaining the data of the worker's participation, finance subtleties and all functional information of HR. This ongoing gadget is seen as vital at any rate several factors should be adjusted in accordance with limitations. By genuine instructing to delegates, it will help with diminishing all ideal work. the significance of the Human Resource brand name and HRIS is creating bit by bit.

Suggestion

- It is suggested to execute effective managerial polices for strengthening and maintaining the relationship between organization and employees. The association should execute ERP framework for higher choosing and keeping data.
- In order to overcome the problems of performance measure, companies should implement HRIS software tool through implementation of ERP.
- The management should provide proper training to the employees and conduct regular feedback meetings for identifying the problems and issues faced by the employees.
- They ought to introduce security programming like firewall for keeping up with security of the HRIS tool.
- It is also suggested that, the management must assure that there should be proper tracking of performance, payroll, attendance entered timely and accurately.

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EXAMINING THE INFLUENCING FACTORS OF CONTINUOUS USE OF M-PAYMENTS INTENTIONS: A STUDY ON M-PAYMENT USERS IN INDONESIA

[1st]*Ella Nur Aini*
Faculty of Economics
Universitas Veteran Bangun Nusantara,
Indonesia
ellanuraini443@gmail.com

[2nd]*Salman Faris Insani*
Faculty of Economics
Universitas Veteran Bangun Nusantara,
Indonesia
faris.uvbn@gmail.com

[3rd]*Ariyani Wahyu Wijayanti*
Faculty of Economics
Universitas Veteran Bangun Nusantara,
Indonesia
aryn.3d071208@gmail.com

[4th]*Wimby Wandary*
Faculty of Economics and Business
Universitas Lambung Mangkurat,
Indonesia
wimbywan@gmail.com

ABSTRACT

This study aims to analyze influencing factors on the users' continuance intentions of using m-payments by its users in Indonesia. Data for analysis source from 237 respondents. SEM (Structural Equation Modeling) technique is used for data analysis, facilitated by AMOS (*Analysis of Moment Structure*). Data analysis revealed the presence of several variables that had no effect on effort expectations, e.g., individual characteristics and information quality. But system quality and quality of service are found to significantly affect effort expectations. Meanwhile, quality of service was found to influence the performance expectations, e.g., but not by quality of information. The next finding proves that effort expectation and performance expectation influence satisfaction, and the latter variable significantly influences the long-term use of m-payments intentions by its users.

Keywords: m-payment, information quality, Indonesia, individual characteristics, outcome expectation, satisfaction, and continuance use intention, SEM.

I. INTRODUCTION

Indonesia is a relatively fast-growing m-payment market with the significant ongoing growth in the m-payment model. Consumers who use non-cash payment instruments are not afraid of cashless payments (reassure), enjoy them (encourage), and believe that cashless payments are a new thing that keeps up with the times (inspire) (1). However, even though m-payments are becoming more popular in Indonesia, some users are still having difficulty using them. According to the Vesta survey results from 2021, one in every three people has experienced an online scam, 71% have experienced an identity theft incident, 66% have experienced phishing or data theft, and 63% have experienced account fraud, as well as some users who frequently fail to make transactions, resulting in losses. Furthermore, 20% of respondents reported payment friction, which included difficulties in the verification and authentication processes required to complete transactions (2).

M-payments are becoming a practical way to complete transactions due to the increasing popularity of mobile devices and the maturity of related technologies (3). The m-payment market in Indonesia is dominated by five Indonesian companies. These five m-payments have the highest transaction growth in 2020, e.g. (1) OVO with $10.7 million, (2) Shopeepay with $4.3 million, (3) LinkAja with $3.9 million, (4) Gopay $3.7 million, (5) DANA with $3.4 million (4). The increasing number of payment apps will almost certainly lead to the growth of m-payments (5). There are factors that may influence consumers' desire to continue using m-payment apps (6). This research replicates Mouakket's work on 2020 in the UEA on the m-payment quality characteristics role and their implications for developing country settings. The previous study had only focused on EUA students who used m-payments.The theory of continuous use is influenced by individual characteristic factors, quality characteristics of payments, expectations, and also satisfaction The difference between this research and previous research is that it is aimed at all Indonesians – on those who are m-payment users. Indonesian payment gateway and financial technology companies on digital payment trends during 2021 in Indonesia are reported to be growing rapidly (7). There are several advantages to using m-payment applications (8). The first advantage is that it can be more cost effective because users can usually obtain promotions with discounts or coupons from the services provided. The next advantage is that transactions and compliance are simplified. Users do not need to literally take out their wallet to finish their transactions; all they need is a smartphone and an internet connection. As a result, the availability of m-payments may aid in the simplification of the payment transaction process. Users, on the other hand, value the convenience of payment transactions. Based on the aforementioned phenomenon, we investigate the factors that influence users' intentions for long-term use of m-payments.

II. LITERATURE REVIEW

Social influences, perceived usefulness, ease of use, attitude, perceived safety, and user behavior all influence long-term use intention (9). If it comes to technology, factors influencing a user's intention to use technology include ease of use, usefulness of risk, attitude, consumer intent, satisfaction with use, and recommendations (10). Mobile user expertise, intention to use, personal innovation, perceived usability, required effort, user comfort, perception of value, and risk perception are the factors influencing long-term or continuous use (11). There are several factors influence the continuous use m-payments intention, including individual characteristics, payment quality characteristics, expectations, and satisfaction (12). In sum, concepts within this study illustrated in Figure 1. Promoted Hypothesis in the study based on proposed concepts are:

H1 Personal innovativeness influences effort expectations positively.

H2 Self-efficacy influences Effort Expectation positively.
H3a System Quality influences Effort Expectation positively.
H3b System Quality influences Performance Expectation positively.
H4a Information Quality influences Effort Expectation positively.
H4b Information Quality influences Performance Expectation positively.
H5a Service Quality influences Effort Expectation positively.
H5b Service Quality influences Performance Expectation positively.
H6 Effort Expectation influences Satisfaction positively.
H7 Performance Expectation influences Satisfaction positively.
H8 Satisfaction influences Continuous use positively.

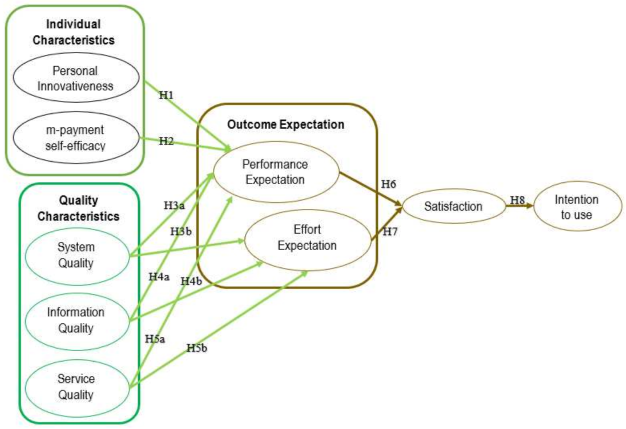

Figure 6. conceptual model

III. METHOD

a. Research Population and Sample

The population of the studies is Indonesian in general. In particular, the sample are users of m-payment apps. This study used a non-probability sampling method with a purposive sampling technique, which took samples from the population based on a specific criterion (13). The targeted respondent for this study is m-payment application users (e.g., OVO, Shopeepay, LinkAja, Gopay, DANA) in Indonesia. The questionnaires were distributed online using Google Forms, which resulted in 237 respondents dominates by ages of 20 – 24 y.o up to 85,60% of total respondent. Female respondents reaches 70,5% of total respondents. The rest of respondent characteristics can be seen on Table 1.

Table 1. Characteristics of Respondents

Characteristics		Freq.	(%)
Regionals	East Java	22	9,3%
	Central Java	195	82,3%
	West Java	2	0,8%
	Jambi	1	0,4%
	Jabodetabek	7	3,0%
	East Nusa Tenggara	4	1,7%
	Yogyakarta Special Region	3	1,3%
	Sumatera	3	1,3%
The type of M-payment in use	OVO	20	8,4%
	Shopeepay	158	66,7%
	LinkAja	11	4,6%
	Gopay	17	7,2%
	DANA	31	13,1%
Frequency of use	1-5 times	150	63,3%
	6-10 times	50	21,1%
	11-20 times	37	15,6%
Primary use of m-payment	Pay bills	66	27,8%
	Shopping	152	64,1%
	Transportation payments	17	7,2%
	Pay the fee	2	80,0%
Primary reason of m-payment	Always have mobile phone in hand	59	24,9%
	Perceived easiness in cashless transactions	144	60,8%
	Account's quick access	34	14,3%

b. *Questionnaire design*

For measurement purposes, the student adapts several relevant resources for individual characteristics on personal innovativeness (14) and self-efficacy (15); quality characteristics (16); outcome expectations (17,18); satisfactions (19); and finally, continuous use intention (18).

c. *Data collection method*

Only survey in data collection, distributed by reference to targeted respondents (purposive sampling) – aimed to m-payment users within Indonesia region. The result is available in Table 1.

IV. RESULT

Research Instrument Test Results

The results of factor analysis show that each statement item is an indicator of Personal Innovation, Self-efficacy, System Quality, Quality of Information, Quality of Service, Effort Expectations, Performance Expectations, Satisfaction, and long-term use intention are valid since it resulted in loading factor > 0,5. Thus, after spawning two items of self-efficacy that have fallen into the factor analysis test, the test can be continued. The reliability test results show that each variable has a number greater than 0.60. As a result, all variables in this study met the Cronbach's alpha value of 0.60 (20) and are reliable.

a. Data Analysis

Cronbach's Alpha was used to calculate the good internal dependability of the constructs, with cut-off value at 0,60 – 0,80 (21). The constructs' composite reliability values ranged from 0.70 to 0.90, exceeding the recommended threshold of 0.60 (22). Finally, the calculated average variance extracted (AVE) ranged from 0.60 to 0.80 which above the recommended level of 0.50 (22). it means that the instrument is qualified for the study.

Table 2. Item Validity and reliability

Constructs	CA	CR	AVE
Personal Innovativeness	0,642	0,739	0,691
M-payment Self-Efficacy	0,877	0,871	0,874
System Quality	0,984	0,903	0,944
Information Quality	0,837	0,946	0,892
Service Quality	0,873	0,928	0,901
Effort Expectation	0,779	0,862	0,821
Performance Expectation	0,852	0,914	0,883
Satisfaction	0,829	0,945	0,887
Intention to Use	0,823	0,894	0,859

All recommended fit indices within recommended level, resulted in satisfactory data for analyses.

b. Result on structural Model

Manage by *Structural Equation Modeling* (SEM) technique as the data analysis technique, and facilitates by *the Analysis of Moment Structure* (AMOS) program, data analysis resulted in 7 of the 11 pathways examined were significantly influential – based on Critical Ratio (CR) criteria. In sum, test of hypothesis illustrated in Figure 2. There are 4 variables are proven not significant in affecting outcome expectations variables, e.g., individual characteristics (the personal innovativeness and self-efficacy) along with one of quality characteristics (information quality). The findings shows that *H1, H2, and $H4_{a,b}$ are not supported* since the resulted *p* are lower than 5%, and vice versa. Next, 2 of the 3 variables of quality characteristics (system quality and service quality) are found positive and significantly influence the effort expectation (*$H3_a$ and $H5_a$ are supported*) and these two are found positive and significantly influence the performance expectation (*$H3_b$ and $H5_b$ are supported*). Further, both of outcome expectation variables are found positively and significant effect on satisfaction (H6 & H7 are supported). The feeling of satisfaction then significantly positive influence the intention to use.

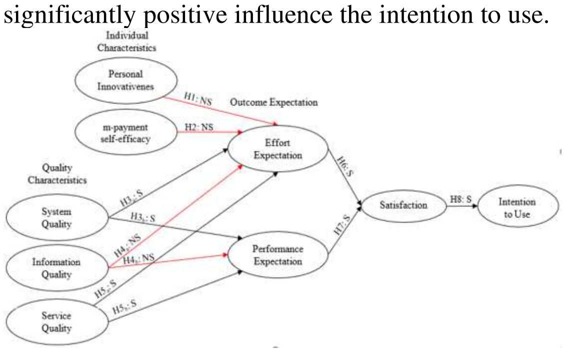

Figure 7. Hypothesis Testing Result

V. CONCLUSIONS

a. Conclusion

Although this a replicative study on Mouakket., work in 2020, result is found different in several finding.

Table 3. Result Comparation Primary Study

(12)		(Ella *et al*, 2022)
S	H1	NS
S	H2	NS
S	H3a	S
S	H3b	S
NS	H4a	NS
S	H4b	NS
S	H5a	S
NS	H5b	S
S	H6	S
S	H7	S
S	H8	S

Hypothesis testing in both countries shows one common result, that information quality is irrelevant to effort expectation (H4a). Information quality is a construct that describes the perceived usefulness of an internet service – it's about the quality of the output. Users may dismiss m-payment as worthless and impossible service to use if they get inaccurate, unorganized, and unconnected information from the systems. Better m-payment's information quality may therefore assist users in obtaining comprehensive, thorough, and trustworthy information to make payment easy and easier, influencing expectations on performance and effort the technology. In this case, users might find that that their m-payment app not quite user friendly – the whish for something more effective (performance) and effortless. The finding is contrary to Floropoulos et al. (2010) in Greek and Zhou (2011) in China. But, when the increasing number on user still occur in such situations, even the information quality is critical, users in Indonesia found that system and service quality already are sufficient quality characteristics regardless the information quality. It needs further scientific justification. In Indonesia, user's personality is irrelevant to outcome expectations – another contrary finding from previous study by Kim et al. (2010). Willingness to try new things and individual confidence not influential to outcome expectation for some reasons. They perceive new technology as it is – parts of lives. The rest of variable are meet the generalization as it in line with previous study.

b. Limitations

The following are the research constraints observed in this study:

1. The unbalanced number of samples represented in each region is caused by the finite respondent's relationship in instrument distribution.
2. According to the sample used in this study, the data collection method using Google Forms presents several challenges, including respondents' answers that do not match the data needed in terms of respondents' characteristics and respondents who fill out the correct questionnaire using payment applications.

c. Suggestions

Further research suggestions

1. Further studies are expected overcome the sample problem, especially on its representativeness of each region.
2. Further studies are expected to overcome the instrument distribution problem, perhaps by manage to get the key informants in each region so that instrument distribution will have more certainty of response and the data gathering agenda can be done hybrid.

Suggestions for m-payment service provider in Indonesia

1. The payment application systems are expected to provide relevant information based on user expectations, allowing them to boost the convenience of use of m-payments as well as increase users' trust in the system.
2. M-payment applications are expected to be able to improve the quality of service to meet users' expectations and needs in experiencing the system, which can ultimately strengthen one's intention to use m-payment technology.

3. The payment application used is expected to provide technology services that are easy to use and feel effortless so that users will have high expectations of getting the expected performance.
4. It is hoped that the payment application will be able to provide a good information system to users, so that the higher the expectation of a person's performance in an information system, the higher the intention of someone to use the system.
5. It is expected that the payment application will be able to maintain the quality of system services so that users will continue to use the application system offered.

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IMPLEMENTATION OF ONLINE MICROTEACHING IN THE DEPARTMENT OF ECONOMICS EDUCATION

1st Dr. Kiromim Baroroh, S.Pd.,M.Pd.
Economic Education - S1
Yogyakarta State University
Yogyakarta, Indonesia
kiromim_b@uny.ac.id

2nd Dr. Daru Wahyuni, S.E.,M.Si.
Economic Education - S1
Yogyakarta State University
Yogyakarta, Indonesia
daru_wahyuni@uny.ac.id

3rd Tejo Nurseto, S.Pd., M.Pd
Economic Education - S1
Yogyakarta State University
Yogyakarta, Indonesia
tejo@uny.ac.id

4th Ahmad Chafid Alwi, S.Pd., M.Pd.
Economic Education - S1Yogyakarta State University
line 4: City, Country
ahmadchafidalwi@uny.ac.id

6th Isnaeni Nur Utami
Economic Education - S1
Yogyakarta State University
Yogyakarta, Indonesia
Isnaeni1093fe.2018@student.uny.ac.id

5th Sulasmi, S.Pd., M.Pd
Economic Education - S1
Yogyakarta State University
line 4: City, Country
sulasmi@uny.ac.id

Abstract—*Microteaching* is one of the steps to strengthen and monitor the level of competence of prospective teacher students. Competencies are complex and are a whole that describes the potential, knowledge, attitudes, and values, that a person has in a particular profession about the parts that can be actualized or realized in the form of actions or performances to carry out the profession. Professional qualifications are an example of a form of embodiment of the competence that a person has. Professional teachers have characteristics: mastering the substance of in-depth studies, being able to carry out educational learning, having a personality, and having a commitment and attention to the development of students. Because the substance of the study and the context of learning is always evolving and changing according to the dimensions of space and time, teachers are required to always improve their competence. Microlearning is a vehicle to practice the competencies that students have mastered as prospective teachers.

During the pandemic, teachers face challenges related to how to teach using digital media so *an online* teaching experience is needed [12]. If before the pandemic, *microteaching* learning used face-to-face, then during this pandemic it shifted to *online* meetings. Teachers and aspiring teachers need to adapt in the face of *online* learning [10]. Various problems arise during this pandemic, such as the unpreparedness of students when they have to appear to teaching, the limited ability to use digital media, and self-confidence [1].

In learning, it is not only related to apps and the implementation of learning but also related to the ability to utilize a technology known as *Technological Pedagogical and Content Knowledge* (TPACK) [5] [15]. This study aims to discuss the planning, implementation, and evaluation of TPACK-based *online microteaching* in the Department of Economic Education.

This study used respondents from department administrators, lecturers, and students who took *microteaching* courses as many as 103 students. Research instruments use documents, observation sheets and questionnaires. Before being distributed to respondents, a test of the validity and reliability of the instrument was carried out. Data analysis is carried out quantitatively and qualitatively.

The results of this study are known to be: 1) The average value of planning has increased, and 2) The average value of learning implementation has increased. Most students have been able to learn from mistakes so that they can learn better 3) Evaluation of learning for study programs and UPPL related to *online microteaching guidelines*, there must be initial coordination of *online microteaching*. No info, technical form of *online* lectures. There was no online lecture info. Thus it is necessary to standardize *online lectures*. Kuota is a big problem for students. Lecturers cannot form students related to gestures, if it is done offline, it can be criticized. At the time of online learning, it is difficult to see the style of speech and gestures. The personal relationship between lecturers and students is very limited. 4) The average TPACK from meetings 1, 2, and 3 has increased.

Keywords— *microteaching,* TPACK, Economic Education

I. INTRODUCTION

Curriculum, teachers, students, and infrastructure are important elements to produce quality learning. To be able to manage to learn well, teachers need to be guided by the curriculum, while also having to master teacher competencies, namely professional, pedagogical, social, and personality competencies. Thus a good curriculum accompanied by supporting infrastructure will produce active, creative, effective, innovative, and fun learning by placing students as learning subjects (*student-centered learning*) as long as it is well managed by competent teachers.

The institution that is most responsible for producing competent teachers is the educational personnel education institution (LPTK) because this is the place for prospective educators and education personnel to study the required knowledge. Yogyakarta State University is one of the LPTK in Indonesia that organizes education for prospective teachers and pre-service and in-service professional education for education personnel, to produce competent and professional teachers in their fields. One of UNY's efforts to provide adequate provisions for prospective teacher students to master the expected competencies is through *microteaching* activities or micro-teaching. Practically speaking, in *microteaching* activities, prospective teachers can practice forming basic teaching *skills* that are indispensable for managing quality learning.

Microteaching is a course with a learning load of 2 credits taken in semester 6. *Microteaching* is a simulation of teaching on campus with *peer learning* before carrying out field experience practice (PPL) given in semester 7. *Microteaching* as well as prerequisites for taking PPL courses. With a learning load of 3 credits, the basic competencies that must be mastered by prospective teacher students can understand the basics of micro-teaching, compile a learning implementation plan (RPP), practice basic teaching skills are limited, practice basic integrated teaching skills, and evaluate *microteaching* practices [19].

The Economic Education Study Program, Faculty of Economics, *organizes microteaching* activities as a compulsory course coded PEN6201. Students who take this course are divided into small groups under the guidance of a supervisor.

Cultural shock during this pandemic cannot be denied to be a problem in the learning process at all levels of educational units, including in universities. Institutions, educational staff, lecturers, and students do not escape having to change habits that have been done comfortably and adapt to new things. Face-to-face learning in the classroom is no longer possible and is changing to online-based distance learning to avoid the transmission of *COVID-19*. Something similar is true in the *microteaching* class [7]. In *online microteaching*, lecturers must change the way to monitor and evaluate the basic teaching skills practiced by prospective teacher students who are now no longer able to take advantage of the complete teaching practice facilities and infrastructure available in *the microteaching* laboratory room [4]. The implementation of *online microteaching* is certainly not a simple matter but accompanied by demands not to change the essence related to the core and objectives of the lecture that has been set. Based on the background above, the study to explore the implementation of *online microteaching* in the Department of Economic Education is very interesting to do.

II. LITERATURE REVIEW

A. Micro Learning and Kompetension Gyouru

Mikro learning is defined as a system that allows a prospective teacher to develop his skills in applying certain teaching techniques. The word *micro* comes from the fact that there are restrictions/reductions to the complexity of normal learning. Learning time, class size (the number of studentthe s), scope of subject matter, and components of teaching skills are reduced [20]. *Microteaching* is one of the efforts oriented towards efforts to develop and improve the teaching profession, especially teaching skills in front of the classroom in laboratory situations [13]. In this activity, prospective teacher students during the practice of teaching practice, their appearance and skills are always monitored and in a controlled state by the supervisors.

B. Learning Media

The skill of using learning media aims to; (1) clarify the presentation of the message, (2) oveovercomee limitations of space, time, and sensory power, (3) streamline the course of the learning process, (4) gegeneratexcitement of learning, (5) providing opportunities for students to interact directly with the environment and reality, and (6) providing opportunities for students to learn independently [17].

C. Supporting Factors and Inhibitors of *Online Microteaching*

Supporting factors in online learning *of microteaching* courses are the agreement of lecturers to do online *microteaching*, and the adaptive awareness of lecturers and students to run *microteaching* online. The inhibiting factors in online learning of *microteaching* courses are limited internet network infrastructure, the occurrence of *shock culture* so that the parties involved need time to adapt to new circumstances, and cannot to carry out the process of internalizing teacher values to online *microteaching* participants [7].

D. The Concept of Online-Based *Microteaching Practices* during the *COVID-19 Pandemic*

In online learning, there is a shift that has a real impact, including in the process of planning, implementing, and assessing learning. Although all stages of activities are relatively the same as learning in face-to-face mode, the use of *e-learning* mode requires quality standards that ensure the quality of learning implementation by the objectives. In the implementation of *online* learning, things that must be considered are 1) *online* discussions as a form of independent assignments where fellow students can comment and respond to each other as well as assess (*peer evaluation*), 2) *online* assignment submissions can be directly commented on and assessed by lecturers where students give reflections on their assignments as well as compare them with the tasks of their peers, 3) exams *online* allows students to immediately know, review, and compare their exam results with the results of their peer exams, 4) online grade management allows lecturers to immediately find out the results of evaluations that can be used as a basis for reflection and remind (enrichment and improvement actions) [2] [14]. The steps of *microteaching* practice are carried out through the planning stages in preparation for the implementation of *microteaching* practices, teaching, providing feedback, from the feedback provided by the observer or supervisor, students re-plan learning, re-teach, and provide feedback. [14].

E. Technological Pedagogical and Content Knowledge (TPACK)

TPACK is an absolute must-have for teachers / prospective economic educators in this digital era. They must master *the material (content*), design learning (*pedagogical*), and be able to connect the two. In addition, it must also master technology in learning (*technological*) [3] [18] [11]. The professional development model in *online microteaching* will help teachers feel confident in a distance learning environment [1].

III. METHOD

This study uses a descriptive statistical approach with method by conducting a panel study on the three components of the learning process consisting of planning, process, and evaluation of outputs in *microteaching* courses. The population in this study is Economic Education students who are currently taking *microteaching* courses of 103 students.

The data collection technique uses a questionnaire that shared in the form of a google form and delivered directly to the respondents. This step is taken to maintain a high level of response and valid information. So that the technique that will be carried out in collecting data using *google* surveys and if deemed necessary will be carried out face-to-face surveys by involving students as enumerators.

This study was supplemented by analysis descriptive to explain the results of the survey. The analysis is used to answer the formulation of research problems and is presented in the form of distribution tables, graphs, and pictogram [16] [8]. The thee-valuation and hof propagation of this study used qualitative descriptives taken from the arguments of the head of the department, secretary, lecturers, and students conducted through interviews and observations. The analysis uses in-depth descriptions of words and sentences. The validity of the data uses source, method, and time triangulation [6].

IV. RESEARCH RESULTS

A. Student Description

As many as 48.5% of students are interested in becoming teachers. This shows that some students have an interest in becoming teachers. This interest is one of the important capitals for motivation to follow *microteaching*. Some respondents (68.9%) live in rural areas and58.3% of respondents use internet connection sources derived from private internet quota purchases. Meanwhile, based on the results of research on internet speed, it shows that the majority (65%) of respondents have internet speeds that are in the medium category. To support learning activities, as many as 68% of respondents also used data packages from the Ministry of Education and Culture.

B. Planning

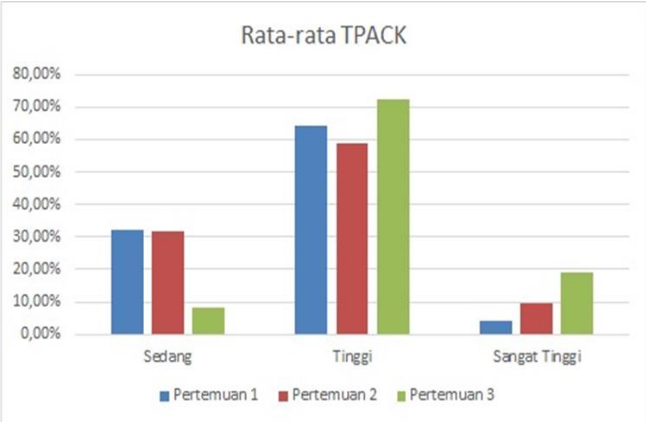
The process of *implementing microteaching* at the study program level is coordinated by the Coordinator of the Study Program, Mr. T. Secretary of Study Program (A) said, "for the past two years there has been no coordination with UPPL, even with *zoom*" (interview with Aula Ahmad, May 5, 2022). Mrs. D confirmed that there was no coordination of *microteaching* planning the study program level, only given java and practical student guidance. In addition, the lesson plan made by students is of fairly good quality by the components that must be included in the RPP. The thing that must be synchronized is that the selection of learning strategies must be by the spirit of the 2013 curriculum that will be practiced. The initial *microteaching* activities still used lecture methods or were relatively conventional. After listing *the student center learning* but the results do not appear in practice and are very lacking. Then after seeing his friend practice, the constructive has begun to be well managed by the practice.

The average number of *microteaching* activity planning at the study program level during the 3 meetings always showed an increase, namely the first meeting with a value of 75.36, the second meeting with a value of 78.19, and the third meeting with a value of 83.31. This shows an improvement finstudents after getting briefings, seeing learning from friends, and reflections

The planning process of *microteaching* activities is also inseparable from the role of students. Based on the results of the study shows that 83.5% of students have already prepared a data package,t his h al shows that students have prepared for this course by filling out data packages, so it is hoped that there will be no problems when students practice teaching. As many as 91.3% of students admitted that they had prepared materials by utilizing books other than high school package books. This shows that the majority of students have carried out *microteaching* activity planning well.

C. Implementation

The process of *implementing microteaching* at the study program level is carried out online. The schedule is given by the major once a week for 2 hours, the study contract is adjusted to the time. The three rounds of *microteaching* implementation, it showed an increase in the average student assessment. The first meeting with a value of 75.05, the second meeting with a value of 78.66, and the third meeting with a value of 8 2.31. This shows an improvement from the 1st and 2nd meetings. In implementing *microteaching*, students also need to maintain *performance.* Most students (52%) make preparations by reading economics learning lecture books. Meanwhile, other students read lecture material books (27.2%).



Picture. 1. Average TPACK Value

Based on the aspects observed in general, it is high. The average TPACK score from meetings 1, 2, and 3 has increased. This shows that students who have high abilities after getting advice, reflection, and motivation for children become better aware of TPACK skills. To get a very high score. However, what has changed is only a little because *microteaching* learning is I eed considered difficult for both lecturers and students.

D. Evaluation

Evaluation from the lecturer's side

a. There still has to be preliminary coordination of *online microteaching* (lecturers are just guessing) whether the *zoom is* self-made or has been made centrally. No info, technical form of online lectures. There was no online lecture info. Thus it is necessary to standardize *online lectures.*

b. Kuota is a big problem for students. The seriousness of students online and offline are different. Because when online claims online constraints to justify their impropriety, for example, "sorry, mom my network is bad".

c. Lecturers cannot form students related to gestures, if done offline, they can be criticized. At a time when online learning is difficult to see the style of pawning, and gestures. What students have to do is record it in its entirety so that the gestures of their bodies are visible. The lecturer commented on only one recording.
d. The personal relationship between lecturers and students is very limited. In fact, with a small number of students of 12-13, the personal relationship between lecturers and students should be more able to be established than in other classes.

Evaluation from the student side

a. Expect Learning by using offline
b. Using varied technologies and media
c. Lecturers should give *signposts of microteaching learning*.

V. CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that:

1. The average value of planning has increased.
2. The average value of learning implementation has increased. Most students have been able to learn from mistakes so that they can learn better.
3. Evaluation of learning for study programs and UPPL related to online microteaching guidelines, there must be preliminary coordination of online microteaching (lecturers only guess) whether the zoom is made by themselves or has been made centrally. No info, technical form of online lectures. There was no online lecture info. Thus it is necessary to standardize online lectures. Kuota is a big problem for students. Lecturers cannot form students related to gestures, if done offline, they can be criticized. At the time of online learning, it is difficult to see the style of speech and gestures. The personal relationship between lecturers and students is very limited.
4. The average TPACK from meetings 1, 2, and 3 has increased.

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IMPEMENTATION OF THE MBKM POLICY FOR THE INTER-STUDENT EXCHANGE PROGRAM AT THE FACULTY OF ECONOMICS, YOGYAKARTA STATE UNIVERSITY

1st Millanda Oktafia
Economics Faculty
Yogyakarta State University
Yogyakarta, Indonesia
millanda4903fe.2020@student.uny.ac.id

2nd Erlinda Triana Nurhantari
Economics Faculty
Yogyakarta State University
Yogyakarta, Indonesia
erlindatriana.2021@student.uny.ac.id

3rd Heni Setiyaningsih
Economics Faculty
Yogyakarta State University
Yogyakarta, Indonesia
henisetiyaningsih.2021@student.uny.ac.id

4th Latifah Nur Amalia
Economics Faculty
Yogyakarta State University
Yogyakarta, Indonesia
latifahnur@student.uny.ac.id

***Abstract*—This study aims to measure success of implementing the MBKM policy from student exchange program between study programs at the Faculty of Economics, Yogyakarta State University. This research is a qualitative research with a descriptive approach. The subjects in this study were 2 lecturers and 4 students who participated in the MBKM program. Data collection techniques using interviews and then analyzed using data triangulation so that it becomes descriptive data. The results showed that the implementation of the MBKM policy for student exchange programs between study programs had not been carried out properly because there were several obstacles from the students and lecturers' side regarding the achievement of MBKM objectives. Therefore, there is a need for information disclosure and evaluation of its implementation in order to facilitate student interest so that it is in accordance with MBKM policy objectives.**

Keywords*—*MBKM Policy Implementation, Student Exchange Program Between Study Programs, MBKM curriculum

I. INTRODUCTION

Merdeka Belajar Kampus Merdeka is a policy of the Minister of Education and Culture, Nadiem Makariem. The policy is an effort to improve the quality of education and create graduates of higher education who are able to compete in the world of work. A quote from Nadiem Makariem in the Independent Learning Guidebook for the Independent Campus published by the Ministry of Education and Culture in 2020 explains that the MBKM program gives freedom and autonomy to educational institutions, and is free from bureaucratization, lecturers are freed from complicated bureaucracy and students are given the freedom to choose their preferred field.[2]

One of the programs of the policy Merdeka Belajar Kampus Merdeka is the right to study three semesters outside the study program. The legal basis for implementing the program include : Law Number 20 of 2003 concerning the National Education System, Government Regulation Number 04 of 2014 on the Implementation of Higher Education and Management of Higher Education, and Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 3 of 2020 concerning National Standards for Higher Education. In the three-semester learning rights program outside the study program, there are eight forms of learning activities, one of which is student exchange. Several forms of learning activities that can be carried out within the framework of student exchange include: student exchanges between study programs at the same university, student exchanges within the university the same study program at different universities, student exchange between study programs at different universities.[2]

Dean of the Faculty of Economics, Dr. Siswanto, M.Pd. conveyed in his report at the Senate Open Session Ceremony in the 11th Anniversary of FE UNY, Wednesday (22/6) that lecturers are required to provide assistance and have experience in implementing internships and industrial practices. In addition, universities are required to fulfill various performance quality references which include: Key Performance Indicators (KPI), national rating assessments, and QS rankings. In line with this, the Faculty of Economics, Yogyakarta State University has implemented a student exchange program between study programs at the same university which can be followed by D4 and S1 level students in each department of FE UNY.[1]

In line with policy Merdeka Belajar-Kampus Merdeka, Yogyakarta State University gave appreciation in the form of acknowledgment of learning achievements derived from various activities which can then be equated with certain qualifications. Qualifications such as grades and free final exams. Based on Rector's Regulation Number 6 of 2020, About Recognition of Past Learning for UNY Students, Recognition in question is the process of recognizing one's learning achievements obtained from non-formal, informal education or from life experience into the formal education sector through assessment.[4] Observing UNY Chancellor's Regulation Number 1 of 2019 concerning UNY Academic Regulations Article 7 Paragraph c explained that the recognition of student activities outside the campus is calculated based on the amount of activity time. In the guidelines, for 1 credit, students need 170 minutes every week. Then when multiplied by 16 weeks of meetings, the time required is equivalent to 45.3 hours per semester. If student activities are carried out for two months for an average time of 6 hours per day, then the total for 272 hours is equivalent to 6 credits.[6]

Based on the facts at the Faculty of Economics, Yogyakarta State University, it shows that taking courses in the MBKM program makes students confused. The confusion cannot be separated from administrative policies, the application of bureaucracy in each university, and the offering of courses that are not in accordance with competence. The various policies described in the Merdeka Learning Campus Merdeka are still partial and have not yet reached the goals to be achieved. In addition, the objectives are still not integrated with the scientific basis, thinking skills, regulations, and the basic philosophy of the state as well as the religious order. The policy or program from MBKM in this case causes problems that are not implemented and implemented as expected.

II. Literature Review

A. MBKM

Merdeka Belajar-Kampus Merdeka is a policy of the Minister of Education and Culture to encourage students to have mastery of various sciences to enter the world of work. The form of activities in MBKM consists of 8 activities, including student exchanges, internships/work practices, teaching assistance in education units, research, humanitarian projects, entrepreneurial activities, independent studies/projects, and building a thematic real work village/college.[1] The student exchange program is one of the MBKM activities implemented at the Faculty of Economics, Yogyakarta State University. The student exchange program itself is still divided into three, namely student exchange between study programs at the same university, student exchange in the same study program at different universities, and student exchange between study programs at different universities. The student exchange program between study programs carried out at the Faculty of Economics, Yogyakarta State University is carried out by a series of mechanisms carried out by the study program and students. The mechanism used by the study program is to adjust the curriculum to facilitate the taking of courses, determine and offer MBKM courses, set the quota for MBKM students for the SKS that can be taken. The mechanism carried out by students is obtaining the approval of the academic supervisor and participating in student exchanges between study programs.

B. MBKM Policy at Faculty of Economics UNY

The implementation of MBKM is based on several regulations, one of which is Permendikbud Number 3 of 2020 concerning National Higher Education Standards for Higher Education which explains that universities are required to provide facilities in the form of 2 rights. First, take a maximum of 2 semester credits or the equivalent of 40 credits outside the university. Second, take 1 semester of credits or equivalent to 20 credits in different study programs at the same university. Universities are also authorized to formulate academic policies and cooperation documents with partners. Furthermore, policy implementers at the faculty level are authorized to prepare facilities in the form of a list of faculty level courses that students can take across study programs and prepare documents for collaboration with partners.[9]

The practice of MBKM at Yogyakarta State University is regulated by the Regulation of the Rector of the Yogyakarta State University Number 5 of 2020 concerning the Merdeka Belajar-Kampus Merdeka for the Applied Undergraduate and Undergraduate Program of Yogyakarta State University. The regulation explains the scope of the MBKM curriculum at Yogyakarta State University consisting of study period, study load, course distribution, learning forms and activities, learning participant requirements, learning implementation mechanisms, and partnerships. The mechanism for implementing the student exchange program between study programs consists of 6 steps. First, students choose courses outside the study program through an academic information system. Second, students follow the administrative and academic selection process. Third, students attend lectures. Fourth, an assessment is carried out by the supervisor of the original study program with the destination study program. Fifth, students get grades. Sixth, conversion and acknowledgment of the value and weight of credits are carried out through the Study Result Card.[5]

The success of policy implementation based on George C. Edward III's theory can be assessed from 4 indicators, namely communication, resources, disposition, and bureaucratic structure. Communication indicators mean that each policy will succeed well through effective communication between policy implementers and the target group. Resource indicators mean that every policy needs to get adequate human and financial support. Disposition indicators mean the characteristics possessed by people who implement policies. Finally, the indicator of bureaucratic structure means the mechanism and structure of implementing policies in the organization.[3]

C. Relevant Research

Research on MBKM has been conducted by Devi Wulandari, et al. (2022) entitled "Evaluasi Implementasi Program Merdeka Belajar Kampus Merdeka (MBKM) Di Tingkat Program Studi Di Universitas Paramadina". This research uses quantitative research methods with purposive sampling technique and the data uses focus group discussion semi-structured interviews. The result of this research is that the implementation of MBKM requires 3 things, namely planning, implementation, and monitoring and evaluation. Constraints in planning are the unavailability of official documents from universities regarding detailed rules and stages of MBKM. Constraints at the time of implementation were lack of knowledge about MBKM, difficulty in conversion, limited number of MBKM participants due to a tight selection process, less than optimal role of lecturers and lack of involvement of staff. Then the supporting factors for the implementation are policies, implementing human resources, and information channels. While the inhibiting factors include students, lecturers, and program variations.[8]

Nani Sintiawati, et al. (2022) also conducted research related to MBKM with the title "Partisipasi Civitas Akademik dalam Implementasi Merdeka Belajar Kampus

Merdeka (MBKM)". The research used descriptive research method with survey method. The results of the study showed that lecturers, students, and staff already understood MBKM. This can be seen from the MBKM curriculum document that has been compiled, the MBKM MK already exists, and entrepreneurship is already running. However, there are obstacles in terms of limited funds, an academic information system that is not optimal, inadequate human resources, and a lack of information about MBKM.[7]

III. Research Method

This type of research is a qualitative research with a descriptive approach. Data collection method using interviews using data triangulation. The subjects sampled from this study were implementers of policy implementation, namely 2 lecturers and 4 students who had been involved in student exchange programs between case study study programs at the Faculty of Economics, Yogyakarta State University. The purpose of this study was to measure the success of the policy implementation of the student exchange program between study programs at the Faculty of Economics, Yogyakarta State University.

IV. Results

A. *Student Exchange Activities Between FE UNY Study Programs*

The student exchange program between study programs aims to be implemented properly so as to improve students' hard and soft skills. The program is expected to be able to answer the challenges of universities to produce graduates who are in accordance with the demands of the world of work and the progress of science and technology. The Human Resources involved in the implementation of MBKM are lecturers and FE students who feel the opportunity as well as obstacles to the MBKM of the Inter-Study Program Student Exchange Program at the Faculty of Economics, Yogyakarta State University. Based on the observation of the Independent Learning Policy, the Independent Campus (MBKM) Student Exchange Program at the Faculty of Economics still has several obstacles felt by students, including the information obtained. Students basically already know information about the MBKM Program, but when its implementation has not gone well, such as students who want to take student exchange programs between study programs, most of them do not understand and do not know how to do it due to the lack of socialization of the MBKM program. In addition, students feel that they are less relevant in taking MK MBKM due to inconsistency with the interests and CPL of the original study program. Another obstacle experienced by students when they want to take the MK offered is related to the quota capacity in each MBKM course. Therefore, to support the successful implementation of the student exchange program between FE UNY study programs, the views of the academic community from related parties are needed, namely students and lecturers.

B. *Readiness of the Academic Community in the Implementation of Student Exchange Programs Between Study Programs*

1. Exchange Program Information

FE UNY students get information about the MBKM Student Exchange Program, namely through the head of the department, social media official accounts of UNY and outside the campus, most FE UNY students get information through the SIAKAD UNY Platform, there are also students who know information through friends or lecturers. FE UNY students admitted that the information obtained was still incomplete even though socialization had been carried out by the head of the study program to inform about the MBKM Program, but some study programs only carried out socialization when students experienced confusion. Students feel confused to choose the MK offered because it is not relevant to the original study program so it does not match their interests. Students admitted that they had difficulty understanding the information provided such as clarity of the provisions of the bureaucracy that had been conveyed In addition, often students who wanted to ask questions or consulted were thrown at other parties and the information obtained was also different from some lecturers. Some students from the study program origin feel that the information provided is quite clear, but some other students feel that they still have difficulty understanding or lack of official information.

Based on interviews, it can be seen that lecturers access information on student exchange programs between study programs through the curriculum and academic information (SIAKAD) of UNY. Regarding the clarity of the bureaucracy, the lecturer admitted that it was clear because there was already a regulation from the rector of UNY and there was already an adequate class quota. All students can take the MK MBKM offered by the study program if they meet the predetermined conditions. The complaints experienced by lecturers related to student exchange problems between study programs are related to the administrative process that is not fast. As for suggestions related to the description of courses at SIAKAD, especially in the courses offered so that they can be synchronized and understand learned by students. Some lecturers admitted that the information submitted was informative, but some other lecturers admitted that the information provided was not fully informative because the target achievement / learning outcome of the courses offered at MBKM had not yet appeared / displayed.

2. Lack of Human Resources Understanding Capacity

Before students take MBKM courses for student exchange programs between study programs, the study program will provide direction regarding the program through the Academic Advisory Lecturer. However, after the briefing was carried out, it turned out that a problem was found in the lack of student understanding related to the student exchange program between study programs. If students' understanding of the program is not optimal, of course the objectives of the program cannot be achieved. From the point of view of the lecturers of the Faculty of Economics, UNY, they provide answers regarding these problems by inviting students to contact the Academic Advisors or MBKM teams in each study program to convey the problems they are facing. Lecturers take advantage of the regulations that have been made as a way out for any problems that occur related to student exchange programs between study programs.

In addition to the problems felt by students, the disclosure of information on the courses offered and the Learning Outcomes of the Courses are also unknown to all lecturers. Likewise, regarding the implementation of student exchanges between study programs. In fact, the openness of the curriculum in all study programs, especially information on Course Learning Outcomes and course descriptions is very much needed so that students can make the right choice of courses. Therefore, between study programs need to coordinate regarding the follow-up of these problems.

3. Bureaucratic Mechanism Assessment

Implementation of student exchange between study programs in the MBKM program at the Faculty of Economics through indicators of bureaucratic mechanisms. Based on the student's point of view, the quota capacity of MBKM courses offered is not always the same and adjusts to the policies of the study program. In addition, there is a fact that some students feel that the quota given is too small. The system of selecting courses using the "Who Gets Faster" method is considered detrimental because students from the Faculty of Economics have to compete with students from other faculties. Even when there are students who are interested in a course that is already full, students have to wait for other students to cancel their choice. It didn't stop there, when the filling time was almost up but the courses they were interested in were still full, students were forced to choose other subjects that were less desirable. This fact is considered incompatible with freedom in the Merdeka Belajar-Kampus Merdeka program by students.

Furthermore, it is related to the suitability of the MBKM course schedule. Students claim to be interested in courses that clash with their schedule with the main courses of the study program. This incident is considered to have narrowed the choice of MBKM courses and required students to choose other courses that were actually less attractive. Behind this fact, there are also students who claim to be safe with the scheduling of MBKM courses because they do not conflict with the main courses. In addition, the mechanism for implementing MBKM courses is often rescheduled based on the agreement of the class and the supporting lecturer, so that it can be more flexible.

Looking at the MBKM guidebook, it is known that MBKM should be used to facilitate student interest. The fact that happened at the Faculty of Economics, Yogyakarta State University, was just the opposite, most students admitted that the courses offered were mostly not in accordance with their interests and study programs. Based on observations in the Office Administration Education Study Program, many MBKM courses are offered in the scope of sports science and physics, even though the two fields are less related to the original study program. In addition to this fact, there is an acknowledgment that several courses that are in accordance with the study program have a large number of enthusiasts and must be chosen immediately, so students are also required to make education payment early in order to choose the desired course.

The success of the MBKM course implementation is also assessed by the credit conversion system. In general, credit conversion is considered safe by students. Safe does not mean there are no obstacles, some students admit that there are some MBKM courses that are difficult to convert. These events often cause confusion for students because they feel they are suitable and interested, but in fact they cannot be converted.

Constraints related to credit conversion became the main focus of suggestions from students and lecturers. In general, both students and lecturers suggest that the credit conversion process be accelerated. The lecturer also added his views regarding suggestions that the SKS mechanism that has been facilitated through the RPS system was also conveyed and facilitated the equivalence of courses in each study program, so that students could choose the courses they faced. In line with this, students requested that convertible and non-convertible courses be further clarified to reduce the difficulty in converting credits. Not far from these suggestions, there are also students who expect that MBKM courses are only devoted to related study programs and the quota is also increased so that each student has the same opportunity to get basic courses and MBKM in one semester. Some students also want the study program to provide integrated socialization of MBKM followed by explanations from academic supervisors in order to create a uniform understanding.

Furthermore, related to the student exchange policy, the researcher also sought to find out the suitability of student exchange between study programs with the objectives of MBKM. In this discussion, the researcher looks at it from the point of view of lecturers and students. Lecturers consider that the implementation of the student exchange program between study programs at FE UNY is in accordance with the objectives of MBKM, but still needs to be facilitated and directed by academic supervisors so that students can choose courses outside the study program with course learning achievement and skills needed/relevant to career plans student. This assessment is in line with the views of students who also admit that the implementation of the student exchange program between study programs is in accordance with the objectives of MBKM. The assessment is based on the freedom to choose the MK MBKM you want to pursue and the application of student exchange policies outside the three-semester study program has been programmed in each study program.

The implementation of student exchanges between study programs is also considered very good by lecturers and students. The lecturers added that although they considered that the implementation of student exchanges between study programs was good, it needed to be improved on the coordination and information side of course learning achievement and on the description of the courses offered outside the study program. Based on student recognition, student exchange programs between study programs provide new insights and knowledge to deepen a field. In addition to providing an assessment of student exchange in general, most students and lecturers also assess that the implementation of student exchange between study programs is in accordance with the policies at FE UNY. Even the lecturer added that from the leadership side, he strongly supports the implementation of MBKM.

V. Conclusion

The Faculty of Economics, Yogyakarta State University has implemented the MBKM program policy for student exchange between study programs. The human resources involved in this policy are lecturers and students who participate in the program. The implementation of the MBKM policy for student exchange programs between study programs is expected to support the improvement of hard skills and soft skills in accordance with the times. Based on the findings in the results and discussion of the MBKM program, student exchanges between study programs at the Faculty of Economics, Yogyakarta State University have not been fully implemented properly. This is because even though information has been conveyed, disseminated, and directed to students through the Head of the Department or Academic Advisory Lecturer, students still have difficulty getting information that can explain the complete guideline for student exchange program policies between MBKM studies. program. In addition, information on the subjects offered and Lectures on Learning Outcomes of the Subjects are not yet known by all parties, causing students to choose not to take MBKM courses. Furthermore, related to the MBKM program policy, the exchange of study programs is considered good by lecturers and students, but there are still shortcomings in the credit conversion mechanism so that some students take courses that are not in accordance with their interests and study programs.

The suggestions that can be given are the need for coordination and information from each study program. It is hoped that the learning outcomes of MBKM courses will be known by lecturers and students so that in its preparation each study program is prepared properly. In addition, it is hoped that the bureaucracy can provide information between study programs through comprehensive socialization and writing so that the objectives of implementing the MBKM program are achieved and are able to facilitate student interest.

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INFLUENCE OF ELECTRONIC WORD OF MOUTH AND WORD OF MOUTH IN DECISIONS TO USE DANA DIGITAL WALLET APPLICATION

1st Dinda Siti Nurhaliza
Faculty of Education & Science
(Swadaya Gunung Jati University)
Cirebon, Indonesia
nurhalizadinda23@gmail.com

2nd Yopi Nisa Febianti
Faculty of Education & Science
(Swadaya Gunung Jati University)
Cirebon, Indonesia
taniabekker@yahoo.com

Abstract—The DANA digital wallet has experienced an increase in the number of users since its initial launch. However, this does not match the position of DANA's popularity in Indonesia. This can happen because of the lack of introduction to DANA digital wallet information through word of mouth and word of mouth electronic marketing communications. The purpose of this study was to determine the effect of electronic word of mouth and word of mouth on decisions to use the DANA application. This study uses a survey method through a quantitative approach, with an active student population of the Faculty of Education and Science UGJ using a random sampling technique as a sample to be tested for validity and reliability. The results of the analysis of this study indicate that electronic word of mouth and word of mouth have a significant effect on decisions to use the DANA application. In addition, the spread of word of mouth is more dominant than electronic word of mouth which is seen based on standardized beta coefficients.

Keywords— electronic word of mouth, word of mouth, usage decisions, DANA

I. INTRODUCTION

The development of technology has developed rapidly in the modern era. People are starting to leave the old ways and change towards a new way with technology that is considered faster and more effective. One example of technological developments that have increased in Indonesia, which has an impact on non-cash payment systems or so-called electronic money (electronic money). Electronic money, especially digital wallets, is considered to make the payment transaction system easier. This digital wallet is considered to be able to store money safely, without having to carry cash and cards in the wallet. Evidently, cash transactions are considered inefficient. The risks of using cash are greater and impractical, especially in today's digital world. People prefer to rely on technology that is easier and more practical when conducting financial transactions (Chindy Felestin, 2021).

According to CNBC Indonesia (2018) in Aulia Sisca (2020), “There are 38 digital wallet applications that have been officially licensed. Digital wallet transactions in Indonesia reached US$ 1.5 billion in 2018, and will continue to increase to US$ 25 billion in 2023”. Cahya Indra (2020, https://www.merdeka.com) said that "DANA, which is engaged in financial technology, has obtained 35 million active users, and this number was achieved within one year, one month". This means that it can be ascertained that DANA already has its own advantages, and has a fairly good marketing management. DANA is required to pay attention to its marketing strategy in order to remain able to survive and grow. In carrying out its product marketing strategy, companies need a communication with consumers, customers or society in general. With communication, consumers are able to know the products offered by the company and become consumer considerations in making decisions to use digital wallets, especially DANA.

One of the marketing strategies implemented by DANA to attract consumers is electronic word of mouth communication. According to T., Hennig-Thurau, K.P., Gwinner, G. Walsh, and D.D. Gremler (2004) in the journal Tjenghar Andrew (2016), "Electronic word of mouth is a marketing strategy that refers to positive or negative statements made by consumers, or former consumers about a product or company that is available to many people and institutions. Through the internet". As for another marketing strategy that is able to draw the next decision on the use of DANA, namely word of mouth. According to Adriani Putu (2016), "Word of mouth is an oral communication between the sender and the recipient of the message which includes elements of products, services, and brands". In addition, research by the Nielsen Global Survey Of Trust In Advertising (2013) in the journal Ahmad Kamaludin (2020) states that, "84% of consumers trust recommendations from friends and family including other connections found on social media".

Before deciding to use a digital wallet service, consumers will certainly consider various things. According to Rahayu Puji and Muhamad Edward (2014), "Consumers trust reviews or opinions more from consumers who have used the product regarding the assessment of a product. This is able to influence their use or purchase decisions over advertising. In fact, consumers are more interested in the experience of someone who is able to change their views to try the product. Therefore, the company is not able to control the opinions of consumers. The company just has to keep trying to provide the best service in every product performance.

II. LITERATURE REVIEW

Electronic Word Of Mouth

Electronic word of mouth is a marketing strategy that occurs due to the development of communication and information technology in the era of globalization. According to T., Hennig-Thurau, K., Gwinner, G. Walsh, and Gremler (2004) in Tjenghar Andrew (2016) that, "Electronic word of mouth is a positive, negative, and neutral statement from potential, actual consumers. , as well as former consumers about products, services, brands or companies that are available to many people and institutions through the internet". Likewise, according to Cheung, et al (2008) in Hariono Lavenia (2018) that, "Electronic word of mouth is a continuation or extension of traditional marketing strategy communication into a new generation in the internet world". This electronic word of mouth activity is carried out between consumers in an electronic media to influence each other's buying interest and make sure of consumer use decisions. The experience of old consumers becomes important information for new consumers to make purchasing decisions or decisions to use a product.

Electronic word of mouth has characteristics that are characteristic of marketing strategies. According to Sen and Leman (2008) in Sindunata and Bobby (2019) that, "The main characteristic of e-WOM is communication by consumers who are not tied to the company, or it can be ascertained that the source of information through these consumers is independent". Electronic word of mouth is considered not limited by time and space, not tied to a company or independent, and the network reached has a very wide coverage area. In addition, electronic word of mouth can allow web users to develop virtual and community relationships.

Electronic word of mouth in doing its marketing has indicators in determining user decisions by consumers. According to Goyette, et al (2012) in Ayu Laksmi and Farah Oktafani (2016) there are several indicators or dimensions that can be used to measure electronic word of mouth, namely:

1. Intensity
   Intensity in electronic word of mouth means how often consumers access information on their social networking sites and how often consumers interact with one another.
2. Valence of opinion
   Opinion valence is consumer reviews, both positive and negative about a product or service. Valence of opinion has two characteristics, namely positive and negative consisting of comments and recommendations from users of social networking sites.
3. Content
   This content contains information from social networking sites related to products and services, both general and specific information.

Word Of Mouth

This marketing communication has been done for a long time and is considered to have effective power to influence usage decisions. According to Raymond Ronald (2015) that, "Word of mouth is word of mouth marketing communication which has long been an effective method for sharing information, either at the consumer level about a product or service, or only among friends discussing various topics". Meanwhile, according to Hasan (2010) in Hariono Lavenia (2018), "Word of mouth in the business world is a consumer action in providing information to other consumers from one person to another (interpersonal) non-commercially, both brands, products, and services. " Then Ekotama (2009) in Rahmi and Evawani (2017) argues that, "Consumer promotional activities in word of mouth are carried out voluntarily, they tell and recommend to others". If consumers have provided recommendations, it means that the word of mouth that is spread is the superiority of the company's products or services.

Word of mouth has indicators related to the experience of using a product or service. According to Babin and Barry (2014) in Siwu, Lisbeth, and Sjendry (2021), word of mouth indicators are:

1. Talking about
   A person may be excited to talk about a product or activity that they want to share with others, resulting in word of mouth.
2. Recommend
   A product will be recommended to friends or family based on their experience.
3. Push
   This word of mouth activity is able to encourage the closest people to use the product or service. By having an interesting dialogue and having good feedback on the products he recommends.

Usage Decision

The decision to use is an activity that needs to be considered to be a consideration in the company's marketing strategy. According to Sumarwan (2008) in Sari & Tri Yuniarti (2016), "Use or purchase decisions are activities carried out by consumers to buy and use a product or service in order to meet their needs and desires". In addition, according to Abdullah (2017) in Gumilar and Farah (2017) that, "This decision to use is the stage after the desire or intention to buy and use".

There are two factors that can influence the decision to use, namely internal factors and external factors. Factors originating from internal, namely those within oneself, include: personality factors and psychological factors that can influence consumer use decisions. Meanwhile, external factors can be ascertained to include the family environment, work environment, and community environment, such as cultural factors and social factors, due to encouragement from other people that influence consumer use decisions.

The indicator of the consumer use decision process is assessed as a sequence of consumer behavior activities to ensure the use of a product. According to Soewito (2013) in Harahap Dedy (2015), "There are four processes of usage decisions, namely starting from perceived needs, activities before buying, wearing behavior, and post-purchase behavior". Furthermore, Kotler and Armstrong (2012) in Mahdiasukma and Fauzi (2018) suggest that, "There are five stages carried out by consumers in the use decision-making process, namely: problem recognition stage, information search stage, alternative assessment stage, stage usage decisions, and post-purchase behavior stages”.

III. RESEARCH METHODS

In general, research methods are used as a way to solve a problem in a study. This study uses a quantitative approach with a survey method. According to Darna and Elin (2018), "Survey research is research that is used to obtain data from certain natural places by carrying out treatments in data collection, for example by distributing questionnaires, structured interviews, and so on in large and small populations".

The population used is the students of the Faculty of Education and Science UGJ, totaling 1,016 students. To determine the size of the sample that is representative of the population, it is necessary to have a separate technique called sampling technique. The sampling technique or sampling in this study uses a non-probability sampling technique, namely the author does not provide the same opportunity or opportunity for each member of the population to be selected as a sample. The sampling technique used in this research is purposive sampling. According to According to Siyoto & Ali Sodik (2015), "Purposive sampling is a technique for determining samples with certain considerations, or special selection". This means that the sample can meet certain criteria or conditions that have been considered by the author.

To determine the number of samples from a population, the formula from Slovin (Amirullah, 2015), is as follows:

$$\mathbf{n} = \frac{\mathbf{N}}{\mathbf{1} + \mathbf{N}\boldsymbol{\alpha}^{\mathbf{2}}}$$

Based on the results of calculations using this formula, the number of samples obtained is 91.03 and is rounded up to 100 respondents. This is done by the author with the aim of facilitating research.

Data analysis in quantitative research aims to determine the truth of the research results. According to Garaika & Darmanah (2019), "Data analysis is the last process of research activities to answer questions, prove hypotheses, and explain phenomena that are the background of research".

In this study, the authors use quantitative data analysis which includes validity test, reliability test, classical assumption test (normality, multicollinearity and heteroscedasticity), multiple regression analysis, hypothesis testing (t test, F test, coefficient of determination and dominant test).

IV. RESULTS AND DISCUSSION

Results

Instrument Test

a. Validity Test

The validity test in the study was used to measure whether or not a questionnaire was valid with a total score at a significance level of 5% from a total sample of 100 respondents. If r count > r table, then the statement item is declared valid. The results of the validity test can be presented in the table below with n = 100, then obtained df of 100-2 = 98 and = 5%, then the value of r table is 0.1966. The following are the results of the calculation of the validity test.

Table 1 Validity Test Results

Variable	Statement Items	r count	r table	Information
Electronic Word Of Mouth (X1)	X_1.1	0.763	0.1966	Valid
	X_1.2	0.630	0.1966	Valid
	X_1.3	0.615	0.1966	Valid
	X_1.4	0.652	0.1966	Valid
	X_1.5	0.632	0.1966	Valid
	X_1.6	0.644	0.1966	Valid
	X_1.7	0.710	0.1966	Valid
	X_1.8	0.656	0.1966	Valid
	X_1.9	0.725	0.1966	Valid
Word Of Mouth (X2)	X_2.1	0.687	0.1966	Valid
	X_2.2	0.809	0.1966	Valid
	X_2.3	0.738	0.1966	Valid
	X_2.4	0.766	0.1966	Valid
	X_2.5	0.714	0.1966	Valid
	X_2.6	0.705	0.1966	Valid
	X_2.7	0.768	0.1966	Valid
	X_2.8	0.701	0.1966	Valid
	X_2.9	0.601	0.1966	Valid
Keputusan Pembelian (Y)	Y.1	0.551	0.1966	Valid
	Y.2	0.565	0.1966	Valid
	Y.3	0.729	0.1966	Valid
	Y.4	0.707	0.1966	Valid
	Y.5	0.687	0.1966	Valid
	Y.6	0.724	0.1966	Valid
	Y.7	0.711	0.1966	Valid
	Y.8	0.840	0.1966	Valid
	Y.9	0.548	0.1966	Valid
	Y.10	0.627	0.1966	Valid
	Y.11	0.713	0.1966	Valid
	Y.12	0.844	0.1966	Valid

Source: Data processed, 2022

Based on the results of the validity test, the correlation coefficient of the statement items in the table above can be seen that the statement items on the X1 variable, X2 variable, and Y variable have a value of r arithmetic > r table. It states that each statement item is valid and can proceed to the reliability test.

b. Reliability Test

Calculation of reliability is a calculation of the consistency of the questionnaire data using the Alpha Cronbach formula. The use of this formula is adjusted to the scoring technique performed on each item in the instrument. The value of Correlated Item-Total Correlation in an indicator to be declared reliable is at least 0.70 (Nunnaly, 1994 in Yusup Febrianawati, 2018). The results of reliability testing can be seen in the following table.

Table 2 Reliability Test Results

No	Variable	Cronbach's Alpha	Decision
1	*Electronic Word Of Mouth*	0.843	Reliabel
2	*Word Of Mouth*	0.882	Reliabel
3	Keputusan Penggunaan	0.901	Reliabel

Source: Data processed, 2022

Based on the results of the reliability test, it shows a number greater than 0.70. This shows that all questionnaire items that have been submitted can be declared reliable.

Classic Assumption Test

a. Normality Test

The normality test is used to determine whether the residual data obtained are normally distributed or not. In this study, the normality test was statistically analyzed using the Kolmogorov-Smirnov test because the data generated was more than 30. The following are the results of the Kolmogorov-Smirnov normality test using the statistical analysis presented in the table below.

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	*Mean*	.0000000
	Std. Deviation	3.18153353
Most Extreme Differences	*Absolute*	.088
	Positive	.049
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.052[c]

Source: Data processed, 2022

Based on the results of the normality test with Kolmogorov-Smirnov in the table above, the probability value of p or Asymp is known. Sig. (2-tailed) of 0.052. Because the probability value of p, which is 0.052, is greater than the level of significance, which is 0.05. This means that the assumption of normality is met.

b. Multicollinearity Test

To check whether there is multicollinearity or not, it can be seen from the Variance Inflation Factor (VIF) and Tolerance values. A good regression model if the Tolerance value > 0.10 and VIF < 10. The following are the results of the multicollinearity test presented in the following table.

Table 4 Multicollinearity Test Results

Variable	Collinearity Statistics	
	Tolerance	VIF
Electronic Word Of Mouth	0,553	1,809
Word Of Mouth	0,553	1,809

Source: Data processed, 2022

The VIF value for the independent electronic word of mouth variable is 1.809 < 10 with a tolerance value of 0.553 > 0.10. While the VIF value for the independent variable word of mouth is 1.809 < 10 with a tolerance value of 0.553 > 0.10. so that the two variables can be stated that there is no multicollinearity symptom.

c. Heteroscedasticity Test

A good regression model is the absence of heteroscedasticity. To see it can be done using a scatterplot. The following are the results of the scatterplot analysis shown in the image below.

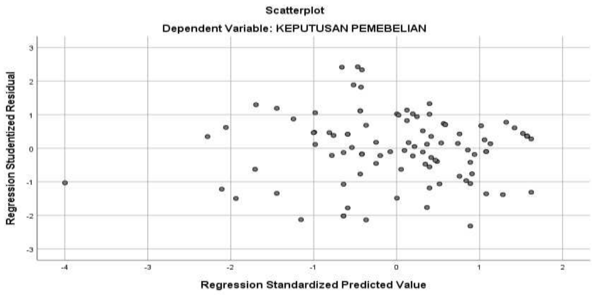

Figure 1 Heteroscedasticity Test Results

It can be seen in the scatterplot graph above, that the points spread above and below the number 0 on the Y axis, and the data spreads randomly. It can be concluded that there is no symptom of heteroscedasticity in the regression model.

Multiple Regression Analysis

Multiple linear regression analysis is an analysis used to measure the strength of the relationship between two or more variables, also showing the direction of the relationship between the independent variable and the dependent variable (Ghozali, 2018). The following are the results of multiple linear regression analysis which are presented in the following table.

Table 5 Results of Multiple Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	8,880	2,799
ELECTRONIC WORD OF MOUTH	0,260	0,107
WORD OF MOUTH	0,885	0,087

Source: Data processed, 2022

Based on the results of multiple linear regression analysis in table 5, the following regression model was obtained:

$$Y = 8.880 + 0.260X_1 + 0.885X_2$$

Keterangan :

Y = Decision to Use the DANA Application

X1 = *Electronic Word Of Mouth*

X2 = *Word Of Mouth*

Based on the multiple linear regression model above, the following information is obtained:

1. The constant is 8.880 which means, if there is no change in the value of the independent variable (electronic word of mouth and word of mouth), then the dependent variable (decision on using the DANA application) is 8.880.
2. The regression coefficient on the electronic word of mouth (X1) variable is 0.260 and is positive, meaning that if the electronic word of mouth variable has increased by 1 point significantly, and the other independent variables are fixed. So, the electronic word of mouth variable will increase the value of the decision variable to use the DANA application by 0.260.
3. The regression coefficient on the word of mouth variable (X2) is 0.885 and is positive, meaning that if the word of mouth variable has increased by 1 point significantly, and other independent variables are fixed. So, the word of mouth variable will increase the value of the decision variable to use the DANA application and the decision to use the DANA application by 0.885.

Hypothesis Testing

a. t Test

t test was conducted to determine the effect of each independent variable on the dependent variable partially. The following are the results of the t-test presented in the table below.

Table 6 t Test Results

Model	t	Sig.
(Constant)	3,173	0,002
ELECTRONIC WORD OF MOUTH	2,438	0,017
WORD OF MOUTH	10,152	0,000

Source: Data processed, 2022

From the results of the t-test presented in the table above, the following information is obtained:

1. The electronic word of mouth variable has a significance value of 0.017, the value is smaller than 0.05. Meanwhile, for t count, the value is 2,438 > t table (1,984). Based on this, it can be said that the first hypothesis, namely H1: the electronic word of mouth variable has a partially significant effect on the decision variable to use the "accepted" DANA application.
2. The word of mouth variable has a significance value of 0.000, the value is smaller than 0.05. Meanwhile, for t count, the value is 10,152 > t table (1,984). Based on this, it can be said that the second hypothesis, namely H2: the word of mouth variable has a significant and partially positive effect on the decision variable to use the "accepted" DANA application.

b. F Test

The F test was conducted to determine the effect of several independent variables together on one dependent variable. The calculation results can be seen in the following table.

Table 7 F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2655.617	2	1327.808	128.528	.000[b]
Residual	1002.093	97	10.331		
Total	3657.710	99			

Source: Data processed, 2022

Based on the table above, information on the significance value is 0.000 < 0.05, and the Fcount value is 128,528 > Ftable is 3,089, which means that the independent variables (electronic word of mouth and word of mouth) affect the dependent variable (decision on using the DANA application).

c. Coefficient of Determination

The value of the coefficient of determination is between zero and one. If the coefficient of determination is getting closer to 1, then the influence of the independent variable on the dependent variable is getting higher. The following is the result of the coefficient of determination (R2) which is presented in the table below.

Table 8 Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852[a]	.726	.720	3.214

Source: Data processed, 2022

Based on the table above, it is known that the R2 value is 0.720. This means that 72% of the variation of the dependent variable (the decision to use the DANA application) can be explained by variations of the two independent variables, namely electronic word of mouth and word of mouth. Meanwhile, the rest of (100% - 72% = 28%) is influenced by other variables outside of this study.

d. Dominant Test

This dominant test was conducted to compare the electronic word of mouth and word of mouth variables on the decision to use the DANA application. This comparison is seen from the largest standardized coefficient. The results can be seen in the following table.

Table 9 Dominant Test Results

Variabel	*Standardized Coefficients*	Pengaruh
Electronic Word Of Mouth	0,174	Signifikan
Word Of Mouth	0,726	Signifikan

Source: Data processed, 2022

The table above shows that the variable with the most dominant influence on the dependent variable (decision on using the DANA application) is the word of mouth variable with the largest standardized coefficients value of 0.726.

Discussion

1. **The Effect of Electronic Word Of Mouth on the Decision to Use the DANA Application for Students of the Faculty of Education and Science, UGJ**

Electronic word of mouth is one of the marketing management activities carried out between consumers by utilizing technology to provide each other with information on a product. The experience of old consumers is important information for new consumers to make decisions on the use of a digital wallet product. Sari, Muhammad Saputra, and Jamaluddin (2017) also emphasized that, "Electronic word of mouth is closely related to suggestions from people who have experience with products that are easily accessible at any time via the internet". Meanwhile, according to Maulyda (2017), "Electronic word of mouth is conveyed to the media by people who have different views, but have something in common, namely containing recommendations about the reputation of the product". Therefore, electronic word of mouth can make it easier for consumers to decide to use a product.

The results of this study indicate that there is a significant effect of electronic word of mouth on the decision to use the DANA application for students of the Faculty of Education and Science, UGJ. This illustrates that, the intensity that students do is mostly using social media services. The greater the intensity of using social media, the more you will see content that appears on each social media. Therefore, the DANA digital wallet often performs content in the form of advertisements containing information on social media in order to be able to maintain the existence of the DANA digital wallet in Indonesia. Istijarno (2021) revealed that, "Almost all respondents often see DANA digital wallet advertising content through Youtube and Tiktok media. This means that DANA has done well in promoting on social media which can have a positive influence on usage decisions".

Meanwhile, the opinion valence dimension stated that not all students paid attention to the positive and negative reviews related to the DANA digital wallet on social media. From these results, it means that the opinion valence dimension only affects students to see ratings and get online reviews from other consumers in general about the DANA digital wallet service. Yunitasari (2018) suggests that, "The more positive the content of comments written by consumers on social media, it will increase usage decisions, and vice versa".

This study is in accordance with the research conducted by Sari, Muhammad Saputra, and Jamaluddin (2017) that, "Electronic word of mouth affects the use decisions of consumers who are interested in suggestions from people who have had experience through the internet". Furthermore, it is also in accordance with the results of Tjenghar's research (2016) that, "Electronic word of mouth has a positive and significant effect on usage decisions. Consumers are better able to share consumer-to-consumer information and opinions." Also in accordance with the research of Putra, Johnny Tanamal, and Rahmat Mubaraq (2015) that, "Electronic word of mouth variables consisting of content, opinion valence, and intensity have a significant effect on respondents' use decisions".

So, electronic word of mouth has a significant effect on the decision to use the DANA digital wallet. Thus, the more information obtained through the internet network, it will foster trust in deciding the use of digital wallet applications, so that consumers will make decisions to use not only once, but can be repeatedly.

2. **The Influence of Word of Mouth on the Decision to Use the DANA Application for Students of the Faculty of Education and Science, UGJ**

Word of mouth is a marketing communication that develops among consumers which is carried out directly or face to face. Word of mouth aims to convince from consumers, by consumers and for consumers. Sernovitz (2009) in Joesyiana (2018) also reveals that, "Direct marketing strategies will produce good conversations. Someone will ask others about the quality of the product before they decide to buy or use it. Therefore, word of mouth has been shown to play a very important role in influencing consumer usage decisions.

Based on the results of this study, it is known that there is a significant effect of word of mouth on the decision to use the DANA application for students of the Faculty of Education and Science, UGJ. This illustrates that word of mouth is considered traditional marketing in this era of technological development, but the role of word of mouth is still considered very effective for consumers in making decisions to use a product. Adriani (2016) reveals that, "Word of mouth is considered so effective because the origin of trust comes from the closest people voluntarily and provides benefits to the company". Word of mouth occurs naturally and is not designed by the company. So, word of mouth arises because of the superiority of the product or service provided by the company.

Word of mouth indicators that influence usage decisions in this study, namely discussing, promoting, and encouraging product information related to the consumer experience. The more positive the information provided and obtained, the greater the information to be able to influence the stages of decision-making use by potential consumers. Vice versa, the worse the information provided and obtained, the less likely the information will influence consumers in using the product.

The information disseminated does not need to incur large costs, because word of mouth promotion is enough to take advantage of the consumers they have. This is done by maintaining relationships with satisfied consumers, and making them as intermediaries who will provide information about the company's products.

The results of this study are in accordance with the research of Saifulloh & Sugeng Raharjo (2021) that, "Word of mouth shows the most significant influence on buying interest. This happens because other people's conversations directly become part of the most important consumer considerations. Furthermore, it is also in accordance with the research results of Afif, Aulia, and Ahmad (2021) that, "Word of mouth has a positive influence on usage decisions, because buyers get information from people who have experience and good impressions, so they are able to provide recommendations to consumers. others". Likewise with the research results of Rahayu (2014) that, "Word of mouth variable has a significant influence on usage decisions. This shows that word of mouth occurs quite well for the dissemination of information in influencing decisions to use a product. Also in accordance with Joesyiana's research (2018) which reveals that, "There is a significant influence of word of mouth on usage decisions. This happens, because word of mouth is considered to appear naturally and honestly which makes marketing messages much more effective than the media.

So, word of mouth has a significant effect on the decision to use the DANA digital wallet. Word of mouth is considered more trusted in disseminating information directly, because when consumers are satisfied with a product, naturally these consumers will talk directly, recommend directly, and encourage directly to influence decisions to use the same product.

3. **The Most Dominant Influence Between Electronic Word Of Mouth And Word Of Mouth On The Decision To Use The DANA Application**

Electronic word of mouth and word of mouth are marketing strategies that can influence consumer decisions to use. The purpose of these two marketing strategies is to attract new consumers to know the product based on the experience of old consumers. Based on the results of testing this hypothesis, it is known that these two variables both influence the decision to use digital wallets.

From the results of this study, it is known that the word of mouth variable has a dominant influence on the decision to use the DANA digital wallet. This is evidenced by the results of the standardized coefficients beta value greater than word of mouth compared to electronic word of mouth. The reason is that the word of mouth marketing strategy is considered faster to disseminate information directly about a product, so that it is able to make consumers decide directly to use the product without hesitation. Sumardy (2011) in Putri, Srikandi, and Sunarti (2016) reveals that, "It doesn't matter whether the company is big or small, word of mouth remains a marketing practice that dominates consumer use decisions for anything". Joesyiana (2018) also revealed that, "Word of mouth is able to dominate because of independent and reliable information, because it comes directly through the power of the closest people".

Meanwhile, electronic word of mouth is online and without face-to-face communication, so there is still little doubt from new consumers to use the product, because it is considered less convincing than word of mouth. Hariono (2018) revealed that, "The reach of electronic word of mouth is recognized to be larger and more flexible in time than word of mouth, but it is considered to have a big risk if there are negative reviews that drop, it will make potential consumers take longer in considering decisions to use. product".

The results of this study are also in accordance with research conducted by Tjenghar (2016) that, "Word of mouth in this study is considered to have a significant influence compared to advertising. Word of mouth is also considered more objective, because the information that reaches potential customers comes from old Gojek customers." Furthermore, the results of this study are also in accordance with the research results of Saifulloh & Sugeng Raharjo (2021) that, "Word of mouth shows the most significant influence on buying interest in cellphone products. This is because other people talk about a product as part of the most important consumer considerations. The results of this study are also in accordance with the research of Afif, Aulia, and Ahmad (2021) that, "The word of mouth variable has a dominant effect compared to the e-wom variable. This is because information from people who have good experience and impression will be able to recommend it to others.

So, these two marketing strategy variables have an effect on the decision to use the DANA digital wallet.

However, DANA must pay attention to its marketing strategy and improve services, because the company is not able to control every consumer review, both positive and negative reviews, and either directly or indirectly. In addition, if there are negative issues that develop on social networks regarding DANA services, the company must maintain good communication with customers so that the company's image is maintained, so that new consumers will feel confident that DANA is the right choice to meet the needs of new consumers in online transactions.

COnclusion

Based on the results of the study, the following conclusions can be drawn:

1. Electronic word of mouth has a significant effect on decisions to use the DANA application for students of the Faculty of Education and Science. The reason is the high intensity by students in seeking information in the form of reviews, both positive reviews and negative reviews on social media. From the results of hypothesis testing, it is obtained that Ha1 is accepted and H01 is rejected. This illustrates that, the better the reviews given by consumers regarding the DANA digital wallet service on social media, the better the decision to use DANA to potential consumers for the recommended product.
2. Word of mouth has a significant effect on decisions to use the DANA application for students of the Faculty of Education and Science. The reason is that word of mouth is effective, because the origin of trust comes from the closest people by not taking advantage of their own recommendations. Therefore, many students are interested in making use decisions on the DANA digital wallet. From the results of hypothesis testing, it is found that, Ha2 is accepted and H02 is rejected. This illustrates that, in disseminating word of mouth information, it is considered very good for influencing decisions to use the DANA digital wallet through its three dimensions, namely discussing, recommending and encouraging.
3. Word of mouth has the most dominant influence on decisions to use DANA digital wallets for students of the UGJ Faculty of Education and Science. Based on the results of hypothesis testing, it can be seen that the two variables, both electronic word of mouth and word of mouth, both influence the decision to use the DANA digital wallet. From the results of the dominant test, it is known that the word of mouth variable is the most dominant variable in influencing the decision to use the DANA digital wallet.

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INFLUENCE OF FINANCIAL ATTITUDE, SHOPPING LIFESTYLE AND USE OF E-WALLET ON IMPULSIVE BUYING BEHAVIOUR THE SHOPEE IN MARKETPLACE PLATFORM

(Study Of Generation Z In Buleleng Regency)

[1st]Salma Savira
Department of Economics and Accounting
Ganesha University Education
Indonesia, Bali
salma@undiksha.ac.id

[2nd]Kadek Irdayusi Pratami
Department of Economics and Accounting
Ganesha University Education
Indonesia, Bali

[3rd]I Gede Agus Pertama Yudantara
Department of Economics and Accounting
Ganesha University Education
Indonesia, Bali

Abstract—***The purpose of this study is to determine the impact of financial attitude, shopping lifestyle, and e-wallet use on impulsive purchasing behaviour. This is a quantitative study of 399 generation Z respondents in Buleleng Regency who have shopped on the Shopee marketplace platform. Data was collected by distributing questionnaires via Google Forms. The sample was chosen using criteria and the purposive sampling technique, and the Slovin formula was used to calculate it. The data used is primary data in the form of responses from respondents, which was processed using SPSS version 26. This study's data test tool is a data quality test that includes validity and reliability tests. The classical assumption test was then performed, which included a normality test, a multicollinearity test, and a heteroscedasticity test. The T test and the coefficient of determination are used for hypothesis testing. Multiple linear regression analysis was used to examine the data. The findings of this study suggest that shopping lifestyle and the use of an e-wallet have a positive and significant effect on impulsive purchasing behaviour. While the financial attitude variable has a partial and significant negative effect on impulsive buying behaviour***

Keywords—*financial attitude, shopping lifestyle, use of e-wallet, impulsive buying*

I. INTRODUCTION

The digital era's rapid development of technology is accompanied by trends in people's lifestyles that continue to change and adapt. One of these trends is the increase in the number of different types of digital transaction services, such as Financial Technology (Fintech) and e-commerce. These digital transactions introduce a new way of carrying out shopping activities, providing convenience in conducting transactions and increasing the Indonesian people's consumption behaviour [1]. According to [2] a significant increase in sales in Indonesian e-commerce can be attributed to the unique shopping habits of Indonesians. Aside from digitizing transactions, policies enacted in response to the Covid-19 pandemic have caused people to be more active at home, giving them more time to access e-commerce and make purchases online, potentially leading to increased purchasing power. Unconsciously, consumers have been engaging in impulsive shopping behaviour. Domestic activities give rise to the phenomenon of impulsive or uncontrollable purchasing.

Impulsive buying is one type of consumptive behaviour [3] According to [4] impulse buying is an irrational purchase that is associated with a quick and unplanned purchase. Approximately 40% of all online shopping transactions are impulsive purchases [5] Despite the pandemic, digital trade transactions in Indonesia increased. Bank Indonesia (BI) reported that the total value of e-commerce transactions in 2021 will be 401 trillion rupiah. Bank Indonesia also predicts that e-commerce transactions will increase by 31.2 percent to Rp526 trillion in 2022. Marketplace sites are frequently used for e-commerce transactions.

Shopee is a popular online marketplace for Generation Z. Generation Z is the generation born between 1997 and 2012 in Indonesia today, and it accounts for the majority of e-commerce consumers, accounting for 80 percent (Kompas.com). Generation Z also spends a significant portion of their earnings on e-commerce. According to [6] Generation Z is a digitally savvy young generation, which encourages them to be impulsive buyers and seek the quickest way to purchase. Generation Z's standard of living is also significantly higher than that of millennials or generation Y, so they save in very different ways. Generation Z is more extravagant because they have many needs to meet and have a greater proclivity to shop impulsively.

An initial survey was conducted by researchers to ten generation Z students in Buleleng Regency. When compared to other marketplaces, the ten students admitted that they preferred Shopee for purchases. Six of them admitted that they had no plans to buy anything when they went shopping on Shopee, but they ended up buying one. Two (2) of them admitted that they intended to buy something but ended up buying more. The remaining two admitted to planning their purchases and not purchasing extra items. As a result, it can be concluded that the majority of respondents make impulsive purchases when shopping on the Shopee marketplace.

The presence of this impulsive buying behaviour tendency can be influenced by generation Z's internal and external factors. The internal factors intended in this study are related to one's financial attitude, such as how one spends, saves, hoards, and wastes money, or what is known as Financial Attitude [7] Furthermore, one's shopping habits influence impulsive purchasing behaviour. One of the external factors influencing the occurrence of impulsive buying behaviour is the use of an e-wallet. ShopeePay is one of Indonesia's most popular e-wallets. Shopeepay's users are drawn in by the convenience it provides. The Technology Acceptance Model (TAM) theory defines how useful a system is for users and how easy it is to use a system. In this case, perceptions of usability and convenience can influence the acceptance of a technology like ShopeePay. The ShopeePay convenience encourages impulsive buying behaviour, as the easier it is for consumers to make transactions, the easier it is for consumers to decide to make purchases and have a tendency to shop impulsively.

This study is an extended version of [8] study, 'The Effect of Digital Wallet Use on Impulsive Purchases During the Covid-19 Pandemic.' This study differs from previous studies in that it includes two new independent variables, namely financial attitude and shopping lifestyle variables, as internal factors that can influence impulsive purchasing behaviour in the Shopee marketplace. Previous research has only covered the external factors. According to the explanation above, the goal of this study is to determine the effect of financial attitude, shopping lifestyle, and e-wallet use on impulsive buying behaviour on the marketlace shopee platform in Generation Z in Buleleng Regency.

II. LITERATURE REVIEW

A. Financial Attitude

Impulsive buying is defined as a process of purchasing goods that occurs spontaneously, irrationally, and is associated with a quick and unplanned purchase, followed by a conflict of thoughts and emotional impulses. This impulsive purchasing behaviour is inextricably linked to one's financial attitude. A person's financial attitude is a disciplined pattern of how they manage their money. As a result, a positive financial attitude indicates self-control. Someone with a good financial attitude will have a positive impact on future financial planning, so they will be less impulsive [9] According to the findings of impulse buying study, the financial attitude variable has a significant negative effect on online impulse buying on marketplace sites. This is also consistent with [9] 's findings that Financial Attitude has a significant negative effect on consumptive behaviour, particularly impulse buying. In contrast to the findings of other studies, [10] study discovered that financial attitudes have a negative impact on Muslim women. Provisional assumptions that can be made based on this description are as follows:

H_1: Financial Attitude has a negative and significant effect on impulsive buying behaviour in Generation Z in Buleleng Regency on the Shopee marketplace shopping site.

B. Shopping Lifestyle

Shopping Lifestyle has a positive and significant influence on impulse buying in e-commerce Tokopedia, according to the findings of a study conducted. [1] This is also consistent with the findings of [8] who discovered that Shopping Lifestyle has an effect on Impulsive Buying in Sukabumi City Students. According to [11] research, Shopping Lifestyle has a significant effect on Impulse Buying. The test results also revealed that Shopping Lifestyle had a positive and significant effect on Impulse Buying. These findings differ from those of [12] who discovered that partially Shopping Lifestyle had no significant effect on the Impulsive Buying Behaviour of Manado MTC Women Consumers. Provisional hypotheses that can be formed based on this description are as follows:.

H_2: Shopping Lifestyle has a positive and significant effect on impulsive purchasing behaviour in Generation Z in Buleleng Regency on the Shopee marketplace platform.

C. The use of an E-wallet

The behaviour of using E-wallet services in the form of a web or program that is useful for storing and controlling a user's online shopping information, such as login information, passwords, the buyer's shipping address, and detailed information about the user's credit card, is referred to as E-wallet use. Almost two years after its launch, ShopeePay has become one of the most popular e-wallets in Indonesia. The convenience and quality of service provided by ShopeePay encourage impulsive buying behaviour, as evidenced by the very high spike in the value of electronic money transactions, in line with research by [13], which states that both online shopping and e-wallets have an effect on impulsive buying. This is also consistent with the findings of [14] study, which found that e-money has a significant effect on impulse purchases. [8] discovered research findings that indicated a positive effect of using digital wallets with impulsive purchases. Provisional hypotheses that can be formed based on this description are as follows:

H_3: The use of an E-wallet has a positive and significant effect on impulsive purchasing behaviour in Generation Z in Buleleng Regency on the Shopee marketplace platform.

III. METHODS

The research method used is quantitative, with primary data in the form of a questionnaire. This study includes 217,590 people from Generation Z (born between 1997 and 2012) in Buleleng Regency. The Slovin formula is used to calculate the number of research samples with a 5% error rate, yielding 399 samples. Following that, the sample was chosen using a purposive sampling method based on the following criteria: (1) Respondents were members of Generation Z (born between 1997 and 2012) who lived in Buleleng Regency. (2) Those who responded had a Shopee marketplace account. (3) Respondents made at least one (one) transaction per week on the Shoppee marketplace. (4) Respondents visit their Shopee marketplace account at least once per day. (5) The respondent used the ShopeePay E-Wallet to complete a transaction. (6) Respondents have studied or are studying financial accounting and management. The independent variables in this study are financial attitude, shopping lifestyle, and e-wallet use, while the dependent variable is impulsive buying behaviour. Data was gathered by distributing online questionnaires through Google Forms. SPSS version 26 was used to analyze the data. Validity and reliability tests were performed on the collected data. Furthermore, the classical assumption test, which included a normality test, a multicollinearity test, and a heteroscedasticity test, was performed. The hypothesis is then tested using multiple linear regression analysis, which includes the t test and the coefficient of determination test.

IV. RESULTS AND DISCUSSION

The results of descriptive statistical tests include the minimum score, maximum score, average, and standard deviation. The description of the variable scores of financial attitude, shopping lifestyle, use of e-wallet and impulsive buying is presented in table 1 as follows:

Table 1. Results of Descriptive Statistical Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Financial Attitude	399	5	14	8,2757	1,8442
Shopping Lifestyle	399	21	30	26,075	1,9256
Use *of E-Wallet*	399	17	25	21,947	1.7764
Impulsive Buying	399	14	20	18,025	1,3798
Valid N (listwise)	399				

Source: Data Processed, 2022

The financial attitude variable consists of 5 (five) statement items and is filled in by 399 respondents having a minimum score of 5 and a maximum of 14 with an average score of 8.28. The standard deviation obtained is 1.844, which means the amount of data distribution on the financial attitude variable is 1.844 from a total of 399 respondents. The mean of 8.28 has a higher value than the standard deviation of 1.844, thus indicating the low deviation of the data. The low data deviation indicates that the distribution of data values or data is evenly distributed.

The shopping lifestyle variable consists of 6 (six) statement items and is filled by 399 respondents with the lowest score of 21 and the highest score of 30 and an average score of 26,075. The standard deviation obtained is 1.9256, which means the amount of data distribution on the shopping lifestyle variable is 1.9256 from a total of 399 respondents. The average of 26,075 has a higher value than the standard deviation of 1.9256, thus indicating the low deviation of the data.

The low data deviation indicates that the distribution of data values or data is evenly distributed.

The variable of e-wallet usage was measured by 5 (five) statement items and filled in by 399 having the lowest score of 17 and the highest score of 25 with an average score of 21,947. The standard deviation obtained is 1.7764, which means the amount of data distribution on the variable of e-wallet usage is 1.7764 out of 399 respondents. The mean of 21,947 has a higher value than the standard deviation of 1.7764, thus indicating the low deviation of the data. The low data deviation indicates that the distribution of data values or data is evenly distributed. The variable *impulsive buying* was measured using a research questionnaire consisting of 4 (four) statement items and filled in by 399 respondents having the lowest score of 14 and the highest score of 20 with an average score of 18,025. The standard deviation obtained is 1.3798, which means that the amount of data distribution on the variable of e-wallet usage is 1.3798 from a total of 399 respondents. The average of 18,025 has a higher value than the standard deviation of 1.3798, thus indicating the low deviation of the data. The low data deviation indicates that the distribution of data values or data is evenly distributed.

Tests on research instruments were carried out after descriptive statistical tests. The instrument test consists of a validity test and a reliability test. The results of the validity test in this study indicate that all question items in the research questionnaire have a significance value of 0.000 <0.05 and the r-count value is more than the r-table value of 0.098 which is determined based on the number of n data, which is 400. So it can be concluded that all question items in the research questionnaire is valid to use. Furthermore, the reliability test was carried out by looking at the resulting Cronbach Alpha value. Of all the items tested, the results showed that the Cronbach Alpha value for the question items in the variables of financial attitude, shopping lifestyle and the use of e-wallet was more than 0.6. So, it can be concluded that the question items are reliable to use.

The classical assumption test was carried out after the research instrument test. The classical assumption test consists of normality test, multicollinearity test, and heteroscedasticity test. The classical assumption test in this study is presented in table 2 as follows:

Table 2. Classical Assumption Test Results Classical

Assumption Test	Value/Output
Normality Test	
Monte Carlo Sig (2-tailed),	0.115d
Exact Sig.i (2-tailed)	0.114
Multicollinearity Test	
Tolerance	
Financial Attitude	0.725
Shopping Lifestyle	0.792
Use of E-Wallet	0.734
VIF	
Financial Attitude	1,379
Shopping Lifestyle	1,263
Use of E-Wallet	1,363
Sig.	
Financial Attitude	0.071
Shopping Lifestyle	0.984
Use of E-Wallet	0.158
Source: Processed Data, 2022	

The normality test in this study uses the *One Sample Kolmogorov Smirnov Test* by looking at the value of *Monte Carlo* and *Exact Significant* the resulting If the value of *Monte Carlo is significant* and *Exact Significant* > 0.05 then the data is normally distributed. Based on the normality test carried out in this study, the *Asymptotic* and *Exact Significant* respectively 0.115 and 0.114. So it can be concluded that the data in this study are normally distributed.

Multicollinearity test was conducted to determine whether the regression model was free from multicollinearity. The multicollinearity test can be detected by looking at the *tolerance* > 0.10 and the VIF value < 10. The results in this study indicate that the variables of financial attitude, shopping lifestyle and the use of e-wallet have a *tolerance* > 0.1 and a VIF value < 10, so it can concluded that this study is free from multicollinearity.

The last test in the classical assumption test is the heteroscedasticity test. This study uses the Glejser test to detect symptoms of heteroscedasticity. If the significance value is > 0.05, it can be said that the study is free from heteroscedasticity symptoms. Based on the results of the study in table 2, it can be seen that all independent variables in this study have a significance value > 0.05. So it can be concluded that this research is free from heteroscedasticity symptoms.

Based on the results of the classical assumption test, it can be seen that the research data has passed the classical assumption test. The next stage is to perform multiple linear regression analysis to determine the effect of two or more independent variables on the dependent variable. The results of the multiple regression analysis in this study are presented in table 3 as follows:

Table 3. Results of Multiple Linear Regression Analysis

Model	*Unstandardized Coefficients* B	*t*	*Sig.*
(constant)	10,212	9,448	0.000
Financial Attitude	-0.229	-7.131	0.000
Shopping Lifestyle	0.116	3.957	0.000
E-Wallet	0.000	0.304 9.181	Source

Source: Processed Data (2022)

The coefficient value1 = (-0.229) which shows the results in the negative direction so that with Thus, there is a negative influence between the variables of financial attitude (X1)and impulsive buying (Y). The coefficient value2 = 0.116 which shows the results in a positive direction so that there is a positive influence between the shopping lifestyle variables (X2) and impulsive buying (Y). The value of the coefficient3 = 0.304 which shows the results in a positive direction so that there is a positive influence between the variables of using e-wallet (X3) and impulsive buying (Y).

The hypothesis next is a partial variable test or t-test. Testing the effect of the independent variable on the dependent variable is done by comparing the t-count and t-table values and the significance value. If the value of t-count > t-table and the significance value < 0.05, then the independent variable has an effect on the dependent variable. Based on table 3, it can be seen that the t-value and the significance value for each independent variable can be seen. The financial attitude variable (X1atcount of 7.131 and a significance value of 0.000, for the t-table value of 1.96602 based on the number of n = 399 with a significance of 0.05. So it can be concluded that H1 in this study is accepted, namely the *financial attitude* has a negative and significant effect on *impulsive buying*. The variable *shopping lifestyle* (X2) has a t-count of 3.957 and a significance value of 0.000. The value of t-table for n=399 and a significance level of 0.05 is 1.96602. So it can be concluded that H2, namely the shopping lifestyle variable has a positive and significant effect on impulsive buying.

The variable using e-wallet (X3) has a tcount value of 9.181 and a significance value of 0.000. The ttable value for n= 399 and a significance level of 0.05 is 1.96602. So it can be concluded that H3 in this study is accepted, namely the variable use of e-wallet (X3) has a positive influence on impulsive buying (Y).vThe last hypothesis test is testing the coefficient of determination. This test was conducted to measure the level of thevmodel's ability to explain the variation of the independent variables. *Adjusted R-Square* is used in testing the coefficient of determination. The results of the coefficient of determination test are presented in table 4 as follows:

Table 4. Determination Coefficient

Model	*Adjusted R Square*
1	0.639

Source: Processed Data (2022)

Based on the data in table 5, it can be seen that the value of the Adjusted R-Square is 0.639 which means that variations in financial attitude variables (X1), shopping lifestyle (X2), and the use of e-wallet (X3) are able to explain 63.9% of impulsive buying variations (Y). While the remaining 36.1% is influenced by other factors outside this study that can affect impulsive buying.

Effect *Financial* Behaviour *Impulsive* Platform *Marketplace*

According to the findings of multiple linear regression analysis, the coefficient value of the financial attitude variable (X1) is (-0.229), indicating that the financial attitude variable (X1) has a negative effect on impulsive purchasing interest (Y). So, if the financial attitude variable (X1) decreases while the other variables remain constant, impulsive buying (Y) will increase.

The financial attitude variable (X1) has a tcount value of 7.131 and a significance value of 0.000, resulting in a t-table value of 1.96602 based on n = 399 and a significance of 0.05. As a result, H1 in this study is accepted, namely that the financial attitude variable has a negative and significant effect on impulsive purchasing.

A person's financial attitude is a disciplined pattern of how they manage their money. Someone with a good financial attitude will have a positive impact on their future financial planning, so they will be less impulsive [9]. Someone with a negative or unfavorable financial attitude is more likely to shop impulsively. In this study, financial attitude was measured using 5 (five) indicators: money management mindset, shopping satisfaction attitude, comfortable attitude of having money, not feeling enough about income, and unwillingness to spend money. If a person does not have these five attitudes, namely not doing good financial planning, not being satisfied with just shopping for necessities, an uncomfortable attitude and worrying about shopping for things that are not needed, believing that his income is sufficient to buy goods other than necessities that stimulate the desire to shop, and a positive attitude, he will be unable to shop. Wanting to spend money and not being frugal indicates a poor financial attitude and a proclivity to act impulsively when shopping. This is supported by the theory used, namely the attribution theory, which states that a person's behaviour is caused by both internal (internal) and external (external) factors. In attribution theory, the financial attitude variable influences impulsive purchasing behaviour on the Shopee marketplace platform. This is because financial attitude can be used to predict impulsive purchasing behaviour.

Based on the theory and the findings of the tests, it is possible to conclude that financial attitude has a negative and significant impact on impulsive purchasing behaviour on the Shopee marketplace platform. This is also supported by the findings of [9].

The Effect Shopping Lifestyle on Behaviour Impulsive Buying in the Shopee Marketplace Platform.

According to the results of multiple linear regression analysis, the coefficient value of the shopping lifestyle variable (X2) is 0.116, indicating that the shopping lifestyle variable (X2) has a positive effect on impulsive purchasing (Y). So, if the shopping lifestyle variable (X2) increases while the other variables remain constant, impulsive buying (Y) will increase as well. The t_{count} for the shopping lifestyle variable (X2) is 3.957, with a significance value of 0.000. The t_{table} value for n=399 and a level of significance of 0.05 is 1.96602. As a result, H2 is accepted, namely that the shopping lifestyle variable has a positive and significant effect on impulsive purchasing.

A person's shopping lifestyle reflects how they spend their time and money. When a consumer purchases a product, their shopping lifestyle or shopping lifestyle influences them. Respondents with a high shopping lifestyle are more likely to spend their time and money shopping for the desired product. This can be seen in the indicators used to measure shopping lifestyle in this study, namely responding to advertising offers, purchasing the latest clothing models, shopping for famous brand products, famous brands for quality, purchasing various brands (product categories), and believing there are from other brands (category). Someone with this attitude will shop if they see an advertisement for a product, and then they will buy the latest product from a well-known brand because they are confident in the quality. They are then tempted by other products because they are confident that these other products are of the same quality as those they usually buy, so having a high shopping lifestyle will stimulate them to continue making unplanned, sudden, or impulsive purchases.

This is supported by the theory used in this study, which states that a behaviour is caused by factors both within (internal) one's self and outside (external) one's self. In attribution theory, the shopping lifestyle variable influences impulsive purchasing behaviour on the Shopee marketplace platform. This is because people with a shopping lifestyle are more likely to shop impulsively. Based on the theory and test results, it is possible to conclude that the shopping lifestyle has a positive and significant effect on impulsive purchasing behaviour in the Shopee marketplace platform. The findings of this study are also supported by research by [15]

The Effect of Using E-Wallet on Behaviour Impulsive Buying in the Shopee Marketplace

Platform-wallet (X) 30.304 indicates that the variable using *e-wallet* (X3) has positive results towards *impulsive buying* (Y). So if there is an increase in the variable of *e-wallet* (X3) with the assumption that other variables are constant, then *impulsive buying* (Y) will also increase. Then, based on the results of a partial statistical test (t test), the *e-wallet* (X3) has a t_{count} of 9.181 and a significance value of 0.000. The t_{table} for n = 399 and a significance level of 0.05 is 1.96602. So, it can be concluded that H3 is accepted, namely the variable use of *e-wallet* has a positive and significant effect on *impulsive buying.*

The use *of E-wallet* is the behaviour of using E-wallet services in the form of a web or program that is useful for storing and controlling a user's online shopping information, such as login information, passwords, buyer's shipping address, and detailed information about the user's credit card. *ShopeePay* has become one of *e-wallets* in Indonesia. The use of the Shopeepay e-wallet in this study was measured by 5 (five) indicators, namely service quality, perceived convenience, perceived benefits, trust and promotion. If shopeepay is able to provide services that suit user needs, then easy to use transactions that are useful will become more effective, then able to provide security for user information and provide promos in the form of free shipping vouchers and cashback will affect consumer decisions in making transactions for purchases made. The convenience offered by Shopeepay increases the interest of its users. The theory of Technology Acceptance Model (TAM) defines how useful a system is for users and the ease of using a system. The act of using an online shopping information system comes from usability, ease of use, trust and other parties that influence users to use the system [16]. The easier the transaction is carried out, the easier it is for consumers to decide to shop, which tends to be impulsive.

Based on the theory and the results of the tests that have been carried out, it can be concluded that the use *of e-wallet* has a positive and significant effect on *impulsive buying* in *marketplace platform* Shopee. The results of this study are also supported by research by [13]; [14] and [8].

V. CONCLUSION

Based on the results of the research and discussion that have been described, it can be concluded as follows: 1) Variable shopping lifestyle and the use of e-wallet have a positive and negative effect. significant impact on impulsive buying behaviour in the Shopee marketplace platform. This shows that the higher the shopping lifestyle and the higher the use of e-wallet owned by Generation Z when shopping through the Shopee marketplace, the greater the tendency for Generation Z to shop impulsively. 2) The financial attitude variable has a negative and significant effect on impulsive buying platform Shopee marketplace in Generation Z in Buleleng Regency. This shows that the lower the financial attitude of Generation Z when shopping through the Shopee marketplace, the tendency of Generation Z to shop impulsively is even greater. 3) The variable using e-wallet is the variable that has the biggest influence on impulsive buying behaviour in Generation Z in Buleleng Regency. This can be seen from the variable use of e-wallet which has a linear regression coefficient of 0.304, which means that if there is an additional use of e-wallet by 1 unit, then the impulsive buying will increase by 0.304 units.

Referring to the results of the research and the conclusions of this research, for Shopee, it is hoped that they can continue to update information technology, especially regarding transaction services in the ShopeePay e-wallet because based on research results show that the higher the use of the ShopeePay e-wallet also tends to influence purchasing by consumers. In addition, it is also expected to learn about consumer shopping styles, especially Generation Z, which can influence purchasing decisions. For the community, especially Generation Z in Buleleng Regency, the generation that most often visits the Shopee marketplace, it is hoped that they will be wiser in using their money and pay attention to good financial management in order to reduce or avoid making sudden or impulsive unplanned purchases. For further researchers, it is expected to maximize the results of their research by testing other variables that can affect impulsive buying in addition to financial attitudes, shopping lifestyle and the use of e-wallet on impulsive buying behaviour. Such as researching the use of e-wallet other than Shopeepay considering that currently and in the future, there are many other e-wallets such as OVO and DANA which can affect someone's impulsive buying behaviour. In addition, further researchers can also change and add research parameters as well as demographics or characteristics of respondents, not limited to generation Z in Buleleng Regency but can be expanded to other districts or provinces and other generations such as generation Y, also not only researching the Shopee marketplace. but you can research other marketplaces such as Tokopedia which is a competitor to Shopee to get maximum results..

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INFLUENCE OF MOTIVATION AND SELF-EMPLOYMENT ON ENTREPRENEURIAL INTENTION IN CLASS OF 2020 ACCOUNTING EDUCATION STUDENTS AT YOGYAKARTA STATE UNIVERSITY

[1st]Nailil Muna
Accounting Education Department
Universitas Negeri Yogyakarta
Yogyakarta, Indonesia
naililmuna.2018@student.uny.ac.id

[2nd]RR. Indah Mustikawati
Accounting Education Department
Universitas Negeri Yogyakarta
Yogyakarta, Indonesia
i_mustikawati@uny.ac.id

Abstract—**This study aims to determine the influence of Motivation and Self-Employment on Entrepreneurial Intention in a class of accounting education students at Yogyakarta State University. This research is an ex-post facto research type. The approach used is quantitative. The object of research is the 2020 Accounting Education students, Faculty of Economics, Yogyakarta State University with a total of 81 active students. The data collection method used is a questionnaire. The data analysis technique used is simple regression analysis. The conclusion of this study is 1) There is a positive influence of Motivation on Entrepreneurial Intention with simple linear regression analysis which shows the correlation coefficient (rx_1y) of 0,862 and is positive, the coefficient of determination (r^2x_1y) is 0,744 or 74,4% with the regression equation $Y = 5,765 + 0,567X_1$ with the value of Sig. $0.000 < 0.05$. 2) There is a positive influence of Self-Employment on Entrepreneurial Intention with a simple linear regression analysis which shows the correlation coefficient (rx_2y) of 0,835 and is positive, the coefficient of determination (r^2x_2y) is 0,697 or 69,7 % with the regression equation $Y = 5,355 + 0,821X_2$ with a value of Sig. $0.000 < 0.05$.**

Keywords—Motivation, Self-Employment, Entrepreneurial Intention

I. INTRODUCTION

Indonesia is the fourth position with the world's largest population, the largest population being productive age. But in fact, the largest population may also make much unemployment and become is a serious problem in Indonesia. BPS data as of August 2021, the number of unemployed in Indonesia reached 9.10 million people or 6.49 percent with the open unemployment Rate for men at 6.74 percent and women at 6.11 percent. According to *Administrasi Kependudukan (Adminduk)* data, Indonesia's population reached 272,229,372 as of June 2021 (*Dukcapil,* 2021) . Badan Pusat Statistik (BPS) noted that as of August 2021, 131.05 million Indonesians were working. Based on data from the *Kementerian Koperasi dan UKM Republik Indonesia, Humas Kementerian Koperasi dan UKM* (2021), judging by the ratio of Indonesian entrepreneurship, which is still at 4 percent, which is lagging neighbouring countries, namely Thailand reaching 4.26 percent, Malaysia reaching 4.74 percent, and Singapore which has reached 8.76 percent.

According to Haryo Limanseto (2021), in 2021 alone, businesses or *Usaha Mikro, Kecil, dan Menengah (UMKM)* can contribute to Gross Domestic Product (GDP) reaching 61.07 percent or 8,573.89 trillion rupiahs with the ability to absorb labor, which is 97 percent. Entrepreneurs are considered important and able to help problems, if new entrepreneurs are born who create jobs, the unemployment rate can be reduced and controlled.

By increasing human resources who become entrepreneurs in Indonesia, it is hoped that they can overcome existing problems. Spirit entrepreneurial is grown so that the younger generation is enthusiastic about having their own business. The first thing to do is to grow Entrepreneurial Intention in the community, especially in the younger generation, Entrepreneurial Intention is the first process in creating new long-term businesses (Lee & Wong, 2004). According to Zakaria SA (2005), Motivation can encourage someone as a source of inspiration to continue to be enthusiastic, be able to strengthen themselves, overcome existing problems, be able to face competition, and continue to try and never give up when facing a problem. Motivation in Entrepreneurial Intention is an impulse that comes to every person consciously to act to build a business or choose a way of life to make himself an entrepreneur. Opinion from Sadirman (2005), is that Motivation is an active and functioning mover that comes from the internal self without external stimulation because every individual is motivated or encouraged to take an action.

Self-Employment is closely related to entrepreneurship because Self-Employment is a condition when a person intends to work for himself with his efforts and energy rather than the employer. According to Kartono (2011), Self-Employment is a person's ability to try or work alone, a person's Self-Employment will be seen when someone is facing problems. Self-Employment is also productive in making the best use of time because entrepreneurship is born from a disciplined and responsible attitude.

This research will be conducted at Yogyakarta State University, especially at the Faculty of Economics, Accounting Education Study Program. Respondents in this study were students who were focused on the class of

2020, the reason being that students as the younger generation who have experience and knowledge can take advantage of these two things to start entrepreneurship. Many efforts have been made by UNY in supporting students to become entrepreneurs, such as providing UNY Plaza as a means of student practice. The class of 2020 as students, when entering the university in the introduction of campus life, they have also received entrepreneurship, so the Faculty of Economics also hopes that this class of 2020 will create or develop businesses that can be useful for those around them later. In addition, 2020 students have also received a distribution of knowledge and business capital such as the *Program Mahasiswa Wirausaha (PMW),* Business Plan, *Program Kreativitas Mahasiswa Kewirausahaan (PKM-K)*, and many more. However, there are still some students who are more interested in fields other than entrepreneurship.

From the description of the existing problems and the background that has been prepared, this study aims to identify Entrepreneurial Intention. So that many people, especially students can find out whether Motivation and Self-Employment can affect Entrepreneurial Intention

II. Literature Review

Entrepreneurship comes from the French language, namely *"entreprende"* which means "to undertake" which means trying to do a job. Muchson M. (2017), states that Entrepreneurship is a business world that takes advantage of opportunities and manages resources to gain profits. Margahana (2020), states that entrepreneurship is the ability that each person has in creating economic opportunities or opportunities from creativity in a business. Business or business has the main goal of obtaining profit or profit from the sale of products or services. Coulter (2001), states that entrepreneurship is a process of creative individuals or groups of individuals utilizing available means to obtain opportunities to create value by fulfilling wants and needs using innovation and uniqueness that are different from others and without regard to resources. currently being controlled. Wijayanti (2018), states that entrepreneurs can be talents and interests possessed by someone, but it is possible that entrepreneurial can be formed.

According to Mustofa (2014), intention is defined as awareness within a person that encourages someone to have a desire for something which someone will try their best to make happen. The intention is the implementation of an attitude that is carried out based on pleasure in doing something (Aida, 2016). If reviewed again, individual intentions when becoming Entrepreneurs are closely related to individual readiness. With readiness, the individual can be useful in setting goals to be achieved and describing the extent to which efforts are prepared for a long period (Ndofirepi, 2020).

According to the Kamus Besar Bahasa Indonesia (KBBI), Motivation is defined as an impulse within a person, whether consciously or not, to take certain actions and goals, besides that Motivation is also something that can cause a person or group to carry out certain activities because they want to get satisfaction. Silver (2017), argues that as a spirit of internal or self-derived impulses, it is autonomous to choose the path and has power over his own choices and actions. Gunawan, Kusumaningrum, Triwiyanto, Zulkarnain, & Nurabadi (2018), state that the power of Motivation can create appropriate strategies and tactics for encouraging individuals to achieve their goals. Also, organizations need individuals who have high Motivation in their lives so that the vision and mission of the organization can be realized as they should. Etymologically in Indonesian, self is oneself and employment is work. So, Self-Employment is work that is done alone or works on oneself. According to Kartono (2011), Self-Employment is a person's ability to try or work alone, a person's Self-Employment will be seen when someone is facing problems.

III. Methods

The approach used is quantitative. That is, this research is based on the philosophy of positivism, used to examine a particular population or sample, data collection using research instruments, and data analysand are quantitative/statistical. The goal is to test the established hypothesis. In this study, researchers looked for the influence of the independent variables Motivation (X_1) and Self-Employment (X_2) on the dependent variable Entrepreneurial Intention (Y). This research was conducted at the Faculty of Economics, Yogyakarta State University, which is located at Jalan Colombo Yogyakarta No. 1, Karang Malang, Caturtunggal, Depok District, Sleman Regency, Yogyakarta Special Region 55281. This research was conducted from January 2022 to July 2022, both online and offline. The population in this study is the entire number of students of the 2020 UNY Accounting Education Study Program which to 81 as active students. The data collection technique used is using a questionnaire. In this study, the research instrument used was a closed questionnaire. The respondent can focus on the question or statement posed, the respondent only needs to answer with one of the alternative answers that have been provided, questionnaire for closed questionnaires uses a Likert scale with the answer scores.

IV. Result

A. Validity Test Result

Based on the indicators of the Motivation variable, there are 18 valid statements and 1 invalid statement.

Variable	Valid	Invalid
X1	18	1

X2	13	0
Y	1	0

B. Reliability Test Result

Based on the processed data, the instrument reliability coefficient is obtained as follows:

Variable	Coefficient Cronbach Alpha	Description
X1	0.962	Very High
X2	0.965	Very High
Y	0.938	Very High

C. Description Data Entrepreneurial Intention

The data that has been obtained is then processed using the help of statistical data processing applications, with the highest score being 52 and the lowest score being 13. Based on the data obtained, the mean value is 38.69, the median value is 39.00, the mode value is 39, and the standard deviation is 7.835.

D. Description Data Motivation

The data that has been obtained is then processed using the help of a statistical data processing application, with the highest score being 72 and the lowest score being 18. Based on the data obtained, the mean value is 58.07, the median value is 60.00, the mode value is 72, and the standard deviation is 11.918

E. Description Data Motivation Self-Employment

The data that has been obtained is then processed using the help of statistical data processing applications, with the highest score being 52 and the lowest score being 13. Based on the data obtained, the mean value is 40.60, the median value is 40.00, the mode value is 39, and the standard deviation is 7.968.

F. Linearity Test Result

The results of the linearity test are as follows:

Variable	F statistic	Significance
X1	1.243	0.246
X2	1.202	0.283

G. Multicollinearity Test

The results of the multicollinearity test are as follows:

Variable	Tolerance	VIF	Information
X1	0.220	4.539	There is no multicollinearity
X2	0.220	4.539	There is no multicollinearity

H. Hesteroskedasticity Test

The results of the Hesteroskedasticity test are as follows:

ANOVA		
Model	F	Sig.
Regression	0.710	0.495

Variable	Sig.	Note
X1	0.237	There is no heteroscedasticity
X2	0.303	There is no heteroscedasticity

I. Hypothesis Testing Result

Var	Constant	Coef. Regression	Nilai r		Sig
			Rxy	r^2xy	
X_1	5.765	0.567	0,862	0,744	0.000
X_2	5.355	0.821	0.835	0.697	0.000

a) First Hypothesis

From the table above, the regression line equation can be expressed in the following:

$$Y = 5{,}765 + 0{,}567X_1$$

The equation shows that the X1 regression coefficient is 0.567. This means that if the Motivation increases by one point, it will be followed by an increase in Entrepreneurial Intention points of 0.567. The correlation coefficient (rx_1y) shows a positive value of 0.862. This shows that Motivation has a positive influence on Entrepreneurial Intention. Thus, it can be said that the higher the Motivation, the higher the Entrepreneurial Intention. Meanwhile, the result of the coefficient of determination (r^2x_1y) has a value of 0.744. This means that Motivation can influence Entrepreneurial Intention by 74.4%, while 25.6% is influenced by other variables not examined in this study. Meanwhile, the significance value is 0.000, which means it is smaller than the previously determined significance value, which is 0.05 (Sig.

0.000 <0.05). Based on the results of the hypothesis test, it can be concluded that the Motivation variable has a positive and significant influence on Entrepreneurial Intention. Thus, the first hypothesis which states that "There is a positive and significant influence of Motivation on Entrepreneurial Intention in Accounting Education Students Class of 2020 Faculty of Economics at Yogyakarta State University" is accepted.

b) Second Hypothesis

From the table above, the regression line equation can be expressed in the following:

$$Y = 5{,}355 + 0{,}821X_2$$

The equation shows that the regression coefficient value of X_2 is 0.821. This means that if Self-Employment increases by one point, it will be followed by an increase in Entrepreneurial Intention points of 0.821. The correlation coefficient (rx_2y) shows a positive value of 0.835. This shows that Self-Employment has a positive influence on Entrepreneurial Intention. Thus, it can be said that the higher the Self-Employment, the higher the Entrepreneurial Intention. Meanwhile, the result of the coefficient of determination (r^2x_2y) has a value of 0.697. This means that Self-Employment can influence Entrepreneurial Intention by 69.7%, while 30.3% is influenced by other variables not examined in this study. Meanwhile, the significance value is 0.000, which means it is smaller than the previously determined significance value, which is 0.05 (Sig. 0.000 <0.05). Based on the results of the hypothesis test, it can be concluded that the Self-Employment variable has a positive and significant influence on Entrepreneurial Intention. Thus, the second hypothesis which states that "There is a positive and significant influence of Self-Employment on Entrepreneurial Intention in Accounting Education Students Class of 2020 Faculty of Economics at Yogyakarta State University" is accepted.

V. Conclusion

There is a positive and significant influence on Motivation on Entrepreneurial Intention in Class of 2020 Accounting Education Students Faculty of Economics at Yogyakarta State University. It is proven by the simple linear regression analysis which shows the correlation coefficient (rx_1y) of 0.862 and has a positive value, the value of the coefficient of determination (r^2x_1y) is 0.744 or 74.4% with the regression equation $Y = 5.765 + 0.567X_1$ with a value of Sig. 0.000 < 0.05. There is a positive and significant influence Self-Employment on Entrepreneurial Intention in Class of 2020 Accounting Education Students Faculty of Economics at Yogyakarta State University. It is proven by simple linear regression analysis which shows the correlation coefficient (rx_2y) of 0.835 and is positive, the coefficient of determination (r^2x2y) is 0.697 or 69.7% with the regression equation $Y = 5.355 + 0.821X_2$ with a Sig value. 0.000 <0.05.

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INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE PURCHASE DECISION OF YEH BULELENG AT PT. TIRTA MUMBUL JAYA ABADI IN SINGARAJA CITY

1st Gede Satria Adi Sarda
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia
e-mail: satria.adi.sarda@undiksha.ac.id

2nd Ida Ayu Shanti Pinandita Erawan
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

3rd Putu Jodi Yana
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

4th Komang Endrawan Semadi Putra
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

Abstract **- This study aims to examine the effect of product quality and brand image either simultaneously or partially on the purchasing decision of Yeh Buleleng at PT. Tirta Mumbul Jaya Abadi in Singaraja City. The research design used is causal quantitative research. Determination of the sample in the study using purposive sampling technique. The number of samples used is 75 respondents. The instrument used in data collection is a questionnaire and the data analysis technique used is multiple linear regression analysis. The results of this study are: (1) product quality has a positive and significant effect on Yeh Buleleng's purchasing decisions at PT. Tirta Mumbul Jaya Abadi in Singaraja City, (2) brand image has a positive and significant effect on the purchasing decision of Yeh Buleleng at PT. Tirta Mumbul Jaya Abadi in Singaraja City, (3) product quality and brand image have a positive and significant effect on Yeh Buleleng's purchasing decisions at PT. Tirta Mumbul Jaya Abadi in Singaraja City.**

Keywords : Brand Image, Purchase Decision, Product Quality

I. INTRODUCTION

Water is a vital source of life with numerous functions and applications. It can be used as mineral water or drinking water, for example. Mineral water is undoubtedly an important factor in human life; among all the things required to meet human needs, water is categorized as a basic need that must be met before meeting other needs. In this regard, it is not surprising that many business groups or individuals make money by selling drinking water. The bottled water treatment industry is one of them.

Bottled Drinking Water (AMDK) is one of the most convenient products on the market, with numerous advantages and benefits. The competition among bottled water companies will cause consumers to be extremely selective in their purchasing decisions. Many people purchase a product because it meets their needs. As a result of the demands of their needs, many people nowadays prefer more natural drinks or food products. Furthermore, the busyness of society leads to a preference for instant products. It is obvious that people are rational and selective when it comes to purchasing the goods they want, both in terms of product quality and brand image.

Yeh Buleleng is a brand of Bottled Drinking Water (AMDK) produced by PT. Tirta Mumbul Jaya Abadi, which is located in Singaraja City, as one of the drinking water products. This company, which is engaged in the production of Bottled Drinking Water (AMDK), was inaugurated by the Regent of Buleleng on August 25, 2003, and is the development of a Regional Owned Enterprise (BUMD), namely the Regional Drinking Water Company (PDAM) in Singaraja City by cooperating with private party PT. Mara Jaya Dewi Sakti, which is engaged in capital and was officially formed in 2004. PT. Tirta Mumbul Jaya Abadi is dedicated to providing its customers with high-quality drinking water. The researcher chose or is interested in researching the company PT. Tirta Mumbul Jaya Abadi because of phenomena or problems that occur in the company that are interesting to study. Furthermore, the company PT. Tirta Mumbul Jaya Abadi has the distinction of being the first bottled drinking water company in Singaraja City. Researchers concentrate on the variables of product quality, brand image, and purchasing decisions because they have a significant impact on the company under study. The uniqueness of the research conducted at PT. Tirta Mumbul Jaya Abadi, which is located on Jalan Melati No.9 in Singaraja City.

[1] defines purchasing decisions as a process in which consumers identify a problem, seek information about a specific product or brand, and evaluate how well each alternative can solve the problem, which leads to a purchase decision. This is consistent with the findings of [2], who discovered that the variables of product quality and brand image have a positive and significant effect on purchasing decisions when combined. The decline in purchasing decisions is also influenced by product quality. The fact of the problem in the product quality variable is that the company PT. Tirta Mumbul Jaya Abadi's product quality is still not optimal, and the system of quality control activities

is still lacking. Aside from that, PT. Tirta Mumbul Jaya Abadi has attempted to improve the quality of its products, as evidenced by the BPOM permission and receipt of the SNI certificate. Product quality, according to [3], is a combination of an item's or service's characteristics that have the ability to meet the needs of consumers. It can also be interpreted as a collection of durability, reliability, targetability, ease of maintenance, and attributes in addition to a product. Product quality refers to a product's ability to meet and satisfy the needs of prospective customers who purchase these products. Product quality can also be used to evaluate a product; the quality of a product is related to something given up by the user in exchange for what the customer receives. This is consistent with the findings of [4], who discovered that product quality had a positive and significant impact on purchasing decisions. In contrast, [5] discovered that the product quality variable had no significant effect on purchasing decisions.

Aside from product quality, another factor that influences purchasing decisions is brand image. The truth about the brand image variable is that, despite the fact that the company's management has introduced the Yeh Buleleng brand to the public through various activities and exhibitions, there is still a lack of trust in the company's brand image of PT. Tirta Mumbul Jaya Abadi in Singaraja City. [6] defines brand image as the consumer's perception of the brand as reflected in brand associations stored in consumer memory. A company's commitment to a product through brand image will increase the product's market share. This is consistent with [7] research, which found that brand image has a positive and significant impact on purchasing decisions. According to [8] research, brand image has no positive and insignificant effect on purchasing decisions. The purpose of this research is to put an existing theory to the test. As a result, a research result is discovered that can either invalidate or strengthen existing theoretical knowledge.

II. METHODS

The purpose of this study was to determine the impact of product quality and brand image on Yeh Buleleng purchasing decisions at PT. Tirta Mumbul Jaya Abadi in Singaraja City. In this study, three variables are investigated: product quality (X1) and brand image (X2) as independent variables, and purchasing decisions (Y) as dependent variables. This study employs a causal quantitative design in its implementation. The questionnaire method and document recording were used to collect data.

The participants in this study were PT. Tirta Mumbul Jaya Abadi customers in Singaraja City. Population, according to [9], is an object/subject with certain qualities and characteristics determined by researchers to be studied and conclusions drawn. The Purposive Random Sampling method was used to determine the sample in this study, which is a method of determining the sample with several conditions.

The participants in this study were Yeh Buleleng bottled water consumers from PT. Tirta Mumbul Jaya Abadi in Singaraja City. The number of samples in this study is determined by the number of parameters estimated. The number of samples is 5-10 times the number of estimated parameters, and the number of indicators is 5-10 times the number of samples [10]. In this study, 15 indicators were used. As a result, the minimum sample size in this study is 15 x 5 = 75, and the maximum sample size in this study is 15 x 10 = 150. This study has a sample size of 75 people.

Multiple linear regression analysis was used as the analytical method. In this study, questionnaires and document recording were used to collect data. The questionnaire must be valid, which means it must be able to measure what it is supposed to measure. Using a Likert Scale, determine the score of the questionnaire answer choices. According to [10], the Likert scale is used to assess a person's or group's attitudes, opinions, and perceptions of social phenomena.

In order to produce valid or accurate research, the questionnaire in this study must meet the requirements of reliability and validity. The reliability test, according to [11], is a tool for measuring a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable if the responses of the respondents are consistent or stable over time. Cronbach's alpha will be calculated using the reliability results produced by SPSS version 25. Because this instrument generates ordinal data with questions ranging from 1 to 5, the reliability test in this study employs the Cronbach's alpha formula. In this reliability test, if the Cronbach's Alpha value is greater than .60, the questionnaire or questionnaires can be declared reliable or consistent, and vice versa.

A validity test determines whether or not a questionnaire is valid [12]. The questionnaire is said to be valid if the statement on it can reveal something that will be measured by the questionnaire. The Pearson Correlation is used to determine whether or not the questionnaire is valid. If there is a significant ($p<0.05$) correlation between the scores of each question item and the total score, the statement is valid, and vice versa [12]. Multiple linear regression analysis was used as a data analysis method and technique in this study. Multiple linear regression analysis is used at PT. Tirta Mumbul Jaya Abadi in Singaraja City to determine the magnitude of the relationship and the direct or indirect effect of Product Quality (X1) and Brand Image (X2) on Purchase Decisions (Y). Because the requirements for multiple regression analysis are devoid of classical assumptions, testing the classical assumptions is required prior to testing multiple linear regression analysis.

Before testing and analyzing research data with a regression model using the Statistical Package for the Social Sciences (SPSS) program, the classical assumption test was performed. The normality test determines whether the dependent variable, independent variable, or both variables in a regression model have a normal distribution or not [12]. The multicollinearity test is designed to determine whether the regression model discovered a correlation between independent variables. There should be no correlation between the independent variables in a good regression model. If the independent variables are correlated with one another, they are not orthogonal. Orthogonal is an independent variable with a correlation value of zero between independent variables [12]. The heteroscedasticity test determines whether there is a similarity of variance between the residuals of one observation and the residuals of another observation in the regression model. By comparing the previously determined significant level, the significant coefficient can be used to determine whether there is heteroscedasticity. Multiple linear regression analysis, according to [12], is used to predict the condition (up and down) of the dependent variable when two or more independent variables as predictor factors are manipulated (increase in value).

Hypothesis testing is used to accurately and rationally explain a research problem and its solution. Since the analytical method used in this study is multiple linear regression analysis, the hypothesis in this study was tested using the F test (simultaneous effect test) and the t test (partial effect test). The coefficient of determination (R2) measures how well the model can explain variations in the dependent variables. The coefficient of determination has a value between zero and one. A low R2 value indicates that the independent variables' ability to explain variations in the dependent variable is very limited. A value near one indicates that the independent variables provide nearly all of the information required to predict the variation of the dependent variable.

III. RESULTS AND DISCUSSION

A. *Classical Assumption Test Results*

Normality Test

Kolmogorov-Smirnov Statistic is 0.097 and has a significance of 0.081. The significance figure is > 0.05, so this indicates that the research data is normally distributed.

Multicollinearity Test

The tolerance calculation results show that the tolerance value for the Product Quality variable (X1) is 0.149, and the tolerance value for the Brand Image variable (X2) is 0.149. The magnitude of the tolerance value for the two variables is greater than 0.10, indicating that there is no correlation between the independent variables. The Variance Inflation Factor (VIF) value calculation results also show that the Product Quality variable (X1) has a VIF value of 6.730 and the Brand Image variable (X2) has a VIF value of 6.730, indicating that there is no single independent variable with a VIF value greater than 10. It is possible to conclude that the regression model has no multicollinearity between independent variables.

Heteroscedasticity Test

Absolute Residual (AbsRes) value is not statistically affected by any of the independent variables. Where the sig value of the Product Quality variable (X1) is 0.859 and the sig value of the Brand Image variable (X2) is 0.695. All independent variables have a significance probability greater than the 5% confidence level (significance probability > 0.05), implying that the regression model is homoscedastic.

Multiple Regression Analysis

Table I. Results Of Multiple Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,800	1,012		0,080	1,779
	Product Quality (X_1)	0,363	0,127	0,350	2,850	0,006
	rand Image (X_2)	0,561	0,118	0,584	4,757	0,000

a. Dependent Variable: Purchase Decision

(Source: Researcher, data processed, 2022)

Based on the results of multiple linear regression calculations in table 1, the results of the regression equation are as follows:

$Y = 1.800 + 0.363 X_1 + 0.561 X_2 +$

Based on the regression model that is formed, the results can be interpreted as follows:

a. The constant 1,800 indicates that if the Product Quality variable (X_1) and the Brand Image variable (X_2) are constant, then the average value of the Purchase Decision variable is 1,800.

b. The regression coefficient of the Product Quality ($X1_1$) variable is 0.363, indicating that if there is an additional Product Quality (X1) variable of unit, the purchasing decision will increase by 0.363 units.

c. The regression coefficient for the Brand Image (X_2) variable is 0.561 indicating that if there is an additional Brand Image (X_2) variable of 1 unit, the purchasing decision will increase by 0.561 units.

B. Hypothesis

Testing F Test Results

Table 2. F Test Results (Simultaneous)

Coefficients[a]

Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	Regression	1468,884	2	734,442	187,662	0.000[b]
	Residual	281,782	72	1750,667		
	Total	3,914	74			

a. Dependent Variable: Purchase Decision

Based on the results of the f (simultaneous) test shown in table 2, it can be seen that the p-value (Sig.) = 0.000 which is smaller than 0.05. This means rejecting H_0 which means that there is a simultaneous effect of the Product Quality variable (X_1), and the Brand Image Variable (X_2 on Purchase Decisions (Y).

T Test Results

Table 3. T Test Results (Partial)

Coefficients[a]

	Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	1,800	1,012		1,779 0,080	0,350
	Product Quality (X_1)	0,363 0,127	2,850	0,006	Image	Brand
	(X_2)	0,561	0,118	0,584	4,757	0,000

a. Dependent Variable: Purchase Decision

(Source : Source : Researcher, data processed, 2022)

1. Testing the first hypothesis (H1)

hypothesis ($H1_{first}$) shows the Product Quality variable ($X1_a t_{count}$ of 2.850 and a significance of 0.006. This shows that the t_{count} is 2.850 > the t_{table} 1.993 and a significance value of 0.006 <0.05. The t_{count} is positive and greater than t-$_{table}$ and the significance value is less than 0.05, meaning that the Product Quality variable ($X1_a$direct influence and relationship with K Purchase decision (Y). So it can be concluded that **H_1 accepted** , namely Product Quality (X_1) has a positive and significant effect on Purchase Decisions.

2. Testing the second hypothesis (H_2)

hypothesis ($H2_{second}$) shows that the Brand Image variable ($X2_)$has a t_{count} of 4.757 and a significance of 0.000. This shows that the t_{count} is 4.757 > the t_{table} value is 1.993 and the significance value is 0.000 <0.05. The t_{count} is positive and greater than t-$_{table}$ and the significance value is less than 0.05, meaning that Brand Image (X2) has an influence and a direct relationship with Purchase Decision (Y). So it can be concluded that **H_2 accepted** , namely Brand Image has a positive and significant effect on Purchase Decisions.

Coefficient of Determination R^2

Table 4. Test Of Coefficient Of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.916[a]	0.839	0.835	1.978

a. Predictors: (Constant), Brand Image, Product Quality

(Source: Researcher, data processed, 2022)

According to the data in table 4, the coefficient of determination R Square is 0.839. This demonstrates that the variation in Product Quality (X1) and Brand Image (X2) variables can only explain 83.9 percent of the variation in Purchase Decision (Y). The remaining 16.1 percent is influenced by factors outside of this study, both internal and external to the company, which can influence purchasing decisions.

The p-value (Sig.) = 0.000, which is less than 0.05, can be seen in the f test (simultaneous) results. This means rejecting H0, which implies that the variables Product Quality (X1) and Brand Image (X2) have a simultaneous effect on Purchase Decisions (Y). The coefficient of determination in the R Square coefficient of determination is 0.839. This demonstrates that the variation in Product Quality (X1) and Brand Image (X2) variables can only explain 83.9 percent of the variation in Purchase Decision (Y). The remaining 16.1 percent is influenced by factors outside of this study, both internal and external to Yeh Buleleng's purchase decision at PT. Tirta Mumbul Jaya Abadi in Singaraja City. [13] stated that each element of the marketing management strategy can influence consumer decisions to buy goods or services such as brand, quality, model, size, packaging, and better appearance when compared to competing goods or services. This study supports the findings of [2], who found that the variables of product quality and brand image have a positive and significant effect on purchasing decisions when combined.

The purchase decision of Yeh Buleleng at PT. Tirta Mumbul Jaya Abadi in Singaraja City was influenced because PT. Tirta Mumbul Jaya Abadi is very fast in producing Yeh Buleleng bottled water in Singaraja City, according to the analysis, 33.3 percent of respondents strongly agree, 40.0 percent agree, 13.3 percent response neutral, 12.0 percent disagree, and 1.3 percent strongly disagree. This is consistent with [14], who state that product quality is a product's ability to perform its functions, which include speed, complement, expertise, quality accuracy, and technical life. When it comes to making a purchase decision, consumers place a high value on quality. Consumers will repurchase if the quality of the product produced is good, whereas if the opposite is true, consumers will divert purchases to other similar products. This study supports the findings of [4], who discovered that product quality has a positive and significant impact on purchasing decisions.

The results of the analysis show that there are 37.3% of respondents who strongly agree that Yeh Buleleng's purchasing decision at PT. Tirta Mumbul Jaya Abadi in Singaraja City influenced because the Yeh Buleleng bottled water brand is identical to attractive packaging, 34.7% of respondents agreed, 14.7% of respondents said neutral, 13.3% disagreed and 0% strongly disagreed. This is in accordance with what was stated by [6], which states that *brand image* is a consumer's perception of a brand, as reflected in the brand associations held in consumer memory. Brand image will create a commitment to a product from a company, so that it will increase *market share* of a product. This research is in line with research conducted by [7], which states that brand image has a positive and significant effect on purchasing decisions.

The results of this study have implications for several things, namely product quality and brand image have a positive and significant influence on purchasing decisions. This means that if the PT. Tirta Mumbul Jaya Abadi in Singaraja City can maintain and optimize the quality of Yeh Buleleng products, so it can improve consumer purchasing decisions, quality has a very important meaning for consumers to make purchasing decisions. If the quality of the product is good, the consumer will repurchase. Furthermore, brand image has a positive and significant influence on purchasing decisions. This means that if the PT. Tirta Mumbul Jaya Abadi in Singaraja City maintains and optimizes the Yeh Buleleng brand image, so it can improve purchasing decisions. With a good brand image, consumers will know and believe that the product purchased meets the benefits of their needs. In this study, the majority of respondents gave a positive response to the brand image of the Yeh Buleleng bottled water.

CONCLUSIONS AND SUGGESTIONS

Based on the results of statistical and hypothesis testing as well as the discussion that has been carried out, it can be concluded that product quality has a positive and significant effect on Yeh Buleleng's purchasing decisions at PT. Tirta Mumbul Jaya Abadi in Singaraja City, Brand image has a positive and significant effect on Yeh Buleleng's purchasing decisions at PT. Tirta Mumbul Jaya Abadi in Singaraja City, product quality and brand image have a significant effect on Yeh Buleleng's purchasing decisions at PT. Tirta Mumbul Jaya Abadi in Singaraja City.

The suggestions that can be submitted are first, for PT. Tirta Mumbul Jaya Abadi in Singaraja City, to pay more attention to brand image, because brand image has a big influence on purchasing decisions. In addition, PT.

Tirta Mumbul Jaya Abadi in Singaraja City, should also pay attention to the Yeh Buleleng AMDK brand which is synonymous with attractive packaging, PT. Tirta Mumbul Jaya Abadi in Singaraja City must also pay attention to the Yeh Buleleng AMDK brand which has a brand according to the character of the people in Singaraja City. In terms of brand image, Yeh Buleleng already has a good reputation that must be maintained and developed by PT. Tirta Mumbul Jaya Abadi in Singaraja City to improve purchasing decisions, one of the advantages of a good brand image is that the Yeh Buleleng AMDK brand has always been a *sponsor* for several activities in Singaraja City. So it is necessary to improve the *emotional* with the community in Singaraja City to maintain the brand image of the company PT. Tirta Mumbul Jaya Abadi in Singaraja City. Second, for further researchers who are interested in studying similar aspects, namely product quality, brand image and purchasing decisions, it is expected to develop this study using a wider population and sample so that the research results are more reliable. In addition, it is expected to test other variables that are strongly suspected to influence purchasing decisions.

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JOB SATISFACTION AS A MEDIATION VARIABLE: TRANSFORMATIONAL COMMUNICATION AND LEADERSHIP ON EMPLOYEE PERFORMANCE AT THE MARINE AND FISHERIES DEPARTMENT OF THE SPECIAL REGION OF YOGYAKARTA

[1st]Laras Titi
Faculty of Economics and Business
Janabadra University
Special Region of Yogyakarta, Indonesia
titilaras@janabadra.ac.id

[2nd]Waryati Sri Yuli
Faculty of Economics and Business
Janabadra University
Special Region of Yogyakarta, Indonesia
sriyuliwaryati@janabadra.ac.id

[3rd]Mangku I Ketut
Faculty Economics and business
Janabadra University
Special Region of Yogyakarta, Indonesia
ketut@janabadra.ac.id

[4th]Via Salma Putri Artha
Faculty of Economics and business
Janabadra University
Special Region of Yogyakarta, Indonesia
salmaputri333@gmail.com

[5th]Suwarto
Faculty of Economics and Business
Janabadra University
Special Region of Yogyakarta, Indonesia

***Abstract*— The Department of Maritime Affairs and Fisheries of the Special Region of Yogyakarta is one of the government agencies that carry out affairs in the marine and fisheries sector. Decree of the Governor of the Special Region of Yogyakarta Number 66 of 2015. Details of the duties and functions of the Ministry of Maritime Affairs and Fisheries of the Special Region of Yogyakarta.**

This study surveyed 129 employees of the Ministry of Maritime Affairs and Fisheries of the Special Region of Yogyakarta. The results of communication have a positive effect on employee job satisfaction, and transformational leadership has a positive impact on employee satisfaction, communication has a positive effect on employee performance, transformational leadership has a positive impact on employee performance, job satisfaction has a positive effect on employee job satisfaction mediates the impact of innovative leadership on employee performance and job satisfaction can mediate the development of communication on employee performance, to produce job satisfaction that affects employee performance improvement.

Keywords—Communication, Transformational Leadership, Job Satisfaction, Employee Performance

I. INTRODUCTION

An organization is basically a collaboration between two or more people in order to achieve a goal. Organization is a collection of people, the process of division of labor between these people and the existence of a system of cooperation or social system among these people. In achieving goals, organizations need the commitment and loyalty of their human resources to be able to always improve their performance according to the expectations of the organization. Organizational goals will not be achieved without management and leaders who can manage employees through acceptable communication and move employees to work together in achieving organizational goals. Communication is not only between fellow employees but also between leaders and employees, no matter how busy the leader must be able to communicate well with employees so that they can change their behavior and personal values, also feel job satisfaction because of the establishment of good relations with the leader and it is hoped that this can improve employee performance.

Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta is one of the Government organizations that has the task of carrying out Regional Government affairs in the marine and fisheries sector, deconcentration authority and co-administration tasks given by the Government as regulated in the Regulation of the Governor of the Special Region of Yogyakarta Number 66 of 2015 concerning Details of Duties and the function of Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta. In the context of the effectiveness and efficiency of the Department's role, the organizational structure at echelon three consists of: Secretariat, Fisheries Sector, Marine and Coastal Sector, Business Development Sector, Regional Technical Implementing Unit, Cultivation Fishery Technology Development Center (UPTD BPTPB) and Regional Technical Implementing Unit. Sadeng Beach Fishing Port (UPTD PPP) and Functional Group. Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta with the Regulation of the Governor of DIY Number 93 of 2015, 2

UPTDs (Regional Technical Implementing Units) were formed, namely the Center for Cultivation Fisheries Technology Development and the Sadeng Beach Fishery Port. UPTD (Regional Technical Implementation Unit) is a technical implementation unit within Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta that carries out technical support and / or operational technical tasks. UPTD BPTPB is domiciled in Cangkringan, Sleman, while UPTD PPP Sadeng is domiciled in Sadeng, Girisubo, Gunungkidul

UPTD BPTPB has the task of carrying out the development of cultivation technology for freshwater, brackish water, sea water and fish health. UPTD PPP Sadeng has the task of carrying out the management and services of fishing ports, exploiting fish resources, as well as the operational safety of fishing boats at Sadeng Beach Fishing Port. The following is the data of the State Civil Apparatus (ASN) which is an employee of the DIY Marine and Fisheries Service:

Table 1: Employee Data Dinas Kelautan dan Perikanan DIY

INSTANSI	LAKI-LAKI	PEREMPUAN	JUMLAH
Dinas Kelautan dan Perikanan	39	26	65
BPTPB	40	5	45
PPP Sadeng	19	0	19
Jumlah	98	31	129

Source: Data Dinas Kelautan dan Perikanan DIY, 2018

Communication between employees at Dinas Kelautan dan Perikanan DIY has not been running optimally, the problem is that between work units and offices of Dinas Kelautan dan Perikanan DIY are separated and far apart, this has been attempted by organizations to minimize errors or miscommunication with work assignments and work reports. written and can be accounted for by the Accountability Report (LPJ) which must be made by each employee and reported according to the predetermined target time. Communication according to Arni Muhammad (2009:110) is an individual process of sending stimuli which are usually in the form of verbal and non-verbal to change the behavior of others.

Transformational leadership is a leader who inspires employees to be able to change themselves so that they can work hard to achieve shared goals Robbins (2008: 90). Transformational leaders change personal values to support the vision and goals of the organization by fostering an employee work environment where relationships can be formed and by building a climate of trust (Stone et al, 2004).

Robbins and Judge (2009) define job satisfaction as positive feelings about work due to evaluating job characteristics. Consistent with this, Noe et. all (2006) define job satisfaction as a pleasure that arises from the perception that work fulfils important job values.

According to Bernardin & Russel (2003), ``Performance is defined as a record of the results achieved in a particular job or activity over a certain period of time". Achievement or performance is a record of the results obtained from a certain job/activity within a certain period of time, the quality of the employee's work is good, almost perfect, and according to work rules, the employee's workload is also good. It was done in each work unit.

Communication, transformational leadership and employee job satisfaction have been well strived for by Dinas Kelautan dan Perikanan DIY, although in reality it has not been running perfectly, it is hoped that communication, transformational leadership improves performance through job satisfaction in employees, as stated in previous research conducted by Ali Baba (2012) with the results of his research is that communication has an effect on performance and Nurmadhani Fitri Suyuthi (2016) who in his research said that transformational leadership style affects performance. Elizabeth Satriowati (2016) in her research results revealed that transformational leadership and communication have an effect on performance through job satisfaction. As for the problems here are: 1) How is the influence of communication on employee job satisfaction; 2) How is the effect of transformational leadership on employee job satisfaction; 3) How is the influence of communication on employee performance; 4) 6 How is the effect of transformational leadership on employee performance; 5) How does job satisfaction affect employee performance; 6) How do the job satisfaction variables mediate the influence of communication on employee performance; 7) How do job satisfaction variables mediate the effect of transformational leadership on employee performance.

II. Literature Review and Hyphothesis Development

Communication is not only between employees but also between leaders and employees, where leaders must also be able to communicate well to employees, transformational leadership in a leader will change the value in a person where employees can participate in supporting the vision and goals of the organization, this is Of course, it will have an impact on work performance / performance. Transformational leadership attitudes and well-maintained communication make a harmonious relationship in the work environment of employees can also provide satisfaction, where employee job satisfaction will increase their motivation to work, motivated employees will certainly work harder and performance will increase.

So, it can be concluded that communication, transformational leadership and job satisfaction have a positive relationship with employee performance. From the description of the framework, the authors can explain the relationship between variables as follows:

A. Effect Of Communication on Employee Job Satisfaction

Communication is a process of sending messages or symbols that contain the meaning of a communicator to the communicant with a specific purpose. The effectiveness of a communication is if the message sent has an influence on the communicant, it means that the information conveyed can be received well, causing a response or feedback from the recipient. Like the example; The existence of action, better relationships, job satisfaction and influence on the attitude of Suranto AW (2005:16)

Based on research from Puput Dian Melani (2016) entitled The Effect of Organizational Communication, Work Stress and Work Motivation on Employee Work Effectiveness with Job Satisfaction as an Intervenig Variable, it shows that organizational communication has a significant positive effect on job satisfaction. I Gusti Agung Mas Yuni Astuti (2016) with the title of his research The Effect of Internal Communication and Organizational Culture on Employee Job Satisfaction. The results show that there is a positive and significant influence between internal communication on employee job satisfaction. Meanwhile, Dimas Okta Ardiansyah (2016) with the title Influence of Communication on Employee Performance Mediated by Job Satisfaction, the research results show that communication has a positive effect on job satisfaction.

Hypothesis 1: Communication has a positive effect on job satisfaction of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

B. The Influence of Transformational Leadership on Employee Job Satisfaction

According to Yukl (2010:8), Leadership is the process of influencing others to understand and agree with what needs to be done and how effectively it needs to be done to achieve goals, which is claimed to be a process that directs individual and collective efforts.

Based on his research by Diansyah (2018) entitled The Influence of Transformational Leadership and Compensation on Job Satisfaction through Organizational Commitment, the results show that transformational leadership has an insignificant effect on employee job satisfaction. Yenny Anggraeni (2013) entitled The Influence of Transformational Leadership on Employee Job Satisfaction, Transformational leadership has a positive effect on employee job satisfaction. Nurmadhani Fitri Suyuthi (2016) with the title The Influence of Transformational and Transactional Leadership Styles on Performance through Employee Job Satisfaction shows that transformational leadership partially and simultaneously has a significant effect on job satisfaction. Transformational and transactional leadership through job satisfaction together have an effect on employee performance.

Hypothesis 2: Transformational leadership has a positive effect on job satisfaction of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

C. Effect of Communication on Employee Performance

According to Ruslan (2008:83) that: "Communication is an important tool in the function of public relations." The public shelters and appreciates a good performance in effective communication activities and at the same time good performance to attract public attention and other important goals. of the public relations function.

Based on research from Ali Baba (2012) entitled The Influence of Competence, Communication, and Culture on Employee Performance at PT. Semen Bosowa Maros, the results of the study indicate that communication has a positive and significant effect on the performance of the employees of PT. Semen Bosowa Maros. According to Dimas Okta Ardiansyah (2016) with his research title Effect of Communication on Employee Performance Mediated by Job Satisfaction, the results of his research show that communication has a positive effect on performance. While the research I Gusti Agung Ayu Maya Prabasari (2013) entitled The Influence of Motivation, Work Discipline, and Communication on Employee Performance, the results of the study indicate that communication has a significant effect on performance.

Hypothesis 3: Communication has a positive effect on the performance of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

D. The Influence of Transformational Leadership on Employee Performance

According to O'Leary (2001:21), transformational leadership encourages individuals and teams to work beyond the status quo. A transformational leader is someone who has the power to bring about change to team members and the organization as a whole. According to him, transformational leadership can be used when needed to improve performance.

Based on his research, Nurmadhani Fitri Suyuthi (2016) entitled The Influence of Transformational and Transactional Leadership Styles on

Performance through Employee Job Satisfaction shows that transformational leadership partially and simultaneously has a significant effect on job satisfaction. Transformational leadership through job satisfaction and transactional leadership are combined to influence employee performance. Research "The Influence of Leadership and Communication on Employee Performance" by M. Kiswanto (2010) shows that leadership and communication significantly positively affect employee performance. In Elizabeth Satriowati's research (2016) entitled Transformational Leadership Style, Compensation, and Communication's Impact on Employee Performance and Using Job Satisfaction as a Mediating Variable, Transformational Leadership positively affects employee performance.

Hypothesis 4: Transformational leadership has a positive effect on the performance of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

E. *Effect of Job Satisfaction on Employee Performance*

Mangkunegara (2009) job satisfaction is an important condition that must be owned by every employee who works, where humans are able to interact with their work environment, they will work passionately and seriously, so that organizational goals will be achieved.

The results of research by Tony Listianto (2015) entitled The Influence of Motivation, Satisfaction and Work Discipline on employee performance show that job satisfaction affects employee performance. The results of the research from Titik Rosita (2016) entitled The Effect of Job Satisfaction on Employee Performance with Organizational Commitment as an intervening variable shows that job satisfaction has an effect on employee performance. The results of research by Elizabeth Satriowati (2016) entitled The Influence of Transformational Leadership Style, Compensation, and Communication on Employee Performance with Job Satisfaction as a Mediation Variable show that there is a significant influence between transformational leadership style, compensation and communication on job satisfaction. Other results indicate that there is a significant influence between transformational leadership style, compensation, communication and job satisfaction on employee performance.

Hypothesis 5: Job satisfaction has a positive effect on the performance of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

F. *Effect of Communication on Job Satisfaction and Its Impact on Employee Performance*

Performance according to Mangkunegara (2009) is the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities assigned to him.

Research results from Elizabeth Satriowati (2016) entitled The Influence of Transformational Leadership Style, Compensation, and Communication on Employee Performance with Job Satisfaction as a Mediation Variable. shows that job satisfaction is able to mediate the influence of communication on employee performance. Research from Dimas Okta Ardiansyah (2016) with the title Influence of Communication on Employee Performance Mediated by Job Satisfaction The study results show that job satisfaction can mediate the influence of communication on employee performance.

Hypothesis 6: Job satisfaction is able to mediate the influence of communication on the performance of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

G. *The influence of Transformational Leadership on Job Satisfaction and Its Impact on Employee Performance*

According to Mangkunegara (2009), performance results from work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities assigned to him.

The results of research from Elizabeth Satriowati (2016) entitled The Influence of Transformational Leadership Style, Compensation, and Communication on Employee Performance with Job Satisfaction as a Mediation Variable show that job satisfaction is able to mediate the influence of leadership style on employee performance. Based on research from Nurmadhani Fitri Suyuthi (2016) entitled The Influence of Transformational and Transactional Leadership Styles on Performance through Employee Job Satisfaction, it shows that job satisfaction is able to mediate the influence of communication on employee performance.

Hypothesis 7: Job satisfaction is able to mediate the effect of transformational leadership on the performance of the employees Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

III. REASEARCH AND METHODS

The object of research here is Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta. While the independent variable is communication and transformaisonal leadership, the mediating variable is employee job satisfaction and the dependent variable is employee performance. The data in this study used primary data obtained by direct interviews with the object under study using questionnaires and secondary data obtained from documentation and literature studies. The population in this study were 129 permanent employees Dinas Kelautan dan Perikanan Daerah

Istimewa Yogyakarta with the State Civil Apparatus (ASN) status. Referring to the provisions which argue that the number of representative samples is around 100-200 (Imam Ghozali, 2011). Because the number of population elements is relatively small, we examined all elements of the population, which is called census research or what is called saturated sampling. The data analysis technique in this study uses SEM (Structural Equation Modeling) with the AMOS 22 program.

IV. Research Result

The model that has been stated in the flow chart is then expressed in the structural equation as follows:

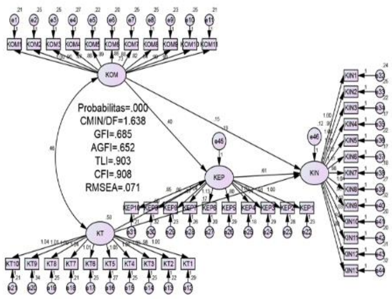

Figure 1: Structural Equations

4.1. *Hypothesis Test*

For data analysis here, it can be seen from the standardized regression weight value which shows the coefficient of influence between the variables, which can be seen in the table below:

Table 2: Relationships between variables

			Estimate	S.	C.	P	Hypothesis
Job satisfaction	<---	Communication	.403	.079	5.120	0,00	Positive Significance
Job satisfaction	<---	Transformational leadership	.497	.090	5.493	0,00	Positive Significance
Performance	<---	Communication	.149	.070	2.130	0,03	Positive Significance
Performance	<---	Transformational leadership	.168	.081	2.073	0,03	Positive Significance
Performance	<---	Job satisfaction	.605	.098	6.194	0,00	Positive Significance

Source: Primary Data Processed, 2018

4.1.1. *Relationship between Communication and Job Satisfaction*

The estimated parameter value of the coefficient of standardized regression weight is 0.403 and the value of C.R is 5.120, this shows that the relationship between communication and job satisfaction is positive. This means that the better communication between employees, the better job satisfaction will be. Testing the relationship between the two variables shows a probability value of 0.000 (p <0.05), so that Hypothesis 1 (H1) which reads "Communication has a positive and significant effect on Job Satisfaction in Dinas Kelautan dan Perikanan DIY" is accepted.

4.1.2. *The Relationship Between Transformational Leadership and Job Satisfaction*

The estimated parameter value of the standardized regression weight coefficient is 0.497 and the value of C.R is 5.493. This shows that the relationship between transformational leadership and job satisfaction is positive. This means that the better the transformational leadership will increase the job satisfaction of employees. Testing the relationship between these two variables shows a probability value of 0.000 (p <0.05), so that Hypothesis 2 (H2) which reads "transformational leadership has a positive and significant effect on job satisfaction of employees in Dinas Kelautan dan Perikanan DIY" is accepted.

4.1.3. *Relationship Between Communication and Employee Performance*

The estimated parameter value of the standardized regression weight coefficient is 0.149 and the C.R value is 2.130, this shows that the relationship between communication and employee performance is positive. This means that the better the communication between employees, the better their performance will be. Testing the relationship between the two variables shows a probability value of 0.033 (p <0.05), so that Hypothesis 3 (H3) which reads "Communication has a positive and significant effect on employee performance in Dinas Kelautan dan Perikanan DIY" is accepted.

4.1.4. *The Influence of Transformational Leadership on Employee Performance*

The estimated parameter value of the standardized regression weight coefficient is 0.168 and the C.R value is 2.073, this shows that there is a relationship between transformational leadership and positive performance. This means that the better the transformational leadership, the better the performance. Testing the relationship between the two variables shows a probability value of 0.038 (p <0.05), so that Hypothesis 4 (H4) which reads "transformational leadership has a positive and significant effect on employee performance in Dinas Kelautan dan Perikanan DIY" is accepted.

4.1.5. Relationship Between Job Satisfaction and Employee Performance

The estimated parameter value of the standardized regression weight coefficient is 0.605 and the value of C.R is 6.194. This shows that the relationship between job satisfaction and employee performance is positive. This means that the more satisfied the employees are, the more employee performance will increase. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), so that Hypothesis 5 (H5) which reads "Job satisfaction has a positive and significant effect on employee performance in Dinas Kelautan dan Perikanan DIY" is accepted.

4.1.6. Relationship Between Communication and Performance Mediated by Employee Job Satisfaction

To see the relationship between the independent variable and the dependent variable through the mediation variable, it can be compared between the value of standardized direct effect and standardized indirect effects. Suppose the value of standardized direct effects is smaller than the value of standardized direct effects. In that case, it can be said that the mediating variable has an indirect effect in the relationship between the two variables. For more details, see the following table:

Table 3: Standardized Direct Effect (Group number 1 - Default model)

	Transformational leadership	Communication	Job satisfaction	Performance
Job satisfaction	.476	.432	.000	.000
Performance	.166	.164	.622	.000

Source: Primary Data Processed, 2018

Table 4: Standardized Indirect Effects (Group number 1 - Default model)

	Transformational leadership	Communication	Job satisfaction	Performance
Job satisfaction	.000	.000	.000	.000
Performance	.296	.268	.000	.000

Source: Primary Data Processed, 2018

The relationship between communication on performance which is mediated by job satisfaction can be compared between the direct effect value <the indirect effect value, testing the relationship between the two variables shows a value of 0.164 <0.268 this shows that job satisfaction is proven to mediate the relationship between employee communication and employee performance

4.1.7. The relationship between transformational leadership and employee performance through job satisfaction

The relationship between transformational leadership and employee performance mediated by job satisfaction can be compared between the direct effect value <the indirect effect value, testing the relationship between the two variables shows a value of 0.166 <0.296, this shows that job satisfaction is proven to mediate the relationship between transformational leadership and employee performance.

V. Discussion

5.1. Effect of Communication on Employee Job Satisfaction Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta

The estimated parameter value of the standardized regression weight coefficient is 0.403 and the value of C.R is 5.120, this shows that there is a positive influence between communication and employee job satisfaction. This means that the better the communication between employees, the more satisfied the employees will be. Testing the relationship between the two variables shows a probability value of 0.000 ($p < 0.05$), so that Hypothesis 1 (H1) which reads "Communication has a positive and significant effect on Job Satisfaction Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by I Gusti Agung Mas Yuni Astuti (2016) with the research title The Influence of Internal Communication and Organizational Culture on Employee Job Satisfaction and the research results show that communication has a positive effect on employee job satisfaction.

5.2. The Influence of Transformational Leadership on Employee Job Satisfaction Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta

The estimated parameter value of the standardized regression weight coefficient is 0.497 and the value of C.R is 5.493, this shows that there is a positive influence between transformational leadership on job satisfaction. This means that the better transformational leadership will increase job satisfaction. Testing the relationship between the two variables shows a probability value of 0.000 (p

<0.05), so that Hypothesis 2 (H2) which reads "transformational leadership has a positive and significant effect on job satisfaction Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by Fransisca Andreani (2016) with the research title Employee Performance As The Impact Of Transformational Leadership And Job Satisfaction In PT Anugerah Baru in Denpasar, the results of this study show that transformational leadership has an effect on employee job satisfaction

5.3. *Effect of Communication on Employee Performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta*

The estimated parameter value of the standardized regression weight coefficient is 0.149 and the C.R value is 2.130, this shows that there is an influence between communication and performance. This means that the better the communication, the better the performance. Testing the relationship between the two variables shows a probability value of 0.033 (p <0.05), so that Hypothesis 3 (H3) which reads "Communication has a positive and significant effect on the performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by I Gusti Agung Ayu Maya Prabasari (2010) with the research title The Influence of Motivation, Work Discipline, and Communication on Employee Performance, the results of the study show that communication has a positive and significant effect on employee performance.

5.4. *The Influence of Transformational Leadership on Employee Performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta*

The estimated parameter value of the standardized regression weight coefficient is 0.168 and the C.R value is 2.073, this indicates that there is a positive influence between transformational leadership on performance. This means that the better the transformational leadership, the better the performance. Testing the relationship between the two variables shows a probability value of 0.038 (p <0.05), so that Hypothesis 4 (H4) which reads "transformational leadership has a positive and significant effect on the performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by M. Kiswanto (2010) with the research title The Influence of Leadership and Communication on Employee Performance. The results show that transformational leadership has a positive and significant effect on employee performance.

5.5. *Effect of Job Satisfaction on Employee Performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta*

The estimated parameter value of the standardized regression weight coefficient is 0.605 and the C.R value of 6.194, this shows that there is a positive influence between job satisfaction on performance. This means that the better job satisfaction, the performance will increase. Testing the relationship between the two variables shows a probability value of 0.000 (p <0.05), so that Hypothesis 5 (H5) which reads "Job satisfaction has a positive and significant effect on the performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by Titik Rosita (2016) with the research title The Effect of Job Satisfaction on Employee Performance with Organizational Commitment as an intervening variable, the results of the study show that job satisfaction has a positive and significant effect on employee performance.

5.3. *The Influence of Job Satisfaction Variables in Mediating Transformational Leadership on Employee Performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta*

The influence between communication on performance is mediated by job satisfaction comparing the direct effect <indirect effect value, testing the relationship between the two variables shows a value of 0.164 <0.268 this shows that job satisfaction is proven to mediate the effect between communication on employee performance. This means that the more satisfied the employees are, the greater the influence of Transformational leadership on employee performance. So that Hypothesis 6 (H6) which reads "Job satisfaction is able to mediate the influence of communication on the performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by Fransisca Andreani (2016) with the research title Employee Performance As The Impact Of Transformational Leadership And Job Satisfaction In PT Anugerah Baru in Denpasar, the results show that there is a positive and significant effect of transformational leadership on job satisfaction. and the positive and significant impact of transformational leadership on employee performance.

5.4. The Influence of Job Satisfaction Variables in Mediating Communication on Employee Performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta

The influence between employee communication0 on performance is mediated by job satisfaction comparing the direct effect <indirect effect value, testing the relationship between the two variables shows a value of 0.166 <0.296 this shows that job satisfaction is proven to mediate the effect of transformational leadership on performance. This means that the more the employees feel satisfied, the greater the influence between communication and employee performance. So that Hypothesis 7 (H7) which reads "Job satisfaction is able to mediate the effect of transformational leadership on the performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta" is accepted.

This research is supported by previous research conducted by Dimas Okta Ardiansyah (2016) with the research title The Effect of Communication on Employee Performance Mediated by Job Satisfaction, with the results of research that Communication can improve employee performance, and job satisfaction can be a moderating variable.

VI. Conclusion

1. There is a positive influence of communication variables on employee job satisfaction Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.
2. There is a positive influence of transformational leadership variables on employee job satisfaction Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.
3. There is a positive influence of communication variables on employee performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.
4. There is a positive influence of transformational leadership variables on employee performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.
5. There is a positive influence on the job satisfaction variable on employee performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.
6. Job satisfaction is able to mediate the influence of communication on employee performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.
7. Job satisfaction is able to mediate the effect of transformational leadership on employee performance Dinas Kelautan dan Perikanan Daerah Istimewa Yogyakarta.

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PAGERHARJO'S YOUNG SME (SMALL MEDIUM ENTERPRISES) MOTIVATION IN ONLINE MARKETING

[1st]Kiromim Baroroh
Economics Department
Universitas Negeri Yogyakarta
Yogyakarta Indonesia

[2nd]Albi Anggito Economics Department
Universitas Negeri Yogyakarta
Yogyakarta Indonesia

[3rd]Sutopo
Economics Department
Universitas Negeri Yogyakarta
Yogyakarta Indonesia

[4th]Eva Imania Eliasa
Economics Department
Universitas Negeri Yogyakarta
Yogyakarta Indonesia

[5th]Aini Aziza Economics Department
Universitas Negeri Yogyakarta
Yogyakarta Indonesia

[6rd]Aprilia Tina
Economics Department
Universitas Negeri Yogyakarta
Yogyakarta Indonesia

***Abstract*—Online marketing helps to reach as far and as many potential customers as possible through the internet. However, not many people, especially SME, have taken advantage of this potential to expand the range of sales of their superior products. SME Pagerharjo is one of the SMEs that has limited marketing of its products. So that the motivation of citizens to remain low because insight into online marketing is still limited. This study seeks to see the increase in residents' motivation after being given online marketing training. The method used is descriptive qualitative and strengthened by quantitative data. The subjects involved in this study were residents of Pagerharjo village, Samigaluh sub-district, Kulonprogo district. The results of the paired to t test show that the value of Sig. <0.05 so it can be concluded that the motivation of the residents increased after being given some material about online marketing which included the importance of product quality, product packaging, product copywriting, to product photos in order to increase the insight of potential buyers**

Keywords—SME, Marketing online, Motivation

I. INTRODUCTION

The Internet is truly revolutionizing the global business landscape in every corner of the planet. The rapid expansion in technology has enabled the advancement of the Internet, which has been geared towards creating convenience for its users. The use of internet has gained popularity in organizations globally, thus generating a new concept in marketing the concept of online marketing. Online marketing as a concept seeks to provide for the needs of customers as individuals, create value for customers and improve communication relationships between companies and individuals [1]. Online marketing is a business endeavor to inform, communicate, promote and sell products including services over the Internet. Online marketing seeks to reach as many existing and potential customers as possible through the internet. However, not many people, especially SME actors, have taken advantage of this potential to expand the range of sales of their superior products. Whereas SME are currently an important part of the Indonesian economy.

Based on data released by the Ministry of Cooperatives and SMEs, the number of SMEs currently has reached 64.2 million with a contribution to GDP of 61.07% or worth Rp. 8,573.89 trillion. [2]. The Indonesian economy and the lives of Indonesian people cannot be separated from the contribution of SMEs that absorb labor and build the country's economy. The increasing number of existing SMEs certainly also makes business competition volatile, innovation and creativity are needed for SME actors to be able to continue to survive and develop to advance their business.

Currently, Indonesia is noted to have large-scale e-commerce whose potential is close to South Korea and China. According to Taylor Lam, who is the Leader of Deloitte China, he explained that the demographic bonus, the level of internet usage and consumer habits created great potential for developing e-commerce in Indonesia [3]. The Minister of Cooperatives and UKMs noted that 19 million SME players had entered the digital ecosystem by May 2022 [4]. If it can be used properly, this will certainly help increase SME income and expand product marketing for SME actors. One of the SMEs that have not yet optimized online marketing is SMEs in Pagerharjo Village.

SMEs in Pagerharjo Village are in the mountains of Manoreh Kulonprogo. This mountainous condition causes the signal to be sometimes less friendly. So, it takes the persistence of SMEs to trade online. Internal motivation is very necessary in running online marketing. The community's insight and ability in doing online marketing is still very limited and intensive assistance is needed.

Research results show that more people are currently providing digital marketing services. People already have the choice and understand the quality of digital marketing services and consultants they can hire for their business [5]. So that online marketing is certainly a breath of fresh air for SME actors who have limited reach. Therefore, it is necessary to assist Pagerharjo Young SMEs in mastering online marketing skills for village superior products. Participants in this activity are young people who have the ability to operate gadgets well and have internet access.

II. RESEARCH METHOD

This type of research is descriptive qualitative research, namely the data collected in the form of words [6]. Bogdan and Taylor [7] qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research aims to gain a general understanding of social reality from the participant's perspective [8]. Furthermore, Moleong argues that descriptive research is a form of research aimed at describing or describing existing phenomena, both natural phenomena and human engineering. [7]. In terms of collecting this data, the authors go directly to the object of research to obtain data. This observation uses participatory observation, where the researcher is directly involved with the daily activities of the person being observed or used as a source of research data. [9].

In addition, this research is strengthened by quantitative data in the form of pretest and posttest data on motivational questionnaires for Pagerharjo Young SME actors towards online marketing. The questionnaire is based on four marketing strategy indicators, including: 1) online marketing environment, which means internet marketing is a strategy where computers are the main medium in recognizing, producing, and storing product information that can operate indefinitely, which is 24 hours a day, 7 days of the week and 365 days of the year [10]; 2) product characteristics are things related to product characteristics and brands that are used by customers as cues in purchasing decisions such as price, product quality, and various other things. [11]; 3) Customers' familiarity with computers and the Internet and the frequency and duration of their use, which were found to be positively related to adoption behavior in general and lead to higher use of the aspect of self-confidence in online shopping [12]; 4) Sales promotion offers accelerate the number of shopping trips to the store and program incentives drive sales that influence consumers' online shopping behavior to make product purchases online [13]. The following table is an online marketing strategy indicator table.

Table 1. Markting strategy indicators

No	Indicator	Item Number
1	Online marketing environment	1, 2, 3, 4, 5
2	Product Characteristics	6, 7, 8, 9, 10, 11
3	Customer familiarity with computers and the Internet	12, 13, 14
4	Promotional offer	15, 16, 17, 18, 19, 20

III. RESULT AND DISCUSSION

3.1. Result

Pagerharjo village has a lot of potential that can be developed from the local wisdom of the local people. The people of Pagerharjo village, some of whom are SMEs, produce various kinds of snack products such as banana chips, taro chips, crystal ginger, gotu kola chips which already have various flavors. Sales figures and marketing areas are still in a small scope, which is only limited to the Samigaluh sub-district, so SMEs in this area are difficult to develop. Product marketing that is only limited to local residents and based on consumer orders is due to the lack of knowledge of SME actors in this region about how to market their products to a wider scope. Another obstacle that must be faced by SME actors is due to a lack of knowledge about financial management which is still very much needed guidance on this matter. Most of the SME actors do not yet have financial reports and financial records, which results in poor financial management. A lot of sales proceeds that should be allocated to develop the business but are used to meet daily needs.

This reality made the UNY Service Team carry out training to increase the motivation of Pagerharjo Young SMEs in online marketing carried out with several important material sessions to support online marketing for the people of Pagerharjo Village, Samigaluh District, Kulonprogo Regency, Yogyakarta Special Region. The materials in the online marketing training include: a) product quality, b) product packaging, c) copywriting, d) product photos, and e) creating an online store for the Pagerharjo community.

Product quality is viewed from the selection of raw materials and the hygiene of the production process. Product quality will determine a particular product will provide satisfaction to the buyer. For this reason, maintaining product quality to remain quality from time to time. The Pagerharjo community is given reinforcement to continue to improve the quality of their products while still using superior raw materials and good production processes. Residents already feel that the quality of the products they make is maximized but has not used sophisticated equipment.

Product packaging is an important part because the products to be sold through online media are very important. Prospective buyers must be very concerned about product packaging, so that good and attractive packaging is socialized to Pagerharjo residents. The product packaging must contain information related to the product's raw materials, production permits, expiration dates, and the place where the product is produced. Residents realize that the product packaging used is still very simple and unattractive. This is due to their limited knowledge to make attractive and inexpensive packaging.

Copywriting is an important element in addition to packaging the product attractively. Copywriting must also attract and provide curiosity/interest of potential buyers in the products offered. In online marketing, copywriting will be a description of the product being sold. Thus, this description plays an important role in increasing the interest of potential buyers. Various interesting and unique examples of copywriting were taught to the Pagerharjo community. For example, “Coffee lovers? Come and enjoy your free time accompanied by a cup of selected coffee, only at the Pagerharjo coffee shop. Write down the address now at @kopipagerharjo. Let us start the day with a cup of coffee every day.” In addition, there are various other copywriting made by each citizen according to their respective superior products. So far, residents have paid less attention to the copywriting section because the best promotions are still considered only verbal. So that residents feel helped by some of the copywriting references taught in the training.

Product photos are also an important element in visualizing products that will be seen by potential buyers in the online store that has been created. Good product photos will add insight to the product. Vice versa, product photos that tend not to be considered properly can make the value of the product go down. Product photos that have been used to sell products are still very 'conventional' and tend to be what they are. People still rarely use good ways to take product photos to make it look attractive.

The creation of an online store is the final part of this training. Every citizen is taught how to open his own shop on an online platform. The majority of citizens tend to use Shopee and Tokopedia in online shopping. So that residents are given direction and assistance in creating their own online store. Every citizen is assisted and motivated to be able to market their respective superior products in the online store that they will create. So far, residents have only been consumers/buyers on the Shopee and Tokopedia platforms. After being given assistance in making an online store, residents feel that opening an online store is not difficult and does not require a lot of money.

The training to increase motivation for SMEs in Pagerharjo Village also begins and ends with the provision of a questionnaire to see if there is an increase in motivation that residents feel before and after the implementation of this training. The data is tested using the T-Test Paired Sample Test, the data must go through a prerequisite test consisting of normality and homogeneity tests. The following are the results of the normality test of Pagerharjo Young SME motivation data on online marketing.

Table 2. Test of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Pre	.082	20	.200*	.966	20	.661
Post	.116	20	.200*	.964	20	.621
*. This is a lower bound of the true significance.						
a. Lilliefors Significance Correction						

Based on the results of the Shapirowilk normality test above, it shows that the value of Sig. > 0.05 so it can be concluded that the pretest and posttest data are normally distributed. The next prerequisite test is the homogeneity test as follows.

Table 3. Test of Homogenity of Variance

Test of Homogeneity of Variances					
		Levene Statistic	df	df2	Sig.
Hasil	Based on Mean	.397	1	38	.533

	Based on Median	.412	1	38	.525
	Based on Median and with adjusted df	.412	1	37.894	.525
	Based on trimmed mean	.403	1	38	.529

Based on the results of the Test of Homogeneity above, it shows that the value of Sig. > 0.05 so it can be concluded that the data distribution is homogeneous. The data has met the prerequisite test so that it can be continued to the Parametric Test, namely the Paired Sample T-Test to determine the effect of online marketing training on the motivation of Pagerharjo Young SMEs. The following are the results of the Paired Sample T-Test online marketing training for Pagerharjo Young SMEs.

Table 4. The Results of Paired Sample t-test

	Data	Sig.	Result
Pair 1	Pre and Post Motivation in SMEs	0,000	There can be a significant difference

Based on the results of the paired sample t-test above, it can be seen that the value of Sig. <0.05, indicating that there is a significant difference in the results of the pretest and posttest. Therefore, it was concluded that the provision of online marketing training provided a significant increase in the motivation of Young SMEs in Pagerharjo Village, Samigaluh District, Kulonprogo Regency, DIY

3.2. Discussion

Pagerharjo Village is a village with promising tourism potential and superior products. In addition to being awarded several enchanting tourist objects, Pagerharjo Village also has several superior products that can increase the economic movement of each of its citizens. Some of the resources that can be utilized are spices, coffee, tea, and even palm water which is very abundant in Pagerharjo Village. However, of course there are some problems related to the motivation of residents in utilizing existing raw materials into products with higher value. Marketing problems that exist so far are still the main concern of local residents. Facilities and infrastructure in digitizing SME marketing are important factors such as training from packaging, branding, P-IRT and halal to support digital marketing readiness [14]. Marketing is still limited through word of mouth, marketing orientation that only focuses on people around, and lack of motivation to find a wider market.

From the process of interviews and discussions with SMEs in Pagerharjo Village, it can be concluded that several problems related to marketing constraints, including the following:

a) Marketing so far has only targeted internally in Pagerharjo Village
b) Marketing has not optimized packaging
c) The use of online facilities has not been maximized in the marketing process
d) SME actors lack confidence in marketing their products so that their production is only carried out on a small scale to meet the demands of neighbors.
e) Motivation to produce more products and seek a wider market is still lacking.

In this digital era, there are many opportunities that can be utilized for the advancement of SMEs in Pagerharjo Village, including:

a. Access the online sales platform is getting easier and free
b. Internet access is more even
c. Various promotion platforms through online media (Shopee, Facebook, Instagram, YouTube, etc.) are available easily, cheaply, and effectively.
d. SME actors in Pagerharjo greatly benefit from the location of the village which is very close to several tourist attractions that are currently popular

On this occasion, this training activity was more aimed at increasing the online marketing motivation of SMEs in Pagerharjo Village, namely related to the importance of packaging, product copywriting, profuk photos, and digital marketing. Reflecting on the development of science and technology that has implications for changes in human behavior. One of human behavior that has changed drastically in the 21st century is related to how people tend to buy and sell (marketing) an item [15]. Technological developments, especially in the telecommunications sector, greatly affect marketing activities, which in the end, business actors and customers will benefit greatly from changes in marketing patterns through digital marketing [16]. The large number of users of search engines such as Google, e-commerce sites and social media can increase better marketing opportunities to market the desired product. [17].

Digital marketing provides various positive impacts, including business actors can reach a wider market in a faster time at a lower cost than traditional offline marketing. [18]. Another advantage of online marketing is that transaction activities can be traced and data retrieved, so that business actors can easily analyze transactions that occur to determine solutions and evaluative actions to improve product quality. Not only offline marketing, business actors by utilizing online marketing need to have a good understanding of understanding customer behavior [19]

In online marketing, customers cannot see the product directly. So that important elements such as product packaging, product copywriting, and product photos must be attractive so that potential buyers do not hesitate in making their choices. In addition to comparing prices, buyers are also easy to compare the three elements from each seller of similar goods, so they can decide exactly which seller to choose. Packaging is useful for attracting the attention of buyers [20]. In reality, the urgency of product packaging is not well understood by the Pagerharjo village community. The packaging used by SMEs in Pagerharjo is relatively simple. In fact, most are just wrapped in plastic and are very easy to stick to small food products such as chips and the like. On this occasion, the UNY community service team presented various examples of suitable packaging for SME products in Pagerharjo accompanied by various attractive design alternatives for potential buyers.

The main factor for the low motivation of residents in developing superior village products is difficult marketing. So far, the people of Pagerharjo Village have not used online marketing more deeply because they do not really understand the benefits of online marketing, so the desire to use online media is still very small. The activities of the UNY community service team provide an understanding of how opportunities are generated when SME actors market their products online. The next stage is to provide training to business actors to try to open an online store using one of the online marketplace platforms, namely Shopee. Shopee, makes it easy for business people to have an online store easily and for free. In addition, the Shopee platform also provides transaction protection, both for SME business actors and customers. Business actors were immediately asked to open online stores using their respective devices. Starting from how to register a Shopee account, create a store name, determine the products to sell, make the online storefront display more attractive, create detailed and interesting product descriptions (copywriting), upload attractive product photos, to strategies for selecting the right shipping expedition.

Online marketing so far has been quite successful in bringing sellers and buyers closer so that the originally limited market can expand [21]. The team also provided explanations regarding trivial things that had a big impact on the success of the online store they had created, for example: a) the seller's response must be fast so that potential buyers do not switch to other stores, b) respond to prospective buyers' questions. patiently and politely, c) the process of packing and shipping goods must be carried out as soon as possible after the order from the buyer arrives, d) and provide product guarantees for products that are not suitable/damaged accompanied by evidence of unboxing video from the buyer.

This activity showed good results because the enthusiasm of the residents in participating in this activity was seen. The results of the pre-training and post-training questionnaire analysis showed that the value of Sig. <0.05 in the paired sample t-test. This result means that there is a significant difference in the motivation of the residents of Pagerharjo Village before attending the training and after participating in the online marketing training. The community service team will also continue to help and periodic monitoring so that it is hoped that real results will begin to appear soon.

4. CONCLUSION

Young SMEs in Pagerharjo Village, Samigaluh District, Kulonprogo Regency, Yogyakarta Special Region have a variety of superior products that have the potential to move the local economy to improve the welfare of the local community. The provision of training for Pagerharjo Young SMEs is carried out as an effort to increase the motivation of citizens to be able to do online marketing. Online marketing will provide wider and faster accessibility for products that can be accessed by potential buyers. In addition, insight into product quality improvement, product packaging, copywriting, and product photos are also important elements to prepare attractive and quality products so that they can increase consumer/buyer interest. Pagerharjo's Young SMEs also showed a significant increase in motivation after implementing online marketing training.

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PRODUCTION COST ANALYSIS ON CONVECTION MSMEs

[1st]Raichan Nauval Ramadhan
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
rehannew17@gmail.com

[4th]Muhamad Zidane Dwita Putra
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
muhamadzidane.dwitaputra@unwir.ac.id

[2nd]Samsul Anwar
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
samsulanwarfe@unwir.ac.id

[3rd]Sumardi Harun
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
sumardi.hr@unwir.ac.id

***Abstract*— This study aims to find out which of the variables of raw material costs, direct labor costs and factory overhead costs have the greatest influence contribution to production costs at 3 Convection SMEs, namely CV Roda NN, Muis Taylor and Fractal in Kongsijaya Village, Widasari District. The comparative method used in the quantitative approach. The population of this study is the financial statements (income statement & balance sheet) from the establishment of the Convection MSME until 2021 and the sample is taken from 2018-2021.**

Research shows that the coefficient of determination of raw material costs on production costs before Covid-19 is 99.2% and during Covid-19 is 99.8%. Then the coefficient of direct labor costs to production costs before Covid-19 was 99.2% and during Covid-19 was 97.4%. Finally, the coefficient of factory overhead costs on production costs before Covid-19 was 98.4% and during Covid-19 was 84.5%. Then the variables that most influence production costs before Covid-19 are the costs of raw materials and direct labor costs and during Covid-19 are the costs of raw materials.

***Keywords*—Production Costs, Raw Material Costs, Direct Labor Costs, Factory overhead costs**

I. INTRODUCTION

The current Covid-19 pandemic, many types of businesses in any field feel the same impact from the pandemic, such as declining sales which can cause profits to also decrease, closing business branches, employees are mostly "laid off" and the worst thing is closing their businesses. . Because of this pandemic, companies have demands to be more creative and innovative in facing increasingly fierce and growing business competition, business entities with effective and efficient management that can survive.

Micro, small and medium enterprises or can be abbreviated as MSMEs are the backbone of the Indonesian economy and also feel the impact of the Covid-19 pandemic, the impact of which is the decline in public consumption levels with limitations on community activities in the midst of a pandemic causing the economy to be depressed so that people have to resist the urge to shop which results in a decrease in income. and turnover due to a decrease in operational activities which ended in a reduction in the workforce. MSME actors are trying to survive in this difficult time so that their business can continue to run as it should, plus competition with MSMEs in the same field. Careful planning and strategies are needed to resolve the obstacles faced.

The existence of the Covid-19 pandemic, of course, hampers the operations of MSMEs plus faces competition with other MSMEs, as well as the increase in raw material prices which is burdensome for MSMEs due to rising raw material prices, of course the selling price of products will definitely increase, while currently the interest of consumer buyers is declining. MSME actors have to think about how the products they produce are of high quality but at a price that is not high. In this case the cost is something important in the implementation of production, the costs incurred by MSMEs as a form of sacrifice must be calculated appropriately.

Control and supervision need to be carried out in the use of costs, especially production costs, because if the production process runs but there is no control and supervision of costs, there will be ineffective and inefficient costs. The costs incurred by the company during the production process take place, the production carried out is that raw materials are processed and then become finished goods and in it there are raw material costs, direct labor costs and factory overhead costs. The budgeting of raw material costs, direct labor costs, and factory overhead costs carried out by MSME actors must be correct and not wrong otherwise there will be a swelling of production costs which can reduce the profits earned by MSMEs.

Based on the data that has been collected by researchers from the Convection MSMEs, it is known that the production cost data issued by the Convection MSMEs during the period 2018 to 2021.

Convection MSME Production Costs in 2018-2021

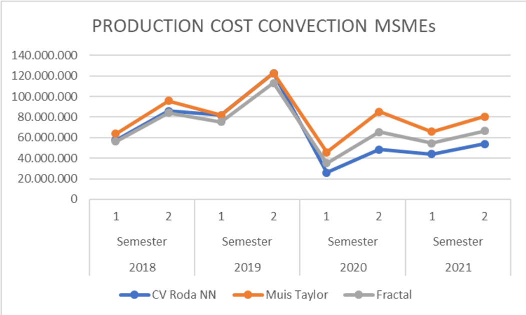

Figure. 1. Production Cost Convection MSMEs Chart

Source: Secondary data that has been processed

It can be seen in the picture above that the production costs of MSME Convection have increased and decreased. In 2020 all Convection MSMEs experienced a decrease in joint production costs due to the Covid-19 pandemic disease outbreak, then increased again in 2021. Supervision in the use of production costs is very important because if there is no control there will be cost overruns or if production costs are spent too little then the quality of the resulting product will be affected.

Production costs are influenced by factors according to Riza Salman and Mochammad Farid (2016; 46-50) namely: variable costs, fixed costs, and mixed costs.

II. LITERATURE VIEW

a. Production Cost

Production costs are the cost of making an item/service consisting of raw material costs, direct labor costs and factory overhead costs (Bustami & Nurlela, 2021).

b. Raw Material Cost

Raw material costs are raw materials that make up the entire finished product and then are clearly included when calculating product costs (Carter, 2018).

c. Direct Labor Cost

Direct labor costs are labor that converts raw materials into finished goods and can be traced directly to finished goods (Mulyadi, 2020).

d. Factory Overhead Cost

Factory overhead costs are indirect costs for raw materials, labor and facilities used to support production activities (Blocher, Edward J, Kung H, Gary Cokins, and Thomas W. Lin, 2018).

III. METHODOLOGY

The research method is a technique or method of finding, obtaining, collecting or also recording data used by researchers in compiling scientific works obtained through observation, interviews, or documentation. The data obtained is then analyzed so that it can be seen the factors related to the problems raised so as to get a conclusion from the data obtained. The data presented must have communicative value and complete, so that the reader can understand the content displayed.

The research method is a scientific way of obtaining data for certain purposes and uses (Sugiyono, 2017). Comparative method used for this research. Comparative research is a study comparing a difference in the existence of one or more variables in two samples or at a time difference (Sugiyono, 2017).

The population of the research data is the income statement and the balance sheet report for MSME Convection in Indramayu from the time the company was founded until the last period. The research sample uses financial reports in the form of income statements and balance reports for Convection SMEs in Indramayu before the Covid-19 pandemic and during the Covid-19 pandemic, so from 2018 to 2021 and consists of Raw Material Costs, Direct Labor Costs, Costs Factory Overhead and Production Costs.

IV. FINDINGS / RESULTS

A. Descriptive Analysis

Table 1. Descriptive Analysis Table

Descriptive Statistics			
	N	Mean	
		2018-2019	**2020-2021**
Production Cost (Y)	4	86770416,5	55973499,75
Raw Material Cost (X1)	4	76019583,5	48255583,25
Direct Labor Cost (X2)	4	9560000	5500000
Factory Overhead Cost (X3)	4	1994166,75	2180000
		Std. Deviation	
		2018-2019	**2020-2021**
Production Cost (Y)	4	25065475,69	14616138,05
Raw Material Cost (X1)	4	21764800,17	12569389,43
Direct Labor Cost (X2)	4	2596194,138	1513935,269
Factory Overhead Cost (X3)	4	531800,28	562873,58

Source: Secondary data that has been processed

Based on the results above, it can be explained that:

a. Production costs before Covid-19 with a total of 4 sample data (N) have a standard deviation value of 25,065,475.69 and an average (mean) of 86,770,416.50. Meanwhile, during Covid-19 with a total of 4 sample data (N) it had a standard deviation value of 14,616,138.05 and an average (mean) of 55,973,499.75.

b. The cost of raw materials before Covid-19 with a total sample data of 4 (N) has a standard deviation value of 21,764,800.17 and an average (mean) of 76.019,583.5. Meanwhile, during Covid-19 with a total sample data of 4 (N) it had a standard deviation value of 12,569,389.43 and an average (mean) of 48,255,583.25.

c. Direct labor costs before Covid-19 with a total sample data of 4 (N) have a standard deviation value of 2,596,194,138 and an average (mean) of 9,560,000. Meanwhile, during Covid-19 with a total sample data of 4 (N) it had a standard deviation value of 1,513,935.27 and an average (mean) of 5,500,000.

d. Factory overhead costs before Covid-19 with a total sample data of 4 (N) have a standard deviation value of 531,800.28 and an average (mean) of 1,994,166.75. Meanwhile, during Covid-19 with a total sample data of 4 (N) it had a standard deviation value of 562,873.58 and an average (mean) of 2,180,000.

B. Simple Correlation Analysis

Table 2.. Simple Correlation Table

Correlation			
	N	Production Cost (Y)	
		2018-2019	2020-2021
Raw Material Cost (X1)	4	0,996	0,999
Direct Labor Cost (X2)	4	0,996	0,987
Factory Overhead Cost (X3)	4	0,992	0,919

Source: Secondary data that has been processed

Based on the results above, it can be explained that:

a. The correlation value of raw material costs before Covid-19 to production costs is 0.996% and the correlation value of raw material costs during Covid-19 to production costs is 0.999%.

b. The correlation value of direct labor costs before Covid-19 to production costs is 0.996% and the correlation value of direct labor costs during Covid-19 to production costs is 0.999%.

c. The correlation value of factory overhead costs before Covid-19 to production costs is 0.996% and the correlation value of factory overhead costs during Covid-19 to production costs is 0.999%.

C. Coefficient of Determination

Table 4. Coefficient of Determination Table

Coefficient of Determination		
	2018-2019	2020-2021
Production Cost (Y)	99,20%	99,80%
Raw Material Cost (X1)	99,20%	97,40%
Direct Labor Cost (X2)	98,40%	84,50%

Source: Secondary data that has been processed

Based on the results above, it can be explained that:

a. The coefficient of determination of the cost of raw materials before Covid-19 on production costs was obtained at 99.2%. And the coefficient of determination of raw material costs during Covid-19 is 99.8%.

b. The coefficient of determination of direct labor costs before Covid-19 on production costs was obtained at 99.2%. And the coefficient of determination of direct labor costs during Covid-19 on production costs is 97.4%.

c. The coefficient of determination of factory overhead costs before Covid-19 on production costs was obtained at 98.4%. And the coefficient of determination of factory overhead costs during Covid-19 on production costs is 84.5%.

V. DISCUSSION

The purpose of this study is to determine the contribution of the influence of raw material costs, direct labor costs and factory overhead costs to production costs and which of the three independent variables has the greatest contribution to the influence of the dependent variable in conditions before the Covid-19 pandemic and during the Covid-19 pandemic. 19 for 3 Convection SMEs in Kongsijaya Village, Widasari District, including CV Roda NN, Muis Taylor and Fractal.

A. Contribution of the Effect of Raw Material Costs (X1) on Production Costs (Y)

In conditions before Covid-19, the calculation of the correlation obtained a result of 0.996, meaning that the correlation coefficient is very strong and interconnected in a positive direction. Meanwhile, during Covid-19, the correlation calculation obtained a result of 0.999, meaning that the correlation coefficient is very strong and interconnected in a positive direction. In conditions before Covid-19, the calculation of the coefficient of determination was obtained at 99.2%, meaning that the contribution given by the cost of raw materials to production costs was 99.2%, and the remaining 0.8% were other factors that influenced it. Then during Covid-19, the calculation of the coefficient of determination was obtained at 99.8%, meaning that the contribution given by the cost of raw materials to production costs was 99.8%, and there were the remaining 0.2% of other factors that influenced it.

B. Contribution of the Effect of Direct Labor Costs (X2) on Production Costs (Y)

In conditions before Covid-19, the calculation of the correlation obtained a result of 0.996, meaning that the correlation coefficient is very strong and interconnected in a positive direction. Meanwhile, during Covid-19, the calculation of the correlation obtained a result of 0.987, meaning that the correlation coefficient is very strong and interconnected in a positive direction. In conditions before Covid-19, the calculation of the coefficient of determination was obtained at 99.2%, meaning that the contribution given by direct labor costs to production costs was 99.2%, and the remaining 0.8% were other factors that influenced it. Then during Covid-19, the calculation of the coefficient of determination was obtained at 97.4%, meaning that the contribution given by direct labor costs to production costs was 97.4%, and the remaining 2.6% were other factors that influenced it.

C. Contribution of the Effect of Factory Overhead Costs (X3) on Production Costs (Y)

In conditions before Covid-19, the calculation of the correlation obtained a result of 0.992, meaning that the correlation coefficient is very strong and interconnected in a positive direction. Meanwhile, during Covid-19, the correlation calculation obtained a result of 0.919, meaning that the correlation coefficient is very strong and interconnected in a positive direction. In conditions before Covid-19, the calculation of the coefficient of determination was obtained at 98.4%, meaning that the contribution given by factory overhead costs to production costs was 98.4%, and the remaining 1.6% were other factors that influenced it. Then during Covid-19, the calculation of the coefficient of determination was obtained at 84.5%, meaning that the contribution given by factory overhead costs to production costs was 84.5%, and the remaining 15.5% were other factors that influenced it.

VI. CONCLUSION

From the results of research and analysis carried out during research and discussion of the analysis of production costs at 3 Convection SMEs in Kongsijaya Village, Widasari District including CV Roda NN, Muis Taylor and Fractal, the conclusions obtained are:

A. In conditions before Covid-19, based on the calculation of the coefficient of determination of raw material costs against production costs, it was obtained at 99.2%. Then during Covid-19, based on the calculation of the coefficient of determination, it was obtained at 99.8%.

B. In conditions before Covid-19, based on the calculation of the coefficient of determination of direct labor costs against production costs, it was obtained at 99.2%. Then during Covid-19, based on the calculation of the coefficient of determination, it was obtained at 97.4%.

C. In conditions before Covid-19, based on the calculation of the coefficient of determination of factory overhead costs, it was obtained at 98.4%. Then during Covid-19, based on the calculation of the coefficient of determination, it was obtained at 84.5%.

D. The independent variable with the largest coefficient contribution to the dependent variable, namely production costs before Covid-19, is the cost of raw materials and direct labor costs. Meanwhile, during Covid-19, it is the cost of raw materials.

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THE EFFECT OF EMPLOYEE INVOLVEMENT, WORK ENVIRONMENT, AND ORGANIZATIONAL LEARNING ON ORGANIZATIONAL COMMITMENT TO EMPLOYEES OF THE MANUFACTURING INDUSTRY SECTOR

[1st]Salman Faris Insani
Departement of Management,
Faculty of Economics
Universitas Veteran Bangun Nusantara Sukoharjo,
Indonesia
e-mail: faris.uvbn@gmail.com

[2nd]Ariyani Wahyu Wijayanti
Departement of Management,
Faculty of Economics
Universitas Veteran Bangun Nusantara Sukoharjo,
Indonesia
email: ariyaniwahyuwijayanti@univetbantara.ac.id

[3rd]Eka Ayu Widhi Astutik
Departement of Management,
Faculty of Economics
Universitas Veteran Bangun Nusantara Sukoharjo,
Indonesia
email: eka.ayu@gmail.com

Abstract— Organizational commitment in Indonesia is indicated to be relatively low so it needs to be increased. To answer this issue, this study aims to determine the factors that influence organizational commitment, which consist of employee involvement, work environment, and organizational learning. The study object selected was 105 employees who worked for a minimum of 3 months in the manufacturing industry sector in Solo Raya, Indonesia. The results of this study indicate that employee involvement has no significant effect on organizational commitment, while the work environment has a positive and significant effect on organizational commitment, and organizational learning has a positive and significant effect on organizational commitment. The results of this study produce a number of suggestions for the company as well as for the development of future studies.

Keywords— Organizational commitment, employee engagement, work environment, organizational learning

I. INTRODUCTION

Organizational commitment in Indonesia is indicated to be relatively low. This is evident from the results of a survey conducted by Tower Watson, a global Human Resources (HR) consulting firm to more than 1,000 employees from various levels in Indonesia in 2014. The survey results show that 66% of employees in Indonesia tend to leave the organization where they work. they worked for a period of two years, and only 34% of employees expressed an intention to stay with the organization they currently work for (https://www.warta Ekonomi.co.id, 2014). This is also shown by the Global Leadership Study Research which shows that more than 30% of employees in Indonesia will be looking for a new job in the near future, 20% of employees who plan to change workplaces in the new year, 13% who admit that they are currently looking for a new job, and only 28% of employees in Indonesia intend to stay in the organization they work for (Cahya, 2018). Based on this description, it can be concluded that the organizational commitment of employees in Indonesia needs to be improved. This underlies the argument for the importance of the study of employee organizational commitment.

Previous studies on topics relevant to employee organizational commitment have been initiated by several researchers. A study by Rahmi & Mulyadi (2018) examines the effect of employee engagement, organizational culture, and transformational leadership on employees' organizational commitment. The results show that employee engagement, organizational culture, and transformational leadership have a positive effect on organizational commitment. Herjany & Bernardo (2018) examined the effect of work environment, job satisfaction, and job stress on organizational commitment. The results show that work environment and job satisfaction have a positive effect on organizational commitment, while job stress has a negative effect on organizational commitment. Lastly, research by Hanaysha (2016) examines the effect of employee involvement, work environment, and organizational learning on the organizational commitment of State University employees in North Malaysia with the results that employee engagement, work environment, and organizational learning have a positive and significant effect on organizational commitment.

This study is a replication of research conducted by Hanaysha (2016) which was tested in different place and time settings. According to research conducted by Hanaysha (2016), there are three factors that influence organizational commitment, namely employee involvement, work environment, and organizational learning. Employee engagement is a participatory process of employees to increase their commitment to organizational success (Robbins & Judge, 2015). The work environment is everything around the employee's workplace that can affect them in doing their work (Herjany & Bernardo, 2018). Organizational learning is defined as a series of organizational actions that include knowledge acquisition, information sharing, and information interpretation that have a positive impact on the organization (Salarian, Baharmpour, & Habibi, 2015).

The objects in this study are employees of the manufacturing industry sector in Solo Raya, Indonesia. The reason for choosing the object of research is because the economic growth in Solo Raya as one of the strategic economic areas in Indonesia is because the economic sector of this region is largely supported by the manufacturing industry sector (Prabawati, 2018). In 2018, the Central Statistics Agency (BPS) of Central Java Province conducted a survey of large and medium-sized manufacturing industry sector companies in Central Java and there were 890 large and medium-sized manufacturing or manufacturing industry sector companies located in Solo Raya (https://jateng.bps.go.id). The growth of the manufacturing industry will also have an impact on employment, so competent employees are needed to maintain productivity and the existence of an organization engaged in the sector (https://kemenperin.go.id). However, retaining competent employees is not an easy thing. Therefore, it is important for an organization to foster organizational commitment to the employees who work in it. This is the background for conducting research on employees of the manufacturing industry sector in Solo Raya.

II. Literature Review

The effect of employee engagement on organizational commitment

Employee involvement is an attitude that shows employee participation in doing their work. Employees who are involved in the organization will have passion in their work, while employees who are not involved in the organization will feel unmotivated and pay less attention to doing their work (Robbins & Judge, 2015). Therefore, employee involvement in work activities is important to note, because employee involvement will make them happy at work. This will make employees more committed in the organization where they work (Indayati, Thoyib, & Rofiaty, 2012). Previous research by Rahmi & Mulyadi (2018) shows that employee engagement has a positive effect on organizational commitment. Another study by Hanaysha (2016) shows that employee engagement has a positive and significant effect on organizational commitment. Employees who are involved in making organizational decisions will tend to be more committed to the organization. Thus, the hypotheses formulated in this study are:

H1: Employee involvement has a positive effect on organizational commitment.

The influence of the work environment on organizational commitment

The work environment is everything that is around employees and can affect them in carrying out the tasks assigned to them (McGuire & McLaren, 2009). The work environment in a company is very important to be considered by management (Firmansyah, 2018). This is because the work environment is one of the factors that can affect organizational commitment (Hanaysha, 2016). Employees who feel comfortable in a facilitative, safe and healthy work environment will have a positive impact on employees' desire to remain as members of the organization. A good work environment can help employees be more committed to the organization (Alvina & Djastuti, 2018). According to Herjany & Bernardo (2018) the influence of the work environment on organizational commitment shows positive results. Another study by Alvina & Djastuti (2018) shows that the work environment has a positive and significant effect on organizational commitment. A similar study was conducted by Hanaysha (2016) with results showing that the work environment has a positive and significant effect on organizational commitment. Based on the explanation above, the hypotheses formulated are:

H2: The work environment has a positive effect on organizational commitment.

The effect of organizational learning on organizational commitment

Organizational learning is defined as a series of organizational actions related to knowledge acquisition, information sharing, and information interpretation for organizational progress (Salarian et al., 2015). Organizational learning is one of the factors that can affect organizational commitment (Hanaysha, 2018). With the organizational learning program, an employee will get the opportunity to develop his abilities and potential within the organization, so that it can make an employee more committed to the organization. The results of previous studies show that organizational learning has a positive effect on organizational commitment (Salarian et al., 2015). Research was also conducted by Hanaysha (2016) which showed that organizational learning had a positive effect on organizational commitment. Thus, the hypotheses formulated are:

H3: Organizational learning has a positive effect on organizational commitment

III. Research Method

The population in this study were all employees of the manufacturing industry sector in Solo Raya. Sampling using nonprobability sampling design with purposive sampling method. The criteria used are employees of the manufacturing industry sector in Solo Raya who work at least 3 months with considerations based on Article 60 of the Manpower Law no. 13 of 2013. The data collection technique used in this research is by distributing questionnaires which are carried out directly and online through google forms. To test the validity and reliability of the research instrument used, as well as the hypothesis in this study, multiple linear regression analysis was used with SPSS software.

IV. Results

Based on the table below, it is known that the respondents are predominantly female (73.3%) and the most age range is between 17-27 years (81.0%). Most of the respondents worked in Wonogiri (43.8%) and Sukoharjo (34.3%) with the most positions being production operations (86.7%). Based on years of service, most of the respondents have worked for three months to less than three years of service (69.5%).

Table 1. Distribution of Respondents Characteristics

Distribution of Respondents Characteristics

Characteristics	Frequency	Percentage (%)
	Gender	
male	28	26,7%
female	77	73,3%
	Age	
17-27 age	85	81,0%
28-38 age	14	13,3%
39-49 age	5	4,8%
50-60 age	1	1,0%
	Company Location	
Wonogiri	46	43,8%
Sukoharjo	36	34,3%
Klaten	4	3,8%
Surakarta	4	3,8%
Boyolali	3	2,9%
Sragen	3	2,9%
Karanganyar	9	8,6%
	Occupation	
Production manager	2	1,9%
Production Operations	91	86,7%
HRD Staff	5	4,8%
Accounting Staff	3	2,9%
Marketing	1	1,0%
Mechanic	1	1,0%
Customer Care	1	1,0%
Helper	1	1,0%
	Length of work	
3 month until < 3 years	73	69,5%
3 years until < 6 years	28	26,7%
6 years until < 9 tahun	3	2,9%
Above 9 years	1	1,0%

Research Instrument Test

Validity test

Validity testing was carried out on four variables in this study. The results can be seen in the following table:

Table 2. KMI and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,816
Bartlett's Test of Sphericity	Approx. Chi-Square	1354,713
	Df	276
	Sig.	,000

Table IV.7 shows the KMO Measure of Sampling Adequacy (MSA) value in this study is 0.816. Because the value is above 0.5 and the value of Barlett's Test with a significant Chi-Square at 0.000, it can be said that the factor analysis test can be continued.

Table 3. Factor Analysis Results

	Component			
	1	2	3	4
KK1		,639		
KK2		,691		
KK3		,661		
KK4		,629		
KK5		,779		
KK6		,697		
KK7		,658		
KK8		,503		
LK1				,699
LK2				,555
LK3				,754
LK4				,511
PO1	,817			
PO2	,727			
PO3	,827			
PO4	,819			
PO5	,819			
KO1			,684	
KO2			,761	
KO3			,780	
KO4			,689	
KO5			,752	

Based on the results of the validity test in the table above with 105 respondents and from the four variables totaling 24 questionnaire items, there are two invalid items, namely the ninth item from the employee involvement variable and the fifth item from the work environment variable, the rest can be said to be valid because it has been extracted. perfect and has a factor loading > 0.50. The various items above include eight statement items on the employee engagement variable (KK), four statement items on the work environment variable (LK), five statement items on the organizational learning variable (PO), and five statement items on the organizational commitment variable (KO).

Reliability Test

The next stage after the validity test is the reliability test which aims to determine the level of consistency of the statement items used in this study. The results can be seen in the following table:

Table 4 Reliability Test Results

Variables	*Cronbach's alpha*
Employee engagement	0,824
Work environment	0,777
Organizational learning	0,911
Organizational commitment	0,844

Based on the table above, it can be concluded that in general all the variables used in this study were declared reliable, because they had Cronbach's alpha values > 0.60.

Hypothesis testing

To test the hypothesis in this study using multiple linear regression method. The results are presented in the following table:

Table 5. Hypothesis testing Result

	Organizational commitment	
	(t)	Significant
Employee engagement	0,465	0,643
Work environment	3,292	0,001
Organizational learning	3,220	0,002
R^2	0,354	
Adjusted R^2	0,335	
F	18,447	0,000

The table above shows that employee involvement has no significant effect on organizational commitment, because the significance value is 0.643, which means the value is greater than 0.05 (p> 0.05). The work environment has a positive and significant effect on organizational commitment with a significance level of 0.001 (p < 0.05), and organizational spending has a positive and significant effect on organizational commitment with a significance value of 0.002 (p < 0.05), so it can be concluded that the hypothesis 1 is not supported, while hypotheses 2 and 3 are supported.

V. Discussion & Conclusion

Discussion of Analysis Results

The Effect of Employee Engagement on Organizational Commitment

The results of this study indicate that employee involvement has no significant effect on organizational commitment. This can happen because employee involvement is considered normal and the organization demands that every employee must have a more participatory and enthusiastic attitude towards his work to be able to assist the organization in achieving the desired goals. In addition, this can also be due to the focus of employees in working not on what they can provide for the organization but only focusing on the results obtained without thinking about how they participate in the organization. The results of this study do not support the research conducted by Hanaysha (2016) and Rahmi & Mulyadi (2018) which state that employee involvement has a positive and significant effect on organizational commitment.

The Effect of Work Environment on Organizational Commitment

The results of this study indicate that the work environment has a positive and significant effect on organizational commitment. This can happen because an employee who works in an organization will feel comfortable and at home to work if the work environment created in the organization is good. A facilitative, safe, and comfortable work environment both in terms of arrangement and a conducive atmosphere will affect employees in doing their work, so that it will help the organization to achieve the desired target. If the work environment has been created well, the organizational commitment of someone who works in it will also increase. The results of this study support research conducted by Hanaysha (2016) and Herjany & Bernardo (2018) which show the results that the work environment has a positive and significant effect on organizational commitment.

The Effect of Organizational Learning on Organizational Commitment

The results of this study indicate that organizational learning has a positive and significant effect on organizational commitment. This can happen if the organization has made organizational learning as one of the efforts to improve the ability of employees through various programs that have been set and provide learning opportunities for every employee who works in it. With the various programs related to organizational learning, an employee will get the same opportunity to develop his abilities and potential for the advancement of the organization. Thus, it can be said that the organization has supported efforts to improve the learning culture within the organization, so that employees will be more committed to the organization. The results of this study support research conducted by Hanaysha (2016) and Salarian et al., (2015) which show that organizational learning has a positive and significant effect on organizational commitment.

Conclusion

From the data analysis that has been done in this study, conclusions can be drawn, including that employee involvement has no significant effect on organizational commitment. This study shows that the first hypothesis is not supported, with employee involvement not having a significant effect on organizational commitment. This means that the level of participation and involvement of employees has no effect on their organizational commitment. Next, the work environment has a positive and significant effect on organizational commitment. This study shows that the second hypothesis is supported, with the work environment having a positive and significant effect on organizational commitment. This means that a good work environment will affect employees in doing work in an organization, so employees will feel comfortable and at home at work. Finally, organizational learning has a positive and significant effect on organizational commitment. This study shows that the third hypothesis is supported, with organizational learning having a positive and significant effect on organizational commitment. This means that organizational learning provides opportunities for employees to develop their abilities with the learning opportunities provided by the organization, so that it can increase the organizational commitment of employees who work in it.

Limitations encountered in conducting this research include the number of samples obtained for each region is not balanced. This is due to the limited relationship in terms of distributing questionnaires in each region. In addition, online data collection through google forms provides several obstacles, such as the answers given in answering the questionnaire do not match the data required in the characteristics of the respondents and in answering statement items, and it is not certain whether the respondents who filled out the questionnaires were indeed employees of the industrial sector. manufacturing in Solo Raya according to the sample used in this study. Finally, this study does not differentiate firm size for each region.

Based on the results of this study, suggestions for further research are that further research is expected to determine a more balanced number of samples to represent each region. In addition, further research is expected to pay more attention to the distribution of questionnaires to respondents both directly and online. To ensure the answers given by respondents, the distribution of the questionnaire should be balanced with interviews and open-ended questions to find out the appropriate respondent's response, whereas if the questionnaire was distributed online, it is recommended to use reverse items in the questionnaire statement used. Then to ascertain whether the respondents who filled out the online questionnaire were indeed employees who fit the criteria needed as a sample, this could be done by collaborating with related organizations to distribute questionnaires through intermediaries from parties within the organization. Finally, further research is expected to be able to distinguish the size of the companies that are sampled in each region concerned.

As for suggestions for companies based on the results of this study, it was found that employee involvement had no significant effect on organizational commitment. Employee involvement does not need to be the main consideration to increase organizational commitment of an organization, so that there is no waste of time, effort and cost. This is because based on the results of this study, employee involvement does not affect the organizational commitment of employees in the manufacturing industry sector in Solo Raya. This study shows that the work environment has a positive and significant effect on organizational commitment, so the work environment needs to be used as an organizational consideration to increase the organizational commitment of the employees who work in it. Ways that can be done are by paying attention to the cleanliness aspect of the workplace, providing adequate space between employees, creating a calm working atmosphere, as well as creating a pleasant work environment and a pleasing layout.

The results of this study also show that organizational learning has a positive and significant effect on organizational commitment. Therefore, organizational learning is one aspect that needs to be considered to increase an employee's organizational commitment by creating continuous learning opportunities for the entire organization and encouraging knowledge sharing among staff. In addition, other ways that can be done are by supporting learning at the individual, team and organizational levels, establishing a system for employees to share knowledge with each other, and creating close relationships between staff and the organizational environment.

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THE EFFECT OF FINANCIAL LITERACY AND FINANCIAL ATTITUDE ON FINANCIAL BEHAVIOR (SURVEY OF HIGH SCHOOL TEACHERS IN CIREBON REGENCY)

1st Aan Anisah
Universitas Swadaya Gunung Jati,
Cirebon, Indonesia
aananisah.ugj@gmail.com

2nd Nur Aisyah
Universitas Swadaya Gunung Jati,
Cirebon, Indonesia
aishahnr662@gmail.com

Abstract—**This study aims to examine the effect of financial literacy and financial attitudes on the financial behavior of high school teachers in Cirebon Regency. The population in this study were all high school teachers in Cirebon Regency totaling 1,194. The researcher used a simple random sampling technique and the number of samples taken in this study were 92 respondents who were taken randomly, represented by 18 public high schools in Cirebon Regency. This research uses descriptive quantitative research method using a survey approach. Data collection techniques were carried out using questionnaires/questionnaires and documentation. The data analysis technique was carried out with a description of the research data, classical assumption test, multiple linear regression test, and hypothesis testing.**

Keywords: Financial Literacy, Financial Attitude, Financial Behavior.

1. INTRODUCTION

Financial problems are not only about low income, but also mismanagement of finances such as excessive use of credit cards, wrong financial planning and so on. Financial literacy and financial attitude are also considered as solutions that can help someone to avoid financial problems. Someone experiencing difficulty in managing their finances is a reflection of the low level of financial literacy and a person's poor attitude towards the money they have. According to Suryanto (2017) [1], someone who has responsibility for his financial behavior will use money effectively by budgeting, saving money and controlling expenses, as well as investing and paying debts on time.

Financial behavior is a person's ability to manage daily finances including planning, budgeting, checking, managing, controlling, and storing funds for the future. Financial behavior relates to how a person treats, manages, and uses the financial resources he has. Behavioral Finance describes how a person treats, manages, and uses the financial resources he has (Suryanto, 2017) [2]. Financial behavior is based on the Theory Planned of Behavior (TPB) which is the development of The Theory of Reasoned Action (TRA). This theory was developed byAjzen (1985 .)) becomes the Theory Planned of Behavior which is intended to predict individual behavior more specifically [3]. This theory assumes that individual behavior is not only controlled by himself (full control of the individual), but also requires control, namely the availability of resources and opportunities and even certain skills, so it is necessary to add the concept of behavioral control that is perceived to influence intentions and behavior. This theory continues that backgrounds such as gender, age, experience, literacy or knowledge will affect a person's belief in something which will ultimately affect a person's behavior (Sommer, 2011) [4].

Financial behavior research on teachers is carried out considering the importance of the teacher's role as one of the role models who can influence the financial knowledge and skills of the younger generation in personal financial management, besides that financial behavior can affect the level of individual financial well-being. Teachers need financial literacy in personal financial planning, without sufficient financial literacy teachers will find it difficult to manage their finances both for consumption and savings. So understanding financial literacy is important for teachers to be able to apply the knowledge they have. Financial attitude is also one of the factors that influence a person's financial behavior. Financial attitudes can affect an individual's financial situation in living everyday life.Novi Rachmawati, 2019) [5].

Based on this, several high school teachers in Cirebon Regency have been in the category of good financial behavior because they have understood what financial literacy is, marked by the teacher's knowledge of financial institution products and services, then have carried out financial management in responding to existing money so that they tend to be wiser in the use of existing money, such as saving in the bank, recording every expense, controlling spending and so on.

The point is that the existence of financial behavior does not aim to regulate and prohibit the community, especially teachers from using their finances, it is intended so that teachers can have a sense of responsibility for their financial decision making, this is very important considering that teachers are role models who can influence generations young people, especially teachers who teach in high school have a high education and extensive knowledge and experience in the field of managing their personal finances.

1. II. METHOD

This study uses a descriptive quantitative research method using a survey approach. The population in this study were all 1,194 high school teachers in Cirebon Regency and for the research sample using simple random sampling technique with the number of samples taken in this study were 92 respondents who were taken randomly represented by 18 public high schools in Cirebon Regency. This study uses primary data, namely questionnaires and secondary data, namely scientific articles, scientific journals and the internet.

Table 1. Cirebon Regency High School Teacher Data

Gender	**Total number of teachers**
Man	578
Woman	616
Amount	**1.194**

Source: Dapodikdasmen Prov. West Java, 2020

Statistical tests used include the validity and reliability of the instrument. Validity is a measuring tool used to measure what is to be measured. A measuring instrument is declared valid if it is able to measure what is desired. The high and low validity of the measuring instrument shows the extent to which the data collected does not deviate from the description of the variable in question. Reliability is an index number that shows the consistency of a measuring instrument in measuring all the same symptoms. To calculate the reliability is done by using the coefficient Croanbach Alpha.

The classical assumption tests used in this study are normality, multicollinearity, and autocorrelation. The purpose of this assumption is to test whether the regression model found a correlation between independent variables. The classical assumption of normality test aims to determine the normality of the data if there is no theory stating that the variables studied are normally distributed variables, to test the normality of the data, the researcher uses the Kolmogorov-Smirnov test by comparing the Sig. Asymp section. Sig. If the value of Sig. 0.05 then the data is normally distributed. Multicollinearity test is conducted to test the regression model if there is a correlation between independent variables or not, to test the possibility of multicollinearity is to test .

Multiple linear regression analysis is a tool to analyze the effect of changes in independent variables on the dependent variable either individually or jointly(Ghazali, 2016) [6].In this study, the calculation of multiple linear regression analysis will be carried out with the help of SPSS 25 software for windows with calculations using the following formula:

$$Y = a + b1X1 + b2X2 + b3X3 + \ldots + bnXn$$

Information :
Y : Financial Behavior
a : Constant
b : Regression coefficient
X1 : Financial Literacy
X2 : Financial attitude

The hypothesis test used in this study is the F test, t test, and the coefficient of determination test. The F test is used to determine whether the independent variable has an influence on the dependent variable. Decision making in this test can be done by using the probability value (p value) or calculated F.

The t test aims to determine the rejection or acceptance of the hypothesis, if t count is smaller than t table then the decision to accept the null hypothesis (H0). This means that the independent variable (X) has no effect on the dependent variable (Y).

The coefficient of determination test is used to determine how much influence the independent variable has on the dependent variable. If R2 is getting bigger (closer to 1), it can be said that the influence of the independent variable (X) on the dependent variable (Y) is large. Conversely, if R2 is getting smaller (closer to 0), it can be said to be small, which means the model used is not strong enough to explain the effect of the independent variable under study on the dependent variable.

III. RESULTS AND DISCUSSION

A. RESULT

Researchers tested the validity of the questionnaire items on financial literacy, financial attitudes, and financial behavior by analyzing the correlation value between item scores and total scores. This value is then compared with the value of r table, r table is sought at a significance of 0.05 with a 2-sided test and the amount of data in this study (n-2) = (92-2) = 90, then the r table is 0.205. Based on the results of data analysis, the correlation value for all items is more than 0.205, it can be concluded that these items have a significant correlation with the total score. So it can be concluded that all the 45 items of the instrument are valid.

The research instrument reliability test used Cronbach's Alpha formula and the significant test was carried out at the 0.05 level, meaning that the instrument was said to be reliable if the Alpha value was greater than critical r (2-sided test). With the amount of data (n) = 92, obtained by 0.60. From the results of the analysis of financial literacy data obtained an Alpha value of 0.747, financial attitudes of 0.684 and financial behavior of 0.836. Because the value is more than 0.60, it can be concluded that the items of the research instruments are reliable.

Furthermore, the researchers conducted a descriptive analysis test of each research variable. The following can be explained as follows:

Table 2. Total Score of Financial Literacy Variable Questionnaire

No Item	Total Score					AmountScore
	5	**4**	**3**	**2**	**1**	
1	180	152	24	2	0	358
2	185	212	6	0	0	403
3	140	188	51	0	0	379
4	30	140	132	14	0	316
5	40	212	60	22	0	334
6	40	184	108	4	0	336
7	135	132	90	4	0	361
8	35	136	138	6	2	317
9	15	188	108	12	0	323
10	10	220	93	8	0	331
11	175	160	45	4	0	384
12	35	240	69	4	0	348
13	165	184	33	4	0	386
14	155	160	60	2	0	377
15	240	120	36	4	0	400
Amount	**1580**	**2628**	**1053**	**90**	**2**	**5353**

Based on table 2, if the total questionnaire is calculated based on the calculation of the ideal score, then the ideal score is 15 items x 92 respondents x 5 (the highest score for each item) = 6,900 the total achievement score is 5,353. Based on the data obtained by 92 respondents, the percentage of respondents' achievement scores on the financial literacy variable is 5353/6900 x 100% = 77.57%. So it can be concluded that the financial literacy of high school teachers in Cirebon Regency is quite good.

Table 3. Total Score of the Financial Attitude Variable Questionnaire

No Item	Total Score					AmountScore
	5	**4**	**3**	**2**	**1**	
1	45	144	99	28	0	316
2	225	152	27	0	0	404
3	130	156	57	14	1	358
4	35	92	138	32	0	297
5	35	64	84	74	4	261
6	20	80	132	48	0	280
7	130	212	39	0	0	381
8	150	164	60	0	0	374
9	65	196	90	0	0	351
10	125	192	45	8	0	370
11	95	136	96	14	0	341
12	45	52	69	64	15	245
13	5	72	81	76	8	242
14	5	28	27	98	26	184
15	100	236	39	0	0	375
Amount	**1210**	**1976**	**1083**	**456**	**54**	**4779**

Based on table 4.38, if the total questionnaire is calculated based on the calculation of the ideal score, then the ideal score is 15 items x 92 respondents x 5 (the highest score for each item) = 6.900 the total score of achievement is 4779. Based on the data obtained by 92 respondents, the percentage of respondents' score achievement on the financial attitude variable is 4779/6900 x 100% = 69.26%. So it can be concluded that the financial attitude of high school teachers in Cirebon Regency is quite good.

Table 4. Total Score of Financial Behavior Questionnaire

No Item	Total Score					Amount Score
	5	**4**	**3**	**2**	**1**	
1	170	200	18	4	0	392
2	80	204	69	4	0	357
3	170	180	39	0	0	389
4	210	132	51	0	0	393
5	165	200	24	2	0	391
6	90	188	66	10	0	354
7	80	188	87	4	0	359
8	90	160	96	4	0	350
9	110	196	63	0	0	369
10	50	228	75	0	0	353
11	105	196	57	6	0	364
12	200	180	18	0	1	399
13	115	188	60	4	0	367
14	185	184	24	2	0	395
15	105	184	72	2	0	363
Amount	**1925**	**2808**	**819**	**42**	**1**	**5595**

Based on table 4.55, if the total questionnaire is calculated based on the calculation of the ideal score, then the ideal score is 15 items x 92 respondents x 5 (the highest score for each item) = 6.900 the total achievement score is 1000. Based on the data obtained by 92 respondents, the percentage of respondents' score achievements the financial attitude variable is 5595/6900 x 100% = 81.08%. So it can be concluded that the financial attitude of high school teachers in Cirebon Regency is classified as very good.

Table 5. Interpretation of Correlation Coefficient

interval	**Relationship Level Coefficient**
0.00 – 0.199	Very Not Good
0.20 – 0.399	Not good
0.40 – 0.599	Pretty good
0.60 – 0.799	Well
0.80 – 1000	Very good

The next step, the researcher conducted a classical assumption test. In the normality test, a good regression model is to have a normal or close to normal data distribution. Normality detection is done by looking at the Normal Probability Plot (Normal PP) graph as shown in Figure 1 below:

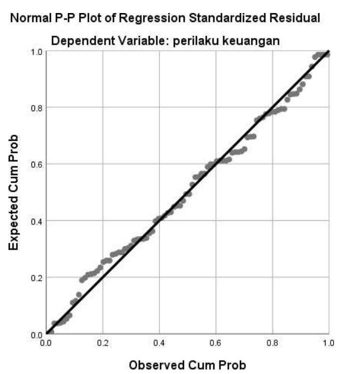

Figure 1. Normality Test Results

Based on Figure 1 above, it shows that the Normal Probability Plot graph, i.e. the data spreads across the diagonal line sector and follows the direction of the diagonal line, then the regression model fulfills the assumption of normality. Thus, it can be concluded that the normality test in this study has a normal distribution.

Table 6. Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	10.876	6.077		1,790	.077		
	literacy	.653	.099	.560	6.573	.000	.869	1.15
	finance							
	financial attitude	.222	.092	.205	2.409	.018	.869	1.15
a. Dependent Variable: financial behavior								

Based on table 6, it is known that the tolerance value for financial literacy variables (X1) and financial attitudes (X2) is 0.869 which is greater than 0.10. Meanwhile, the VIF variable of financial literacy (X1) and financial attitude (X2) is 1.151 < 10.00. So referring to the basis of decision making in the multicollinearity test, it can be concluded that there are no symptoms of multicollinearity between independent variables.

Table 7. Autocorrelation Results

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.662a	.439	.426	4.468	1,775
a. Predictors: (Constant), financial attitude, financial literacy					
b. Dependent Variable: financial behavior					

Based on table 4.58 to test the autocorrelation, it can be seen that the DW value is compared with the table value using a significance value of 5%, the number of samples (n) 92 respondents, and the number of independent variables 2 (k = 2), then the DW table will be obtained as follows:

Table 8 Durbin Watson Test Bound

N	**Du**
92	1,705

Based on table 8 the DW value is 1.775, the value from the upper limit (dU) is 1.705 and the criteria for seeing autocorrelation symptoms are dU<d<4-dU. Based on these criteria, a value of 1.705 < 1.775 < 2.295 was generated. So it can be concluded that there is no autocorrelation problem in this study. Thus, multiple linear regression analysis to test the research hypothesis above can be continued.

Table 9. Results of Multiple Linear Regression Analysis

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,876	6.077		1,790	.077
	financial literacy	.653	.099	.560	6.573	.000
	financial attitude	.222	.092	.205	2.409	.018
a. Dependent Variable: financial behavior						

Based on table 4.60 the constant value is 10.876, the multiple linear regression equation for the two independent variables is b1 = 0.653 b2 = 0.222 the values at the output are then entered into the multiple linear regression equation, namely:

Y= a+b1x1+b2x2 or Y= 10,876+0.653X1+0,222X2

Description of the linear regression above are:

a. The value (constant) shows a value of 10,876 meaning that if the value of the independent variable (free) is zero, then the dependent variable (bound) is 10,876. In this study, if the influence of financial literacy and financial attitude is 0 (zero), then the value of financial behavior is 10.876.
b. The value of X1 is 0.653, if the financial literacy variable has increased by 1 point, then financial behavior will increase linearly by 0.653.
c. The value of X2 is 0.222, if the financial attitude variable has increased by 1 point, then financial behavior will increase linearly by 0.222.

The F test aims to determine the effect of all variables including financial literacy and financial attitudes on the financial behavior of high school teachers in Cirebon Regency. Hypothesis testing is done by looking at the sig value, if the significant value is <0.05 then the model is statistically significant. Based on this description, it can be seen in table 10 below:

Table 10. F Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1389,260	2	694,630	34,791	.000b
	Residual	1776,946	89	19,966		
	Total	3166,207	91			
a. Dependent Variable: financial behavior						
b. Predictors: (Constant), financial attitude, financial literacy						

Based on table 10, it can be seen that the value of sig is 0.00 because the value of sig 0.00 < 0.05 is in accordance with the basis for decision making in the F test, it can be concluded that the hypothesis is accepted or in other words financial literacy (X1) and financial attitudes (X2) simultaneously has an effect on financial behavior (Y).

Meanwhile, based on the comparison of the calculated F value with the F table, it is known that the calculated F value is 34.791. Because the calculated F value is 34.791 > F table 3.098, it can be concluded that the hypothesis is accepted or in other words financial literacy (X1) and financial attitudes (X2) simultaneously affect financial behavior (Y).

The t test is a test to show the significance of the independent variables in the model on the dependent variable. This is intended to determine how far the influence of one independent variable explains the dependent variable. The following t test results can be seen in table 11 as follows:

Table 11. t test results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,876	6.077		1,790	.077
	financial literacy	.653	.099	.560	6.573	.000
	financial attitude	.222	.092	.205	2.409	.018
a. Dependent Variable: financial behavior						

Source: SPSS 25 . Processing Results

Based on table 11, the statistical results of the t-test for the financial literacy variable obtained the t-count value of 6.573 with a significance value of 0.00 and the regression coefficient having a positive value of 0.653. The significant value is less than 0.05 (0.00 < 0.05), so the hypothesis states that there is a significant influence between financial literacy variables and financial behavior. While the statistical results of the t test for the financial attitude variable obtained t count of 2.409 with a significant value of 0.018 and the regression coefficient has a positive value of 0.222. The significant value is less than 0.05 (0.018 < 0.05), so the hypothesis states that there is a significant influence between the financial attitude variable and the financial behavior variable. Based on these data,

The coefficient of determination aims to measure the influence of the independent variable on the dependent variable. The magnitude of the coefficient of determination ranges from 0 to 1. The following R test results can be seen in the following table:

Table 12. R Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662a	.439	.426	4.468
a. Predictors: (Constant), financial attitude, financial literacy				

Source: SPSS 25 . Processing Results

Based on table 4.63 to identify the results of determination (R2) in the R Square column, it shows that the value of the coefficient of determination (R2) is 0.439 or 43.9%. This shows that the influence of the independent variable of financial literacy and financial attitude on the dependent variable of financial behavior is 43.9%. In this case the variation of the independent variable is able to explain 43.9% of the variation of the dependent variable, while the remaining 56.1% is influenced by other variables outside this study.

A. Discussion

This study aims to determine the effect of financial literacy and financial attitudes on the behavior of high school teachers in Cirebon Regency. After conducting descriptive statistical tests, classical assumption tests, and hypothesis testing, the discussion of this research is based on the formulation of the problem as follows:

How is the Financial Literacy of High School Teachers in Cirebon Regency.

Financial literacy or also known as financial knowledge is the ability to manage economic information, make financial plans, and make better decisions about wealth accumulation, retirement, and debt.(Lusardi & Mitchell, 2013) [7]. Financial literacy has long-term goals for all groups of people, namely increasing the literacy of someone who was previously less literate or not literate to be well literate, and increasing the number of users of financial products and services. A good understanding of the benefits and risks of financial products and services is very useful for the community in managing income, especially teachers.

This research on financial literacy was conducted using a quantitative research methodology, because the data presented relates to numbers. This study uses a survey research design, the main source of data and information is obtained from respondents as a research sample by using a questionnaire as a data collection instrument. The sample taken in this study using probability sampling technique with simple random sampling method as many as 92 respondents. Based on the results of research on the level of financial literacy of high school teachers in Cirebon Regency, it is stated that they are classified as good (well literate) in understanding financial literacy, this is evidenced by the percentage of respondents' scores on the financial literacy variable of 77,

The results of this study are in line with the results of previous studies bySepti Maulani (2016) entitled "Analysis of factors that affect the financial literacy of Semarang State University students", the results show that the financial literacy of UNNES students is high. [8]

This research strengthens with other research conducted byPandu Damar Saksono (2019)entitled "The level of financial literacy among high school teachers in the city of Yogyakarta in terms of years of work, lifestyle, and subjects taught", the results show that the financial literacy of high school teachers in the city of Yogyakarta is in the medium category. [9]

How is the Financial Attitude of High School Teachers in Cirebon Regency.

Financial attitude is a view of money seen from the psychological aspect that is considered with the ability to control oneself over financial spending, make financial plans, make budgets, and take action in making appropriate financial decisions.Noviani, A. (2021) [10]. A high financial control attitude is more likely to have a positive attitude towards planning. Rajnaet al (2011) also added that financial attitude is the application of financial principles to create and maintain value through appropriate decision making and resource management. [11]

This research on financial attitudes was carried out using quantitative methods, the main data and information sources were obtained from respondents as research samples using questionnaires as data collection instruments. The sample taken in this study using probability sampling technique with simple random sampling method as many as 92 respondents. Based on the results of research on the financial attitudes of high school teachers in Cirebon Regency, it is stated that it is classified as good, this is evidenced by the percentage of respondents' scores on the financial attitude variable of 69.26% and is classified as good based on the responses of high school teachers regarding orientation to personal finance, money philosophy, security. money, and assessing and dealing with his personal finances.

This research strengthens the research conductedby Climate Humaira (2017)entitled "The effect of financial knowledge, financial attitudes and personality on financial management behavior on SMEs in the batik craft center of Bantul Regency", the results show that the financial attitudes of SMEs in Bantul Regency are in the medium category. [12].

The results of this study are in line with the results of previous studies byMuhammad Septian (2019) entitled "The effect of financial knowledge on financial behavior with financial attitudes and self-efficacy as mediating variables", the results of the study show that research subjects have a good appreciation of financial attitudes. [13]

How is the Financial Behavior of High School Teachers in Cirebon Regency.

Financial behavior relates to how a person treats, manages, and uses the financial resources he has. Behavioral Finance describes how a person treats, manages, and uses his financial resources(Suryanto, 2017), Pulungan (2021) [14]. The emergence of financial behavior is the impact of a person's desire to fulfill their needs in accordance with the level of income earned(Kholilah and Iramani, 2013) [15]

This research on financial behavior is carried out using a research where the main source of data and information is obtained from respondents as research samples using questionnaires as data collection instruments. The sample taken in this study using probability sampling technique with simple random sampling method as many as 92 respondents. Based on the results of research on the financial behavior of high school teachers in Cirebon Regency, it is stated that it is classified as very good, this is evidenced by the percentage of respondents' achievement scores on the financial attitude variable of 81.08% and is classified as very good based on the responses of high school teachers regarding punctuality in paying bills, making personal budget, and have savings for the future.

The results of this study strengthen the results of previous research byRosa and Listiadi (2020)entitled "*Effect of Financial Literacy, Financial Education in Family, Peers, and Self-Control on Personal Financial Management*", the results of the study indicate that the financial behavior of students is classified as moderate. [16]

In another study conducted by Syuliswati (2020) entitled "The Effect of Financial Knowledge on Financial Behavior with Financial Attitude as a Mediation Variable", the results of the study indicate that the Airlangga Accounting Undergraduate students who are the research subjects have a good appreciation of financial behavior. [17].

How is the Effect of Financial Literacy on the Financial Behavior of High School Teachers in Cirebon Regency.

Financial literacy in the form of an understanding of all aspects of personal finance is not intended to complicate or restrain someone from enjoying life, but rather with financial literacy a person can enjoy life by utilizing financial resources appropriately in order to achieve his financial goals (Amanita, 2017). The researcher asserts that financial literacy is important for individuals not just as a science or theory, but is expected to make individuals wiser in managing their money, so that they are able to provide useful feedback in supporting individual finances both in the short and long term. . Research on influence literacy finance to behaviorThis financial research is carried out using a quantitative research methodology using a survey research design, which is a research in which the main source of data and information is obtained from respondents as a research sample using a questionnaire as a data collection instrument. The sample taken in this study using probability sampling technique with simple random sampling method as many as 92 respondents. Based on the results of research on the effect of financial literacy on the financial behavior of high school teachers in Cirebon Regency, it has a significance of 0.00 < 0.05 and a t value of 6.573. Thus, Ho is rejected and Ha is accepted. Partially means variable literacy financehave effect significantand has a positive effect on the financial behavior of high school teachers in Cirebon Regency. The results of this study are in line with the results of previous research by Yundari & Artati (2021) entitled "Analysis of the Effect of Financial Literacy, Financial Behavior and Income on Investment Decisions". The results of the study show that financial literacy on financial management behavior is significant.[18]

This research is in line with other research conducted by Dikria, O., & Mintarti, SU (2016), entitled “The influence of financial literacy and self-control on the consumptive behavior of students majoring in economic development, Faculty of Economics, Malang State University" The results of the study show that financial literacy simultaneously affects the financial behavior of economic education students.[19]

How the Effect of Financial Attitudes on Financial Behavior of High School Teachers in Cirebon Regency.

Financial behavior research on teachers is carried out considering the importance of the teacher's role as one of the role models who can influence the financial knowledge and skills of the younger generation in personal financial management, besides that financial behavior can affect the level of individual financial well-being. A positive attitude can lead to an increase in individual performance and consequently produce the right decisions and gain prosperity for the individual (Yushita, 2017) [20], Pradiningtyas and Lukiastuti, (2019) [21]. A positive financial attitude is the result of financial literacy and ultimately results in financial well-being and economic empowerment of individuals (Hidayat et al, 2020) [22].

This research on the influence of financial attitudes on financial behavior is carried out using a quantitative research methodology because the data presented are related to numbers. This study uses a survey research design which is a research in which the main source of data and information is obtained from respondents as a research sample by using a questionnaire as a data collection instrument. The sample taken in this study using probability sampling technique with simple random sampling method as many as 92 respondents. Based on the results of research on the effect of financial attitudes on the financial behavior of high school teachers in Cirebon Regency, it has a significance of 0.018 <0.05 and a t-count value of 2.409. Thus, Ho is rejected and Ha is accepted. It means that partially the financial attitude variable has a significant and positive effect on the financial behavior of high school teachers in Cirebon Regency. Researchers can explain that when individuals give positive values for their attitudes, the better someone will behave, and vice versa. When the individual gives a negative value for his attitude, the person's behavior will be worse.

This is in accordance with the Theory Planned of Behavior (TPB) proposed by Ajzen in 1985. Financial attitudes are included in the category of behavioral beliefs where financial attitudes can be regarded as evaluations carried out to form a strong attitude in choosing to take an action related to with the financial aspect. Therefore, financial attitudes are connected with the theory of planned behavior. This research is also in line with previous research byAprilia & Dikdik(2019), entitled "The effect of financial literacy and financial attitude on financial management behavior," the results of the study show that financial attitudes towards financial management behavior are significant. [23]

This research is also in line with previous research byNovi Wulansari (2019) entitled "The effect of income, financial literacy, and financial attitudes on the financial welfare of the family of Ketanjung Village, Karanganyar District, Demak Regency through financial behavior as an intervening variable", the results show that financial attitudes have a significant positive effect on financial behavior. [24].

How is the Influence of Financial Literacy and Financial Attitudes on the Financial Behavior of High School Teachers in Cirebon Regency.

Every individual will always be faced with the problem of how much money is received and spent. Individuals with good financial behavior tend to be wiser and smarter in using the resources they have, such as controlling spending, recording expenses, and investing. Based on the Theory Planned of Behavior Ajzen (1985) explains control beliefs and behavioral beliefs which are constructs to shape individual behavior. Financial literacy is included in the category of control beliefs related to knowledge that is able to direct individuals to make good judgments in taking an action, while financial attitudes are included in the category of behavioral beliefs where the category is related to attitude beliefs about the behavior to be carried out.

This research on the effect of financial literacy and financial attitudes on financial behavior was carried out using a quantitative research methodology using a survey research design which is a research where the main source of data and information is obtained from respondents as research samples using questionnaires as data collection instruments. The sample taken in this study using probability sampling technique with simple random sampling method as many as 92 respondents. Based on the research results, financial literacy and financial attitudes have a positive and partially significant influence on the financial behavior of high school teachers in Cirebon Regency, this is evidenced by the coefficient of determination (R2) of 0.439 or 43.9%.

This study is in line with research conducted by Siska Widyaningrum (2018), entitled "The influence of financial attitudes, financial knowledge, and financial experience on family financial management behavior in Sidoarjo". family finances on financial management behavior is significant. [25]

The results of this study are in line with previous research byDepiana (2017)entitled "Analysis of the influence of financial literacy, financial attitudes and socio-demography on employees' financial behavior in making investment decisions", the results show that financial literacy, financial attitudes, and socio-demography have a significant effect on employees' financial behavior in making investment decisions. [26]

IV.CONCLUSIONS

First, the financial literacy of high school teachers in Cirebon Regency is stated to be good (well literate) in their understanding of financial literacy. Second, the financial attitude of high school teachers in Cirebon Regency is stated to be good. Third, the financial behavior of high school teachers in Cirebon Regency is stated to be very good. Fourth, financial literacy has a significant effect on financial behavior. Fifth, financial attitudes have a significant influence on the financial behavior of high school teachers in Cirebon Regency. And sixth, financial literacy and financial attitudes have a positive and significant influence partially on the financial behavior of high school teachers in Cirebon Regency.

The researcher's suggestions for teachers who are used as research respondents are expected that teachers can add experience and become a means to apply knowledge and can apply effective learning methods to improve financial literacy and financial attitudes which will later direct good student financial behavior. For schools, it is expected to provide information and can be used as evaluation material and input to improve academic quality. The government is expected to develop education and a culture of planning and financial management from an early age so that public financial instability due to financial decision-making errors will not occur. And for further research, it is hoped that the population and research sample will be expanded.

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THE EFFECT OF INTRINSIC MOTIVATION TOWARD ORGANIZATIONAL CITIZENSHIP BEHAVIOR WITH ORGANIZATIONAL COMMITMENT AS MEDIATOR

1st* Anwar Ramadhan
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
anwarramadhann79@gmail.com

2nd Ignatius Soni Kurniawan
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
soni_kurniawan@ustjogja.ac.id

3rd Jajuk Herawati
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
jajuk.herawati@yahoo.com

4th Lusia Tria Hatmanti Hutami
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
trialusia@ustjogja.ac.id

Abstract— This study aims to determine the effect of intrinsic motivation on Organizational Citizenship Behavior (OCB) with organizational commitment as a mediating variable at PT Pusan Manis Mulia, Tangerang, Banten. This quantitative research used the primary data taken from a questionnaire by accidental sampling with a sample size of 100 respondents. The sampling used the Slovin formula. Data were collected through direct surveys, then processed using multiple linear regression analysis. The findings showed the effect of intrinsic motivation on OCB mediated by organizational commitment.

Keywords— Intrinsic Motivation; Organizational Commitment; Organizational Citizenship Behavior.

INTRODUCTION

Companies are obliged to face competition by building their advantages to survive. One point companies deal with competition between business people is to pay attention to the quality of their human resources. Human resources are assets that determine the effectiveness and efficiency of utilizing organizational resources to achieve goals. Even though the company has significant capital, sophisticated technology and equipment, a good work system, and supporting work facilities, without qualified human resources, the company will find it difficult to achieve its goals. Likewise, PT Pusan Manis Mulia, Tangerang, Banten is the object of this research. The success of the company, in this case, PT Pusan Manis Mulia as a whole, depends on the activities and work results of individuals and groups in carrying out the tasks assigned and become their responsibilities. All potential human resources need to be developed the capacity to increase their contribution, ability, and knowledge to achieve organizational goals (1).

Organizational Citizenship Behavior (OCB) influenced by intrinsic motivation and organizational commitment. Previous research stated there is a significant relationship between organizational commitment and OCB. It showed that the higher the employee's commitment to the company, the employee's OCB also increase (2). However, another study found that organizational commitment did not have a significant effect on OCB even though employees had strong organizational commitment but did not sufficiently influence the OCB of employees (2). Based on initial interviews conducted by researchers with the Human Resource Department (HRD) of PT Pusan Manis Mulia, it stated that the organization was still experiencing problems with organizational commitment from its employees and was trying to improve it in order to pursue organizational goals.

Previous research stated that intrinsic motivation has a significant effect on OCB (3). Employees don't always volunteer just because it's a good thing to do but they need to be motivated. Much of their motivation comes from an intrinsic desire to contribute, but organizations can also play an important role by encouraging and enabling employees to do voluntary things, whether it comes from within the employee or encouragement from the organization. Other research found that intrinsic motivation had no significant effect on OCB (4), indicate that there were still inconsistencies. PT Pusan Manis Mulia stated that it had provided motivational stimulants. Motivational stimuli is the form of training, giving overtime pay, giving bonuses, giving responsibility, and opportunities for autonomy in certain jobs. New employees given direct training by senior employees by showing what jobs will be undertaken in the future, for senior employees who have worked for a long time is still given training and provided motivational stimulants from the company. Bonuses from the company are also given to encourage employee morale at work. However, the bonus outside of the basic salary given is not optimal, this is because PT Pusan Manis Mulia's income has decreased due to the Covid-19 pandemic so it is unable to provide bonuses to all employees, and bonuses are only given to employees with a longer working period and more contributions.

The inconsistent results of previous research regarding the effect of intrinsic motivation and organizational commitment on OCB open up opportunities for re-examination in different research settings. The study stated there is a direct positive and significant effect of intrinsic motivation on organizational commitment, the indicators studied in this study being the need for social interaction, employee expectations for career development, and salary or wages (5). Therefore, this study was conducted to re-examine with research settings at PT Pusan Manis Mulia in building OCB. As an implication, the results of this study can be considered for company leaders/positions in making decisions related to OCB and as literature for researchers of intrinsic motivation, organizational commitment, and OCB for further research development.

Intrinsic Motivation

Motivation is something in humans that energizes, activates, and moves towards behavior to achieve certain goals (6). Motivation can come from intrinsic or extrinsic (7). In an employee's career, motivation is the incentive for their professional behavior from start to finish (8). Behavior arises because there is a member's self-urge to do a job or task. Intrinsic motivation is a psychological drive that controls a person's level of effort, as well as a person's persistence in the face of obstacles he faces at work (7). Intrinsic motivation comes from within the individual. This motivation results in the integrity of goals, both organizational goals and individual goals, both of which can be satisfied. Intrinsic motivation is a driving force for work that comes from within the worker as an individual, in the form of awareness about the importance of the work being done (9).

Organizational Commitment

Organizational commitment is defined as a strong will to remain a member of the group, and a willingness to work hard toward the ideals of the organization, in other words, this is a behavior that reflects employee loyalty to the organization and furthermore organizational members express concern for the organization, success, and further development. Organizational commitment is the degree to which an employee identifies with the company and its goals and wishes to maintain membership in the company (10). Employee commitment is encouraged by developing a fair working environment, the higher the employee's appreciation, the higher the employee's commitment to the company. Organizational commitment shows the level of confidence in employees regarding the goals and values of the company so that the employee has a desire to develop the company (11).

Organizational Citizenship Behavior

OCB needed by leaders and employees to achieve goals and objectives. Forms of OCB can take the form of assisting and mentoring new workers, improving workflow, doing extra-time work, holding existing events, and providing useful advice for development (12). OCB is a voluntary attitude shown by employees to be willing to do a job that is not their obligation and responsibility that being done for the benefit of the organization (12). OCB is a voluntary activity of organizational members who support organizational functions, so this behavior is more helpful expressed in actions that show an attitude of selflessness but more oriented toward the welfare of others (13).

Hypotheses Development

Intrinsic motivation is the driving force of work that comes from within the worker as an individual in the form of awareness of the importance or benefits of the meaning of the work he carries out (14). His research shows that intrinsic motivation has a significant and significant effect on organizational commitment. Motivation involves people who do an activity because they find it compelling and get satisfaction directly from the activity (15).

H1: Intrinsic motivation has a positive and significant effect on organizational commitment.

The results showed a significant relationship between intrinsic motivation and OCB (16). The higher the motivation possessed by a person, it will encourage that person to behave according to the role plays. Based on construct testing for OCB with factor analysis, OCB dimensions are altruistic motive include personal values about right and wrong, commitment to the organization, involvement in work, and moral standards (17). A person needs a strong motivation to work diligently and earnestly, following the demands of his job description, and can even exceed the limits of the requested role (added role). Motivation is a driving force on or within a person that causes him to behave correctly as a way to achieve a certain goals (18).

H2: Intrinsic motivation has a positive and significant effect on OCB.

Organizational commitment is the identification and involvement of a person who is relatively strong in the organization. Organizational commitment is the desire of organizational members to maintain membership in the organization and be willing to make high efforts for achieving organizational goals. Research states that organizational commitment has a significant and positive effect on OCB (16). An excellent employee commitment can be seen from employees who will often speak positively about their company, help other individuals, and far exceed normal expectations in their work, aside from employees completed their work based on their own desires or without coercion.

H3: Organizational commitment has a positive and significant effect on OCB.

RESEARCH METHOD

This study uses a quantitative approach. The population used is all 110 employees of PT Pusan Manis Mulia, Tangerang, Banten. Sampling using the Slovin formula with 95% confidence level, a 5% margin of error so that a minimum of 86 people obtained, which in this study were taken 100 employees and have met the minimum requirements. The tests included validity and reliability tests, classical assumption tests, multiple linear regression analysis, and the Sobel test using SPSS 23 software. Data collected by survey using a questionnaire instrument. It distributed to employees of PT Pusan Manis Mulia by accidental sampling. The instrument uses a Likert scale of 1 (Strongly Disagree) to 5 (Strongly Agree). Measurements of intrinsic motivation include job satisfaction and high performance because they feel their work is interesting, challenging, and meaningful (19). The measurement of organizational commitment including employee willingness, employee loyalty, and employee pride (20). OCB measures include helping colleagues, providing information to the organization, and volunteering to take on additional responsibilities (1).

RESULT AND DISCUSSION

The characteristics of respondents in this study shown in Table 1. There are 29 (29%) male, employment status is dominated by respondents with permanent employee status as many as 71 people (71%), the majority stated that 67 people were married (67%), the majority at the age below 30 years as many as 32 people (32%), the majority having the last education of high school/equivalent as many as 93 people (93%), based on years of service the majority of employees have a working period of > 15 years as many as 39 (39%).

Table 1. Respondent Characteristic

Respondent Characteristic		Frequency	Percentage (%)
Gender	Male	29	29
	Female	71	71
Employment Status	Permanent	71	71
	Temporary	29	29
Marital Status	Single	27	27
	Married	67	67
	Widow	6	6
Age	<=30 years old	32	32

Respondent Characteristic		Frequency	Percentage (%)
	31-39 years old	23	23
	40-49 years old	30	30
	>=50 years old	15	15
Last Education	Primary School	2	2
	Junior High School	3	3
	High School	93	93
	Diploma	2	2
Working Period	< 2 years	19	19
	2-5 years	14	14
	6-10 years	18	18
	11-15 years	10	10
	>15 years	39	39

Sumber: Data primer diolah 2022.

The results of the validation test showed r-count intrinsic motivation (0.289 - 0.578), organizational commitment (0.467 - 0.724), OCB (0.239 - 0.550). All items in this research variable show result greater than r-table (α 5%) 0.1654 then the item is declared valid. Cronbach's Alpha value based on standard intrinsic motivation (0.705), organizational commitment (0.939), OCB (0.786) > 0.6, so this research instrument is declared reliable.

The results of the classical assumption test are shown in Table 2. The normality test (Kolmogorov-Smirnov Test, asymp. sig>0.05) showed that the residual data were normally distributed. The classical assumption test showed that there was no heteroscedasticity in the regression model (park test, p>0.05). Multicollinearity does not occur in the regression model with tolerance > 0.10 and VIF < 10.

Table 2. Classic Assumption Test

	Ind	Dep	*Multicollinearity*		*Park Test*	*Kolmog-Smir. Test*
			Tol	*VIF*	sig	*Asymp. Sig. (2-tailed)*
H1	IM	OC	0.944	1.060	0.496	0.059
H2	IM	OCB	0.944	1.060	0.179	0.082
H3	OC		0.944	1.060	0.096	

IM=Intrinsic Motivation, OC=Organizational Commitment, OCB= Organizational Citizenship Behavior
Source: Primary data, 2022.

The test results are in Table 3 shows the effect of intrinsic motivation on organizational commitment has a t value (2.420) with a probability of 0.017 <0.05 or H1 is accepted. The effect of intrinsic motivation on OCB has a t value (0.582) with a probability of 0.117 <0.05 or H2 is rejected. The effect of organizational commitment on OCB has a t value (2.525) with a probability of 0.013 < 0.05 or H3 is accepted. Intrinsic motivation and organizational commitment variables have an effective contribution with a coefficient of determination on OCB of 40%, the remaining 60% is influenced by other variables not included in the research model.

Table 3. Hypotheses Test

	Ind.	Dep.	Unstandardized. Coefficients		t	Sig.	Adj. R^2
			B	S. Err.			
H1	IM	OC	1.090	0.450	2.420	0.017	0.005
H2	IM	OCB	0.314	0.198	1.582	0.117	0.040
H3	OC		0.109	0.043	2.525	0.013	

IM=Intrinsic Motivation, OC=Organizational Commitment, OCB= Organizational Citizenship Behavior
Source: Primary data, 2022.

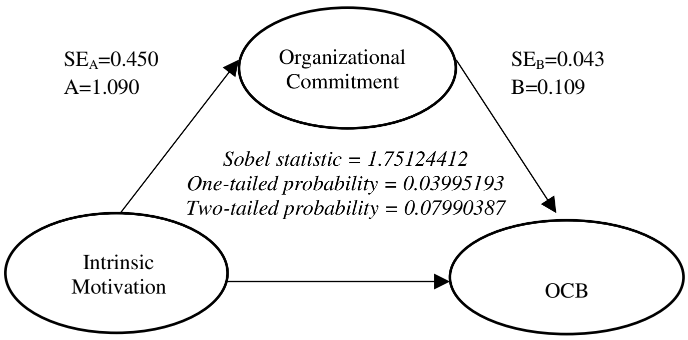

Figure 1. Mediation Model

The results of the Sobel test (Figure 1) show a Z score of 1.751 with a one tailed probability value of 0.039 < 0.05, with a significance level of 5%. These results can be interpreted that organizational commitment mediates the effect of intrinsic motivation on OCB.

Discussion

The results state that intrinsic motivation has a positive and significant effect on organizational commitment or H1 accepted. This is proven and in line with the findings of previous research (14) which states that intrinsic motivation is the driving force behind work that comes from within the worker as an individual in the form of awareness of the importance or benefits of the meaning of the work he does. Motivation involves people doing an activity because they feel happy doing the task and get direct satisfaction from the activity itself (15). The two statements that have the lowest value of intrinsic motivation and can still be improved are the statement items "I do this job not only for money" (mean=2.00) and "My job really interests me" (mean=2.80). The three indicators that received the highest score were "I really care about my job" (mean=4.10), "My job is fun and challenging" (mean=4.40) "My job provides opportunities to learn something new" (mean=4.80). Intrinsic motivation is a driving force to work individually or in groups that benefit the company.

The results state that intrinsic motivation has a significant effect on OCB or H2 is rejected. This is not in line with previous research that there is a significant effect of intrinsic motivation on OCB (16). The absence of a direct influence of intrinsic motivation on OCB indicates that there is a mediating role of employee organizational commitment. The two indicators that scored the lowest were OCB (mean=3.90) and "I know I can handle multiple tasks to achieve organizational goals" (mean=4.00) and the two items that scored the highest were "I try to maintain high work standards" (mean=4.40) and "I am very passionate about my work" (mean=4.20). Overall, the OCB value of employees on all items is at a score of 3 or more which indicates the employee's agreement to work well while working in the company.

The results state that organizational commitment has a positive and significant effect on OCB or H3 is accepted. This is in line with previous research that commitment has a positive effect on OCB (16) (21). The three statements that have the lowest score of organizational commitment and can be improved are in the statement items "I feel emotionally attached to this organization" (mean=2.20) and "Moving from one organization to another seems unethical to me" (mean=2.20) =2.60) and "I feel that I have little choice if I want to leave this organization" (mean=3.10). The three items that scored the highest were "I was taught to believe in the value of staying loyal to one organization" (mean=4.10) and "The organization cares about my well-being" (mean=4.60) and "The organization cares about my opinion" (mean=4.80). Organizational commitment is the identification and involvement of a person who is relatively strong in his organization which has the impact of developing the organization beyond his role.

Mediation testing proves that intrinsic motivation can only affect OCB if it is through organizational commitment. There is no evidence to support the direct influence of intrinsic motivation on OCB. Therefore, employee organizational commitment is an important thing that must be maintained by the company. Employees who are not committed will not only be unwilling to work beyond their roles and responsibilities but will also be unable to fulfill their minimum responsibilities.

CONCLUSION

This study aims to examine the mediating role of organizational commitment on the effect of intrinsic motivation on OCB in PT Pusan Manis Mulia employees. The study found that intrinsic motivation had no significant effect on OCB. Intrinsic motivation has a significant effect on organizational commitment. Organizational commitment has a significant effect on OCB. The test proves that the effect of intrinsic motivation on OCB is mediated by organizational commitment.

Organizational leaders can take advantage of these findings by strengthening intrinsic motivation through the items that are still rated low which have been mentioned in the discussion section to increase the organizational commitment of their employees. Further strengthening of OCB can also be done by increasing the implementation of organizational commitment which is still considered low. Future research can consider other OCB antecedents such as employee job satisfaction in building OCB (22).

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THE EFFECT OF NGAWI LARGE MARKET REVITALIZATION AND BUSINESS CAPITAL ON THE BUSINESS DEVELOPMENT OF MSME NGAWI IN 2021

1st Novita Erliana Sari
Economic Education Study Program
Universitas PGRI Madiun
Madiun, Indonesia
novitaerliana@unipma.ac.id

2nd Ervi Aulia Rahma
Economic Education Study Program
Universitas PGRI Madiun
Madiun, Indonesia
erviaulia21@gmail.com

3rd Mustakim
Economic Education Study Program
Universitas PGRI Madiun
Madiun, Indonesia
mustakimkasreman@gmail.com

***Abstract*—In the development of a business, there are many factors that influence it, one of which is market revitalization and business capital. This study aims to determine the effect of the revitalization of large markets and venture capital on the business development of MSME in Ngawi district. In this study, to collect data using a questionnaire which was filled in by MSME actors as respondents, totaling 168 people. This research is included in quantitative research. The data analysis technique used descriptive analysis and regression analysis. The results of the study can be concluded that the revitalization of the Ngawi large market has an effect on the business development of MSME actors, venture capital has effect on the business development of MSME actors and the revitalization of the Ngawi large market and business capital together has a major influence on the business development of MSME actors.**

***Keywords*—market revitalization, venture capital, business development**

I. INTRODUCTION

MSME are the most important pillars in the Indonesian economy[1]. Good market access is needed to promote MSME. In a study, it is stated that one of the efforts to assist the community in improving their welfare is to provide a favorable environment for Small and Medium Enterprises (SME). For example, micro, small, and medium enterprises (MSME) typically have high labor intensity and thus support job creation, especially in the industry and services sector[2]. MSMEs or micro, small and medium enterprises are businesses that are owned by individuals[3]. This is because in everyday life we need various kinds of necessities of life that we cannot get instantly, in the sense that not all necessities of life can be obtained directly from nature[4].

The market is one of the centers for community economic activities which can be classified into traditional markets and modern markets[5]. Along with the times, modern markets have indeed made the existence of traditional markets less vital in the eyes of the people, especially in big cities[6]. To improve market performance, the district government revitalized the Ngawi Big Market. Market revitalization is the process of awakening the process of trading activities in the market. The government's revitalization of Pasar Besar Ngawi is renovating the entire market area, increasing the number of kiosks, expanding the parking area and classifying the products sold by traders.

In addition to revitalizing the market, every business also requires capital to sustain its business. Previous research stated that venture capital has an influence on the performance of MSME[7]. Capital is a factor that has a fairly important role in the production process, because capital is needed when entrepreneurs want to establish a new company or to expand an existing business. Limited working capital is the most dominant problem found in micro, small and medium enterprises (MSME)[9]. Business capital is part of and will be used for basic needs in starting a business, borrowed and or an object used to produce something so that it can increase wealth[10].

II. RELEVANT RESEARCH

Table I. Table Type Styles

Table Column Head		
Research & Year	***Tittle***	***Result***
A. A. Gede Prathiwa Pradipta dan I Gusti Putu Nata Wirawan (2016)	Pengaruh Revitalisasi Pasar Tradisional dan Sumber Daya Pedagang Terhadap	The results obtained are market revitalization has a positive and significant effect on the performance of traders in Denpasar City
Ema Sari (2020)	Dampak Revitalisasi Pasar Terhadap Pendapatan Pedagang Di Lamasi	The Lamasi traditional market has again shown its existence through changes in market cleanliness, tidiness, and order. After undergoing revitalization, the market has become cleaner, neater and orderly which has an impact on

Table Column Head		
Research & Year	***Tittle***	***Result***
		increasing buyers. After the revitalization of traditional markets, the income of buyers has increased.
Desi Nopita Sari (2020)	Pengaruh Karakteristik Wirausaha, Modal Usaha Strategi Pemasaran Terhadap Perkembangan Usaha Mikro Kecil dan Menengah (UMKM) Di Kelurahan Jelmu Kota Jambi	The results of the research obtained are that there is an influence of entrepreneurial characteristics, business capital, marketing strategies together (simultaneously) on the development of Micro, Small and Medium Enterprises (MSMEs) in Jelmu Village, Jambi City.
Nur Ali Fauzi (2020)	Program Karakteristi k,Modal Usaha Dan Penggunan Informasi Akutansi Terhadap Keberhasilan UMK M Industri Shuttlecock Di Desa Lawatan Kecamatan Dukuhturi Kabupaten Tegal	The results of the research obtained are. From the results of the research conducted, it can be concluded that there is an influence of entrepreneurial characteristics, venture capital and marketing strategies together (simultaneously) on the development of micro, small and medium enterprises (MSMEs) in Jelmu Village,Jambi City.

III. Research Methods

This research is included in survey research using a quantitative approach. According to Creswell (2013: 297) "Survey research presents a quantitative picture in the form of numbers about the habits, behavior, or opinions of a population by studying a sample of a population". The population used is MSME actors in the Ngawi big market totaling 291 people. By using the Slovin formula, the sample obtained was 168 people. In this study, data can be obtained on the spot by collecting data by using a questionnaire distributed to respondents. The questionnaire consists of 30 questions which are arranged based on indicators of the variables that have been described. The questionnaire contains a statement that requires the respondent to choose an answer. This instrument uses a Likert Scale which has 5 alternative answers. Starting from strongly agree, agree, disagree, disagree and strongly disagree. The data analysis techniques used include instrument testing (validity test and reliability test), prerequisite test analysis (normality test, multicollinearity test and heteroscedasticity test) and hypothesis testing (multiple linear regression analysis, t test and f test).

IV. Result

1) Instrument Test

a) *Validity test:* Based on the results of the validity test, it is known that 9 questions from the market revitalization variable are declared valid, 6 questions from the venture capital variable are declared valid and 15 questions from the business development variable are declared valid. All questions are declared valid because of the value of $r_{count} > r_{table}$. The questionnaire that has been tested on 95 samples, it is known that the r_{table} is 0.235 at an error level of 5% (0.05).

b) *Reliability Test:* Uji reliabilitas berfungsi setelah semua soal yang diujicobakan telah diakui valid. Konsistennya jawaban responden terhadap pertanyaan atau soal yang diberikan membuat variabel tersebut akan menjadi reliabel.

Table 2. Reliability Test Table

No	Reliability			
	Variable	ralpha	rkritis	
1.	Market Revitalization	0,793	0,600	Reliable
2.	Venture Capital	0,814	0,600	Reliable
3.	Development	0,885	0,600	Reliable

From the results of the data above, it can be concluded that the variables of market revitalization, venture capital and business development can be continued to the prerequisite test because they have a reliable status that has met the requirements, namely $r_{alpha} > r_{kritis}$ of 0.600.

2) Prerequisite Test Analysis

a) *Normality test:* Ghozali suggested that the normality test serves to prove that the distribution of item items is normally distributed or not. Normality testing in this study was carried out with the Kolmogorov Smirnov test [11].

Table 3. Normality Test Table

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		168
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	7.29660464
Most Extreme Differences	Absolute	.070
	Positive	.033
	Negative	-.070
Kolmogorov-Smirnov Z		.905
Asymp. Sig. (2-tailed)		.386

a. Test distribution is Normal.

From the above data obtained from the Kolmogorov Smirnov normality test, it can be seen that the significant value is 0.386> 0.05, which means the data is normally distributed.

b) *Multicollinearity Test:* According to Ghozali [11] "Multicollinearity test aims to test whether the regression model found a correlation between independent variables". If the tolerance value is > 0.1 while the VIF value is < 10, it can be said that there is no multicollinearity symptom.

Table 4. Multicollinearity Test Table

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.800	6.521		2.270	.025		
Market Revitalization	.489	.145	.245	3.366	.001	.928	1.077
Venture Capital	.875	.210	.303	4.168	.000	.928	1.077

a. Dependent Variable: Business Development

Fig. 1. Scatterplot Test Result

From the above data obtained from the Kolmogorov Smirnov normality test, it can be seen that the significant value is 0.386> 0.05, which means the data is normally distributed.

c) *Heteroscedasticity Test:* According to Ghozali ‘’Heteroscedasticity test is carried out to test whether in a regression model the residual variance inequality from one observation to another is fixed, it is called Heteroscedasticity’’. Heteroscedasticity testing can also be observed through the Scatter Plot graph. If it is known that the dots are scattered on the Y axis at the top and bottom of the number 0 without showing a specific pattern, it can be concluded that there are no symptoms of heteroscedasticity [12].

From the figure, it can be seen that the points are evenly distributed between the number 0 on the Y axis, which means that there are no symptoms of heteroscedasticity.

3) Hypothesis testing

a) Multiple Linear Regression Analysis: According to Lakoy (2015) "Multiple regression is a linear regression in which a dependent or dependent variable (Y) is associated with two or more independent or independent variables (X1, X2, ...Xn)" [13].

Table 5. Multiple Linear Regression Analysis Result

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	14.800	6.521		2.270	.025		
REVITALISASI_PASAR	.489	.145	.245	3.366	.001	.928	1.077
MODAL_USAHA	.875	.210	.303	4.168	.000	.928	1.077

a. Dependent Variable: Business Development

Based on the above regression equation data can be written as follows:

Y = a + b1X1 + b2X2

Y = 14,800 + 0.489X1 + 0.875X2

Can be interpreted as follows:

The constant value of Business Development (Y) is 14,800 which states that if the Market Revitalization (X1) and Business Capital (X2) variables are zero, then Business Development will have a positive value of 14,800. The coefficient of market revitalization is 0.489, which means that for every increase in the X1 variable by one unit, the market revitalization will increase by 0.489 or vice versa.

b) *T Test:* According to Wibowati Wibowati (2020) "This test is used to determine whether each independent variable independently significantly influences the dependent variable" [14]. To see if there is an effect of the independent variable on the dependent variable, it can be seen through the comparison of the value of tcount and the value of t_{table}. If tcount $>t_{table}$ at a significance level of 0.05, the independent variable has a significant effect on the dependent variable. Based on table 4 the results of the t-test can be interpreted as follows:

- Market revitalization has a significance value of 0.01 <0.05 and a tcount value of 3.366 > t_{table} 1.97453, so it can be concluded that market revitalization has a positive and significant effect on business development.
- Business capital has a significance value of 0.000 <0.05 and a tcount value of 4.168 > t_{table} 1.97453. So it can be concluded that business capital has a positive and significant effect on business development.
-

c) *F Test:* According to Wibowati (2020) "This test is used to determine the joint effect of independent variables on the dependent variable" [14]. To find out whether there is a joint effect of the independent variable and the dependent variable, it can be seen through a comparison between the value of f_{count} and the value of f_{table}. If the value of f_{count} < f_{table} value, there is a jointly significant effect between the independent variable and the dependent variable.

Table 6. F Test Result

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2103.418	2	1051.709	19.517	.000
Residual	8891.153	165	53.886		
Total	10994.571	167			

a. Predictors: (Constant), Capital Venture, Market Revitalization

b. Dependent Variable: Business Development

Based on the data above, it can be concluded that market revitalization and venture capital both have an effect on business development because the significance value is 0.000 <0.05 and the f_{count} value is 19.517> fromf_{table}2.65.

V. DISCUSSION

- The revitalization of the Ngawi Big Market has a positive and significant impact on business development. Because it can be seen that the value of tcount < t_{table} (3.366 < 1.97453). The results of the significance value also show that the Revitalization of the Ngawi Big Market is significant for business development because the significance value is < 0.05 (0.01 < 0.05). This means that the better the market revitalization, the better the business development. If revitalization is not carried out, the business will be difficult to develop. This is in line with research conducted by Ni Putu Eka Stutiari and Sudarsana Arka (2019) that the income of traders increased after the revitalization of traditional markets in Bandung Regency.

- Business capital has a positive and significant effect on business development. Because it can be seen that the value of tcount > t_{table} (4.168 > 1.97453) and the significance value < 0.05 (0.000 < 0.05). This means that more business capital will increase business development. Vice versa, the lower the business capital, the lower the level of business development. This situation is similar to the research that has been carried out by Edang Purwanti (2012) that the research results show that capital has a positive and significant effect on business development.

- Market revitalization and business capital have a positive and significant effect on business development because the value of f_{count} > f_{table} (19,517 > 2.65) and a significance value of < 0.05 (0.000 < 0.05).

VI. Conclusion

- Market revitalization has a positive and significant impact on the business development of MSME actors in Ngawi Regency in 2021.

- Business capital has a positive and significant impact on the business development of MSME actors in Ngawi Regency in 2021.

- Market and business capital revitalization has a positive and significant impact on the business development of MSME actors in Ngawi Regency in 2021.

VII. Suggestion

- Market revitalization should not only be carried out in large markets but must be comprehensive in village markets.

- Business capital must continue to be increased because it is a major factor in business development.

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THE EFFECT OF ONLINE LEARNING ON THE LEVEL OF LEARNING BOREDOM AND LEARNING OUTCOMES OF CLASS XII STUDENTS OF SMK NEGERI 1 KLUNGKUNG

1st Deni Fitrianita
Department of Economics and Accounting
Ganesha University of Education
Singaraja, Indonesia
deni.fitrianita@undiksha.ac.id

2nd Ni Luh Putu Putri Widiantini
Department of Economics and Accounting
Ganesha University of Education
Singaraja, Indonesia
putri@undiksha.ac.id

3rd M. Rudi Irwansyah
Department of Economics and Accounting
Ganesha University of Education
Singaraja, Indonesia
rudi.irwansyah@undiksha.ac.id

***Abstract*— The purpose of this study is to determine the effect of online learning on the level of boredom and learning outcomes of SMK Negeri 1 Klungkung class XII students. The causal quantitative research method was used in this study, with questionnaires and document data collection methods. This study's population consisted of 411 class XII students from SMK Negeri 1 Klungkung, with a sample size of 202 students. Purposive stratified random sampling was used to collect samples for this study. The collected data in this study was then analyzed using the Path Analysis method, which was carried out using the SPSS 25.0 for Windows application. The results showed: 1) online learning had a positive and significant effect on class student boredom, 2) online learning had no positive and significant effect on student learning outcomes, 3) online learning had a positive and significant effect on learning outcomes through mediation of students' boredom levels.**

Keywords—learning boredom, learning outcomes, online learning

I. INTRODUCTION

Distance learning, also known as online learning, is a form of regulation used during the Covid-19 pandemic. This policy is contained in Surat Edaran No. 15 of 2020 from the Secretary General of the Ministry of Education and Culture of the Republic of Indonesia concerning Guidelines for Organizing Learning from Home during the emergency period of Corona Virus Disease Spread. The regulation's goal is to legalize and popularize the concept of "Learning from Home" (BDR). Online learning rules can be implemented anywhere and at any time, while still involving teachers and students, but they do so via the use of supporting learning media such as laptops and cellphones [1].

The online learning policy has been implemented since early March 2020, and it is possible to continue based on considerations in each region. This policy is part of the Indonesian government's effort to implement education in Indonesia during the pandemic.

According to [2], online learning is a type of activity that utilizes technological sophistication. Meanwhile, according to [3], online learning is accomplished through indirect learning and the use of specific devices. Online learning is a method of learning in which the application is carried out without the use of face-to-face interaction but with the assistance of prepared media. Several factors must be considered during the process, including: 1. The availability of student learning support, 2. The alignment of learning methods and their application, 3. The selection of study methods and materials to support the learning process, 4. The number of hours of study or student study load per day, and 5. The teacher plans the student's study agenda.

Learning boredom occurs when students become tired while participating in the study process. This is due to a sense of tired and boredom [4]. Learning boredom occurs when students' attention, encouragement, ability, and performance in learning deteriorate. If this condition persists, it may have an impact on academic performance. This situation is caused by two factors: internal factors and external factors. When students are placed in this situation, their learning achievement suffers.

Learning outcomes are defined as the results of achievements, accomplishments, or performance produced by every action taken by students during the educational process, whether directly or indirectly. According to [5], learning achievement is an increase in an individual's behaviour that can be seen and measured in terms of knowledge, attitude, and skill. Internal factors and external factors can both influence teaching and learning activities. Internal factors include a person's own interests and motivations. External factors, on the other hand, which do not originate within the individual, such as learning methods, learning media, and learning environments. Melani found that the majority of students reported feeling stressed and ineffective during the online learning process, which she attributed to one of the causes of the decline in learning outcomes.

An initial survey of 71 students from SMK Negeri 1 Klungkung's class XII, particularly from the accounting department, was conducted. According to preliminary findings, as many as 68 percent of students, or 49 students, experience symptoms of learning boredom following the online learning process. Students stated that they are usually tired and bored in almost all subjects, particularly those that only contain learning theories.

Based on the preliminary findings, the problem of learning boredom must be addressed as soon as possible so that it does not worsen, because learning boredom can have an impact on student achievement. The authors conducted an assessment process at schools in Klungkung Regency that participated in online learning activities for this study. Due to the Corona Virus outbreak, SMK Negeri 1 Klungkung implemented an online learning process. This study's population consisted of 411 students from 12 different classes in class XII. Because class XII had experienced the conditions of the learning process before and after online learning was implemented, they were chosen as the research population. The researcher proposes the topic "The Effect of Online Learning on the Level of Study Boredom and Learning Outcomes of Class XII Students of SMK Negeri 1 Klungkung" based on the explanation of the problem.

II. Method

This study is a causal quantitative study. Causal research is a type of research that is used to demonstrate the causal effect of a research variable [6]. This study's independent variable is online learning (X), while the dependent variables are learning boredom (Y1) and learning outcomes (Y2).

In this study, the population consisted of all class XII students from SMK Negeri 1 Klungkung, a total of 411 students, with the research sample consisting of 202 students calculated using the Slovin formula. This study employs a purposive stratified random sampling technique, which is a method of selecting pilot students in which all students are divided into various majors and then selected from each department based on a certain percentage.

A questionnaire and documentation were used to collect data in this study. Questionnaires are used to collect primary data on boredom of learning and online learning, while documentation is required to find secondary data in the form of student learning outcomes.

III. Results and Discussion

A. Results Description of Data

This study included 202 students from SMK Negeri 1 Klungkung's class XII. This study's sample was drawn from each class in each major at the school. According to major, there were 13 samples from students majoring in TBSM, 17 samples from students majoring in BKM, 17 samples from students majoring in MM 1, 17 samples from students majoring in MM 2, 17 samples from students majoring in Pharmacy 1, 17 samples from students majoring in Pharmacy 2, 18 samples from students majoring in BDPM 1, 17 samples from students majoring in BDPM 2, 17 samples from students majoring in OTKP 1, 17 samples from students majoring in OTKP 2, 17 samples from students A description analysis is one that is used to describe data from the research sample under consideration [7].

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
online learning	202	45	75	63.00	6,220
learning boredom	202	20	60	43.80	9,645
learning outcomes	202	76	89	80.91	2.620
Valid N (listwise)	202				

Source: processed data, 2022

According to table 1, the general description of the research findings is as follows:The online learning variable has a minimum score of 45, a maximum score of 75, an average score of 63.00, and a standard deviation score of 6,220 for 220 samples. For the 220 samples, the learning boredom variable, which consists of 12 statement items, has a minimum score of 20, a maximum score of 60, an average score of 43.80, and a standard deviation score of 9,645. With 220 samples, the learning outcomes variable had a minimum score of 76, a maximum score of 89, an average score of 80.91, and a standard deviation score of 2.620. According to the descriptive test results, the score on the standard deviation of each variable is lower than the average value of the variable, indicating that the data deviation that occurs is low and the distribution of values is evenly distributed.

B. First Hypothesis Testing Results

Testing the first hypothesis, "the effect of online learning on the level of boredom of class XII students of SMK Negeri 1 Klungkung", based on the analysis using the SPSS application, the regression results between the online learning variable (X) and the learning boredom variable (Y1) are as follows:

Table 2. First Hypothesis Analysis

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	19.163	2.658		.009	.203
	online learning	.114	.197	2.837	.005	7.210
a. Dependent Variable: learning boredom						

Source: processed data, SPSS output

Based on the test results obtained a significance number of 0.005 <0.05, and tcount = 2.837 > ttable = 1.652. The study concluded that online learning has a positive and significant effect on learning boredom. This shows that the online learning process will affect the level of student learning boredom, so the conclusion is that there is an effect of online learning (X) on learning boredom (Y1).

C. Results of the Second Hypothesis Testing

The second hypothesis predicts the influence of online learning on the learning outcomes of class XII students of SMK Negeri 1 Klungkung. Sourced from the test results using the SPSS application, the regression results between online learning variables (X) and learning outcomes variables (Y2) are as follows.

Table 3. Second Hypothesis Testing Results

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	79,618	2,060		38,648	000
	online learning	.019	.032	.042	.594	.553

a. Dependent Variable: learning outcomes
Source: processed data, 2022

Based on the analysis results obtained a significant number of 0.042 <0.05, and tcount = 0.594 < ttable = 1.652, this study states that online learning has no positive effect and is significant to learning outcomes. This shows that the online learning process will not affect student learning outcomes. This condition is due to a number of existing aspects, so it can be concluded that online learning (X) has no effect on learning outcomes (Y2).

D. Third Hypothesis Testing Results

Testing the third hypothesis, namely the influence of online learning on learning outcomes through the level of learning boredom of class XII students of SMK Negeri 1 Klungkung. Based on the results of the analysis using the SPSS application, the regression results between online learning variables (X) and learning outcomes variables (Y2) through learning boredom (Y1) are as follows.

Table 4. Results of the Third Hypothesis Analysis

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	47,212	20,928		2.256	.510
	learning boredom	.025	.247	.099	1,427	.005
	online learning	.413	.113	.201	2,902	.004

a. Dependent Variable: learning outcomes
Source: processed data, 2022

The direct effect is given by X to Y1 0.203. While the indirect effect of online learning (X) on learning outcomes (Y2) through learning boredom (Y1)is the multiplication between the value of p2 and the value of p3, which is 0.413 x 0.510 = 0.210, then the total effect is the direct effect plus the indirect effect, namely: 0.203 + 0.210 = 0.413, based on these results, the direct influence value is smaller than the indirect value, so it can be concluded that there is an effect of online learning on learning outcomes through learning boredom.

The effect of online learning on learning outcomes through learning boredom in the third hypothesis is tested using path analysis (Part Analysis). The Part Analysis will calculate the direct or indirect effect of the variables that are potential as a result of the impact of treatment on these variables. The following are the results of testing the equations of path 1 and equations of path 2 along data presented in the form of a path diagram

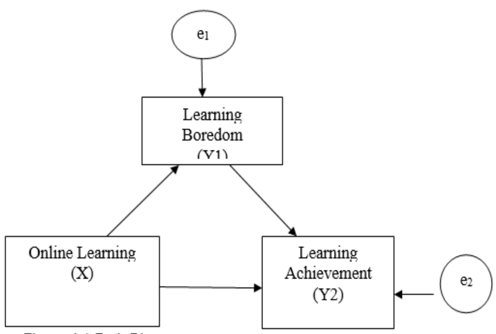

Figure 1. Path Diagram

E. Calculating Path Coefficients Path

The calculation of the coefficient list shows that the significant number for the online learning variable is 0.005, which is smaller than 0.05. The calculation can be said that the form of modelling, namely the online learning variable has a significant effect on the learning boredom variable.

The high R-square number in the summary model table is 0.005. The results state that the influence of online learning on learning outcomes is 0.5%. In comparison, the other 99.5% is contributed by different variables not analysed in the study. Meanwhile, looking for the number e1 is obtained through the formula e1 = (1-0.005) = 0.995

Referring to the calculation of the coefficient list results, the result is that the significant number for the online learning variable is 0.004, less than 0.05. the calculation can be said that the form of modelling one, namely the online learning variable has a significant effect on the learning boredom variable.

The high R-square number in the model summary table is 0.048. The results state that the influence of online learning on learning outcomes is 40.8%, while the remaining 59.2% is contributed by different variables not analysed in the study. Meanwhile, looking for the number e1 is obtained through the formula e1 = (1-0.048) = 0.975.

Based on the picture above, the structural equation can be described as follows.

First model

Y1 =1 + e1

Y1 = 0.203 + 0.995

Y1 = 1.198

Second model

Y2 + e2

Y2 = 0.203 + 0.510 + 0.975

Y2 = 1.688

F. Calculating direct, indirect, and total effects

In a study in which data path analysis or the value used to calculate the indirect effect is used, it is in the unstandardized coefficients column (Gonzali, 2011). The following is the calculation of the indirect effect.

It is known: direct effect of X to Y1 = 0.203

Indirect effect of X to Y1 to Y2 = (p2 x p3)

= (0.413 x 0.510)

= 0.210

Total effect = 0.203 + (0.413 x 0.510 = 0.413

G. Discussion of Research Results

The findings revealed that online learning had a positive and significant effect on the level of boredom in class XII students at SMK Negeri 1 Klungkung; the higher the online learning process, the higher the level of boredom in student learning. Boredom can interfere with a student's ability to focus and think about the essence of each lesson delivered by the teacher. Boredom can also be described as a saturation point in the learning process due to the numerous pressures that students cannot avoid when learning, so it is hoped that in online learning, there will be innovations and renewable methods in the learning system so that students are more interested and encouraged to continue with the course of learning activities held. This is consistent with the viewpoint of [8], which states that students' learning activities are heavily influenced by the individual's own learning motivation, because the higher the students' learning motivation, the better the learning process.

Students become bored with online learning and how to learn. It can become an impediment to learning if not addressed. Students complained that they cannot really concentrate on their studies because they were tired and bored. Several factors, such as unappealing instruments and teaching materials, can contribute to learning boredom during the online learning period. This makes presenting teaching materials tedious. This situation can be seen through the parameters of emotional exhaustion, physical exhaustion, cognitive fatigue, and motivation loss. This is consistent with [9], which claimed that the difficulty of students learning teaching materials is due to educators' monotonous teaching style, excessive homework assigned, no colleagues when studying from home, decreased memory of students during the pandemic due to spending too much time in front of a laptop or cell phone screen, and unfavourable surrounding conditions when studying.

Previous research that supports the findings of this study comes from [10], who discovered that the online learning process has a positive and significant effect on learning boredom due to a variety of factors. The study's findings are also consistent with the findings of [11] research, which indicates that students experience learning boredom on a regular basis, concluding that there is an impact of online learning on learning boredom.

The findings revealed that there was no positive or significant effect of online learning on the learning outcomes of SMK Negeri 1 Klungkung class XII students. This can be caused by a variety of factors, both external and internal. Many students in this study experienced an increase in their average learning outcomes as a result of a variety of factors. According to several direct interviews with students and teachers at SMK Negeri 1 Klungkung, online learning actually makes it easier for some students to carry out online learning activities. This situation can be observed using learning applications such as Google Classroom, in which the teacher can provide both material and discussion and practice questions for students, thereby assisting them in the learning process. For example, during attendance and collection of assignments that can be completed from home.

Online learning has no significant effect on student learning outcomes for class XII students. This situation can be seen in students' learning value on the subjects being studied. Online learning is a type of learning that can be done anywhere and at any time using various media provided by the school. The learning process itself aims to provide faster and more accessible learning services, even from home, in order to facilitate the learning process [12]. This situation is consistent with the findings of [13] research, which concluded that student learning outcomes before and after the online learning process did not appear to have decreased, but rather increased in the good and very good categories. As a result, it is possible to conclude that the online learning system has no effect on student learning outcomes. However, there are still aspects of the process that have not been properly implemented, so it must be improved again. Previous research that supports the findings of this study includes [14] study, which found that online learning has no effect on student learning outcomes, integrity, or situation.

The findings revealed that online learning had a positive and significant effect on learning outcomes as measured by the level of learning boredom of class XII students at SMK Negeri 1 Klungkung, implying that learning boredom could be considered an intervening variable. Online learning is one aspect of the learning process that will have an impact on learning outcomes to some extent. Good learning outcomes are accompanied by good student absorption of the learning materials that have been taught. In this pandemic condition, the school implements an online learning process that is intended to help students and teachers in the learning process, but there is a symptom that has resulted in a decrease in interest and motivation to learn, and that is boredom learning.

Students benefit from the supporting applications developed by the school during the online learning process. However, during the learning process, students frequently become bored and lose motivation, which can have an impact on student learning outcomes. We can see this from the results of the analyzed questionnaire, where the majority of students agreed to the online learning process, as well as statements referring to student learning boredom during this pandemic. As a result, students experience a sense of saturation during the learning process. This is consistent with [15] research, which suggests that if students experience learning boredom, it can have an impact on learning motivation and is not good for learning outcomes, even if the study period is quite long, but the results are not optimal due to boredom.

IV. Conclusions and Suggestions

Several conclusions can be drawn from the analysis that has been described: 1) Online learning (X) has a positive and significant effect on learning boredom (Y1), 2) online learning (X) has no positive and significant effect on learning outcomes (Y2), and 3) online learning (X) has a positive and significant effect on learning outcomes (Y2) via learning boredom (Y1).

Teachers should provide variations and learning methods that are easy to understand and capable of generating student learning motivation when providing learning to students in the online learning process. A teacher must pay more attention to students receiving learning in the online learning process so that what the teacher teaches is properly understood. The school should rethink how teaching and learning activities are carried out and provide additional resources to students. The school should collaborate with students' parents in the process of directing and supervising the learning process, and for the following reviewers, an expansion of the scope of aspects of the causes of online learning and learning boredom should be carried out.

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[16]

THE EFFECT OF PRODUCT QUALITY AND CELEBRITY ENDORSER ON THE PURCHASE DECISION OF SKINCARE WARDAH

1st Gede Ari Oktaviana
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia
e-mail:
ari.oktaviana@undiksha.ac.id

2nd Putu Musti Ariantini
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

3rd Ni Luh Gede Leny Widyaningsih
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

4th Komang Endrawan Sumadi Putra
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

Abstract **- This study aims to examine the simultaneous effect of product quality and celebrity endorsement on purchasing decisions, as well as partially test the effects of product quality and celebrity endorsement on Wardah's skincare purchasing decisions. The research design is quantitative and causal. This study examined product quality, celebrity endorsement, and purchasing decisions. This study focuses on the inhabitants of Bangli Village, Baturiti District, Tabanan Province. Purposive sampling may utilize as many as 100 respondents for sample size. Questionnaires were used to collect data, which were then analyzed using multiple linear regression. The findings revealed that (1) product quality and celebrity endorsing had a positive and statistically significant impact on consumer purchasing decisions. (2) product quality has a significant and positive impact on purchasing decisions. (3) Celebrity endorsements have a positive and significant impact on consumer purchasing decisions.**

Keywords: celebrity endorser, purchasing decisions, product quality

I. INTRODUCTION

In the present times, everyone is familiar with the internet. The Internet is expanding at a rapid rate, making it easier than ever to find the desired information. Through electronic media and online media, it is very simple for individuals to find the information they seek, including information about a beauty product. There is a great deal of information regarding the various types of skincare products endorsed by Celebrity Endorser. Celebrity endorsers play a crucial role in convincing consumers to purchase a product. Skincare is a need that women must fulfill, as evidenced by the proliferation of skincare products such as Nivea, Oriflame, Vaseline, Wardah, Pond's, and others. Due to the increasing number of skincare products on the market, consumers are increasingly selective in their purchasing decisions. Wardah is frequently purchased by Indonesian consumers as a skincare product.

Wardah Skincare is a halal cosmetic brand that offers a variety of facial care products and is popular among Indonesian women. Under the auspices of PT Paragon Technology & Innovation, Nurhayati Subakat founded Skincare Wardah in 1995. Wardah offers a variety of products, including skincare, powder, sun cream, body mist, and body cream. Shabrina Salsabila, the Brand Manager for Wardah, stated that halal considerations are given top priority in the development and manufacture of every product.

In accordance with Islamic law, Wardah products contain safe and halal ingredients for the comfort and tranquility of women who use them. In addition, the manufacturing process is carefully monitored by experts and dermatologists. However, the number of consumers of Wardah skincare has decreased over time, making Wardah products less appealing to consumers. This is demonstrated by the fact that Wardah's skincare products rank fourth in the Top Brand Index for the best skincare products in Indonesia.

Table I. *Top Brand Index* Category *Skincare* 2019-2021

Brand	**TBI 2019**	**TBI 2020**	**TBI 2021**	**Description**
Nivea	22.1%	32.3%	36.4%	TOP
Oriflame	18.1%	16.9%	17.8%	TOP
Vaseline	17.9%	16.2%	16.3%	TOP
Wardah	16.7%	12.3%	13.2 %	
Pond's	2.9%	3.4%	3.5%	

(Source: *Top BrandIndex*)

The above table demonstrates that Wardah's brand index ranked fourth and fluctuated over a three-year period. The category brand index for Wardah decreased significantly. From 2019 to 2020, it decreased by 16.7 percent to 12.3 percent, but in 2021 it increased by only 13.2 percent, a moderate increase. This indicates that the consumer's decision to purchase Wardah skincare has decreased in the face of intense competition. As one of the villages in the Baturiti District, it is known to have a population of 4,773, comprised of 2,350 men and 2,423 women. This population indicates that the majority of Bangli Village, Baturiti District residents are women, who require cosmetics to maintain their daily appearance. Based on observations and initial interviews with 10 users of Wardah skincare products in Bangli Village, Baturiti District, it has been determined that Wardah is the most popular brand of skincare products. This is certainly an intriguing phenomenon, as Wardah skincare has fluctuated out of the top three TBI rankings nationally. Nonetheless, regionally, Wardah is a popular product. Users of Wardah skincare in Bangli Village, Baturiti District feel more confident using Wardah after seeing the brand's advertising model. In addition, consumers who use Wardah skincare for their skin care experience tangible benefits. This is what motivates the majority of women in Bangli Village, Baturiti District, to purchase Wardah skincare products.

A purchasing decision is a mental process in which a person evaluates various options and chooses one product from several alternatives. According to [1], purchasing decisions are defined as one, two, or more alternative options. Purchasing decisions are influenced by a number of factors, including family, social class, and culture, which shape consumer attitudes when making a purchase decision. Permana [2] states that brand image factors, celebrity endorsements, and product quality influence consumer purchasing decisions. However, only product quality and celebrity endorser variables are examined in this study.

In the cosmetics industry, the purchasing decision of a product can determine its success or failure. According to Buchari [3], purchasing decisions are decisions that are influenced by finance, technology, products, prices, and promotions, requiring consumers to sift through all available information before making a purchase decision. Nevertheless, according to [4], there are five indicators of purchasing decisions: (1) the need for a product, (2) trust, (3) the convenience of acquiring the product, (4) the number of products purchased, and (5) satisfaction.

Purchase decisions are influenced by a product's quality and celebrity endorser. The greater the product's quality and the more frequently an endorser advertises a product, the greater the consumer's interest in the product and the likelihood that they will purchase it. According to the findings of [3], both celebrity endorsement and product quality have a significant impact on purchasing decisions.

H1: Product quality and celebrity endorsement influence purchasing decisions.

Product quality and celebrity endorsements influence purchase decisions; the higher the quality of the product, the more frequently consumers will repurchase it. According to [5], product quality is a feature of a good or service that satisfies customer needs.

H2: Product quality has an influence on purchasing decisions.

Consumers' purchasing decisions are anticipated to be influenced by a product's superiority in terms of both quality and reliability. A company's ability to maintain the quality of its products is the most important asset it must possess in order to be competitive on the market. By maintaining product quality, consumers will feel satisfied with their purchases, and the products they acquire will be useful and beneficial. According to [4], the product is a component of the market offering as a whole. According to research conducted by [6], purchasing decisions are partially influenced by quality. This is also consistent with [3] finding that product quality has a significant influence on purchasing decisions.

H3: Celebrity endorsement has an effect on purchasing decisions.

Celebrity endorsers exemplify the qualities of a promoted product. In order for the use of advertising celebrities to influence consumer perceptions of a product. Celebrity endorsing is a form of advertising that employs well-known figures to convey their advertising messages and influence consumer purchasing decisions. The purpose of using celebrity endorsers is to help promote a product or service through advertising in order to pique the interest and curiosity of consumers regarding the advertised products.

Celebrity endorsers play a crucial role in the company's product marketing. A celebrity endorser plays a crucial role in bolstering a brand. Accuracy in selecting the source of the message can be embedded within the attributes of the endorser. Consumers are voluntarily influenced by celebrity endorsements. If consumers are already affected and have the ability to purchase, they will eventually make a purchase of the desired product [7].

The purpose of this study was to examine the effect (1) to test the quality of the product and *celebrity endorser* influence the purchasing decision of *skincare* (2) to test the product quality to influence the purchase decision (3) to examine the influence of the *celebrity endorser* to influence the purchase decision.

II. METHODS

This research was conducted in Bangli Village, Baturiti District, Tabanan Regency. The research design used in this study is causal quantitative, namely research conducted to examine the causal relationship in which changes in one variable cause changes in other variables. The object of this research consists of the independent variable (X) and the dependent variable (Y). The independent variables are product quality (X1)and *celebrity endorser* (X2). The dependent variable is the purchase decision (Y). while the subjects of this study were women from Bangli Village, Baturiti District, Tabanan Regency, aged 17 to 30 years.

According to [8]) population is a generalization area consisting of object subjects that have certain characteristics that are determined by researchers to be studied and then there are conclusions from the results of the research conducted. If a large population of researchers is not possible to study everything in the population, for example, such as limited funds, energy and time, researchers can use samples taken from the community population in Bangli Village, Baturiti District [8]. If the population is too large and the researcher may not be able to study everything that exists and with its limitations, this study can use samples taken from that population. The sample research method used in this research is *purposive sampling method. Purposive sampling* is a sampling technique with certain considerations, [9]. The number of samples depends on the number of parameters estimated. The guideline is 5-10 of the number of indicators selected as respondents [10]. Based on the indicators used in this study, the minimum number of samples that can be taken in this study is 14 x 5 = 70 while the maximum sample that can be taken in this study is 14 x 10 = 140 respondents. In connection with the current COVID-19 pandemic, the researchers took 100 respondents. The tool or instrument used is a questionnaire. The data collected in this study is ordinal data.

This study aims to examine the effect of product quality and *celebrity endorser* purchasing decisions *skincare* either simultaneously or partially, so the method used is multiple linear regression analysis with the help of the SPSS program. Multiple linear regression analysis involves more than one independent variable which is used to determine the effect on the dependent variable.

III. RESULTS AND DISCUSSION

This study uses multiple linear regression analysis method. The variables used in this research are product quality variable (X1), *Celebrity Endorser* (X2) as independent variable and purchase decision (Y) as dependent variable. Before performing multiple linear regression analysis, the previous regression model must meet the requirements of classical assumptions which consist of (1) normality test, (2) multicollinearity test, (3) heteroscedasticity test.

Based on the data that has been processed with the help of the SPSS program shows that the data spreads around the diagonal line and follows the direction of the diagonal line, it can be said that the regression model meets the assumption of normality. Furthermore, the VIF value of each independent variable is smaller than 10 and the *tolerance* is more than 0.10. That way it can be said that among the independent variables, namely the quality of *celebrity endorser* , there are no symptoms of multicollinearity, and the significant value between the independent variables with the *residual* (ABS) greater than 0.05. So it can be said that the regression model used does not have any symptoms of heteroscedasticity.

Table 2. SPSS Output Results Multiple Linear Regression Analysis Effect of Product Quality and *Celebrity Endorser* Purchase Decision *Skincare* Wardah

Parameter	Value	*P-value*	*Alpha (α)*	Decision
RyX1X2	0.837	0.000	0.05	Reject Ho
R^2 XX y 1 2	0.700	-	-	
0.3	3.444	-	-	
PyX1	0.611	0.000	0.05	Reject Ho
P^2 X y 1	0.373	-	-	
PyX2	0.280	0.005	0.05	Reject
P^2 X y	0.079	-	-	
0.001	2	Ho	0.05	Significant
0.7461	Output	0.000	0.05	Significant
0.2042	0.005	Based	0.05	Significant

Source: SPSS

Based on the results of multiple linear regression analysis, the structure of the relationship between product quality variables, *celebrity endorsers* and purchasing decisions is obtained as follows.

= 0.3
Information: = Partial Effect
= Simultaneous Effect

Figure 1. Product Quality Relationship Structure and *Celebrity Endorser* on Decisions on Purchase Decisions

Based on the recap of the multiple linear regression test results, the regression coefficient R value is 0.837 with a *p-value of* 0.000< *alpha* H0rejects which means that there is an effect of product quality (X1)and *Celebrity Endorser* (X2)on the purchase decision of Y, with a contribution of 70% influence. These results indicate that 70% of purchasing decisions (Y) are influenced by product quality (X1), *Celebrity Endorser* (X2). While the remaining 30% is influenced by other variables. So it can be concluded that the product quality variable and *celebrity endorser* jointly play a role in improving purchasing decisions.

Based on the recap of the multiple linear regression test results, it shows the results of RyX1X2 0.837 with a *p-value of* 0.000 < *alpha* 0.05 which states that rejecting Ho which means that there is an effect of Product Quality (X1)and *Celebrity Endorser* (X2)on Purchase Decision (Y), with a contribution of 70% influence. These results indicate that 70% of Purchase Decisions (Y) are influenced by Product Quality (X1) and *Celebrity Endorser* (X2). While the remaining 30% is influenced by other variables. So it can be concluded that the variables of Product Quality and *Celebrity Endorser* together play a role in improving Purchase Decisions.

Based on the recap of the results of the multiple linear regression test showing the results of PyX1 = 0.611 with a *p-value of* 0.000 < *alpha* 0.05, this means that rejecting Ho means that there is an effect of product quality (X1)on purchasing decisions (Y), with the contribution of influence is 37.3%. So it can be concluded that the product quality variable plays a role in improving Purchase Decisions. Likewise with the results of PyX2 = 0.280 *p-value* 0.000 < *alpha* 0.05, this means that rejecting Ho means that there is an influence of *celebrity endorsers* (X2) on purchasing decisions (Y), with a contribution of 28.0% influence. So it can be concluded that the purchasing decision variables play a role in improving purchasing decisions. Product quality and *celebrity endorser* purchasing decisions *skincare* WardahEvery company must always maintain product quality to improve purchasing decisions. In addition, advertising stars or *celebrity endorsers* also have a very important role to advertise a company's products.

According to Tjiptono [11], product quality is quality which includes efforts to meet or exceed customer expectations; quality includes products, services, people, processes, and the environment; quality is an ever-changing condition (eg what is considered quality today may be perceived as less quality in the future). Meanwhile, according to [12] product quality is a condition of an item based on an assessment of its conformity with predetermined measuring standards. Shimp [13] states that *Celebrity Endorser* is someone who has influence on a product being promoted. *Celebrity endorsers* include an artist, athlete, or *public figure.* This is in line with the research results. Research results according to Permana [2] state that purchasing decisions are influenced by brand image factors, *celebrity endorsers, and* product quality.

Product quality and *celebrity endorser* simultaneously have a positive and significant effect on *skincare* Wardah In addition to improving product quality, it is also necessary to expand market reach by creating advertisements and selecting advertisement stars that are in accordance with the products offered to increase the number of purchases.

Product quality partially positive and significant effect on purchasing decisions. This shows that the better the quality of the product, the purchasing decision also increases. [5] product quality is the product's ability to perform its functions, product durability, reliability, precision, ease of operation and repair. This is in line with research conducted by [14] which states that product quality has a positive and significant effect on purchasing decisions.

Celebrity Endorser partially positive and significant effect on purchasing decisions. Shimp [13] states that *celebrity endorser* is someone who has an influence on an advertised product. *Celebrity endorsers* include an artist, athlete, or *public* figure. This is also in line with research conducted by the results of research which states that *Celebrity Endorser* has a positive and significant effect on Purchase Decisions.

Wardah is a beauty brand that is very familiar in Indonesia. One of the most popular products by the public is *skincare* because, in the world of beauty, *skincare* is very important to support daily appearance. What really needs to be done is to maintain the quality of these products and continue to innovate and make new breakthroughs to issue new *skincare* .

Companies that want to improve purchasing decisions must be able to make customers believe in the quality of the products produced so that they can lead to purchasing decisions. When the company has been able to provide good quality products to all customers, it can make it easier to improve purchasing decisions. If the company can focus on Product Quality and *Celebrity Endorser* on purchasing decisions together. First by focusing on one of the variables. Based on the results of research that product quality has a major influence in improving purchasing decisions. If the company is able to provide good product quality by using safe and harmless ingredients, the purchase decision will also increase because consumers are satisfied with the quality of the products offered so that purchasing decisions will increase.

The selection of *celebrity endorsers* has been implemented well by the Wardah company. Wardah chooses *brand ambassadors* from various age groups which are certainly in accordance with the characteristics of the products being marketed. In addition, Wardah also chose *Celebrity Endorsers* who are well-known among the public such as Dewi Sandra, Dian Pelangi Inneke Koesherawati, Zaskia Sungkar, Tatjana Saphira, Raline Shah, Natasha Risky, Amanda Rawles, Fenita Arie. With the *Celebrity Endorser* easier for Wardah to introduce its products to the wider community and will build trust among the public to participate in using Wardah's products. Therefore, with a *Celebrity Endorser* and the right selection, it will increase product purchases.

IV. CONCLUSIONS AND SUGGESTIONS

Wardah skincare is one of the most widely used skincare products in Indonesia, particularly among women. However, Top Brand data indicates that Wardah skincare has fluctuated and no longer occupies one of the top three positions of TBI. However, the residents of Bangli Village, Baturiti District are extremely pleased with Wardah skincare products. This research was conducted due to the factors that influence purchasing decisions, such as the quality of products endorsed by celebrities, as well as the inconsistency of previous research results concerning product quality and celebrity endorsers. This study aimed to determine the simultaneous or partial impact of product quality and celebrity endorsement on Wardah Skincare Purchase Decisions.

Based on the results of the discussion conducted, this study reaches the following conclusions, among others: (1) Product Quality and Celebrity Endorser have a positive and significant impact on Wardah's purchasing decisions for skincare. This demonstrates that the greater the level of product quality and the role of celebrity endorser provided by the company, the greater the number of purchases made. (2) Product quality has a positive and significant impact on the purchasing decisions of Wardah's skincare products. This indicates that the higher the level of purchasing decisions, the higher the level of product trust. (3) Celebrity Endorser has a positive and significant impact on Wardah's purchasing decisions for skincare products. This indicates that the level of purchasing decisions is proportional to the quality of an endorser's role in promoting a product.

On the basis of the results of the analysis, discussion, and conclusions of this study, a number of recommendations are made to improve the future outcomes of this research. This research serves as a reference for product manufacturers in an effort to improve purchasing decisions. Producers are expected to further enhance product quality and the role of celebrity endorsers by enhancing the materials and product design of Wardah's skincare products. In addition, companies must make new innovations in Wardah skincare to make it more appealing, utilize celebrity endorsers with a strong appeal, and select prospective celebrity endorsers with credibility and the ability to represent the product. In addition, it is necessary to comprehend what consumers require and pay close attention to the quality of the products being marketed in order to maintain consumers' trust so that they do not hesitate to make purchases. For future researchers, it is hoped that they will be able to advance research by incorporating variables that influence purchasing decisions, enhancing theories about the variables used, and employing additional data analysis techniques so that they can serve as a reference and contribute scientific insight, particularly in Management Marketing.

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THE EFFECT OF QUALITY OF SERVICE AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION AT THE COFFEE SINGARAJA

[1st]Nyoman Rasma Witriandani
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia
rasma@undiksha.ac.id

[2nd]Nyoman Tria Damarawati
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia
tria.damarawati@undiksha.ac.id

[3rd]Kadek Cindy Lorensa
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia
cindy.lorensa@undiksha.ac.id

[4th]Rahutama Atidira
Department of Management
Universitas Pendidikan Ganesha
Singaraja, Indonesia

Abstract— This study aims to examine the effect of service quality and store atmosphere on customer satisfaction on Yang Coffee either simultaneously or partially. The research design used is causal quantitative research. The number of samples used in this study were 140 respondents using a non-probability sampling technique, namely purposive sampling. The instrument used in this research is a questionnaire and the data analysis technique used is multiple linear regression analysis. The results of this study are: (1) service quality has a positive and significant effect on purchasing decisions with a contribution of 18.4% (2) store atmosphere has a positive and significant impact on purchasing decisions with a contribution of 33.1 % (3) service quality and store atmosphere have a significant effect on customer satisfaction with a contribution of 60.8% influence and the remaining 39.2% influenced by other variables.

Keywords—service quality, store atmosphere, customer satisfaction

I. Introduction

Currently, culinary tourism has a significant impact on the economic growth of a region. As a result, numerous restaurants and cafes have opened to attract tourists. Indonesians are now accustomed to hearing about coffee shops. Numerous individuals prefer to consume coffee in a coffee shop or coffee shop today. Now, coffee shops are used not only for drinking coffee, but also as part of a lifestyle, where they have become a popular gathering spot and a symbol of prestige in the business world. Customer satisfaction is an essential indicator of a business's ability to endure. According to [1], customer satisfaction is a response to the consumption of goods or services. According to [2], consumer satisfaction indicators include: 1) Re-purchase: is a type of consumer behavior that, after the initial purchase of a product or service, is repeated over a period of time based on the satisfaction felt during the initial purchase. 2) Mouth-to-mouth(Word-of-mouth): is a communication made by customers to other customers about a product or service based on their experiences with the product or service. Customers typically seek advice from those who have previously utilized the product or service before making a choice. 3) Make purchasing decisions within the same organization. 4) Company Image If a product has a strong corporate image, it will undoubtedly help build customer loyalty and encourage customers to recommend the product to others. According to [3], various factors can influence customer satisfaction. Store atmosphere has a positive effect on purchasing decisions and customer satisfaction. Yang Coffee Singaraja is a company that also prioritizes service quality and customer satisfaction. This investigation was conducted at Yang Coffee Singaraja, located at Jalan Mayor Metra No. 14 in Singaraja, Bali. The Fig. 1 depicts the volume of product sales at Yang Coffee Singaraja:

Based on the Fig. 1, it can be seen that sales of Yang Coffee Singaraja fluctuated, where in 2018 product sales at Yang Coffee Singaraja were as much as 22,500 units which then in the following month increased by 13,500 units and in the following month decreased by 16,240 units and the following month experienced another increase of 16,540 units. The trend of product sales fluctuations at Yang Coffee Singaraja can be caused by the level of customer satisfaction in shopping. Therefore, it is necessary to know the factors that influence customer satisfaction at Yang Coffee Singaraja. Yang Coffee Singaraja must maintain customer satisfaction and prepare strategies in order to compete with its competitors. One of the factors supporting and forming customer loyalty is customer satisfaction. Customer satisfaction is the level of feeling in which a person expresses the results of a comparison of the performance of the product or service received with what is expected.

Quality can be defined as the degree achieved by the related characteristics in meeting the requirements. According to [4], satisfaction is an attitude that is decided based on the experience gained. Based on initial observations made at Yang Coffee, it was found that the lack of human resources that caused service delays at Yang Coffee caused a decrease in customer satisfaction in line with previous research conducted by [5] based on the results of research that has been carried out, service quality has an influence on consumer satisfaction. However, another study conducted by [4] at the Gojek company in Kediri City stated that service quality had no effect on customer satisfaction. According to [2] the key to retaining customers is customer satisfaction. Satisfaction must be a concern so that companies can compete in the business world. According to [6], there are five dimensions used in measuring service quality, namely: 1) Tangibles (physical evidence) 2) Reliability (reliability) 3) Responsiveness (responsiveness) 4) Assurance (guarantee) and 5) Empathy (caring).

In addition to service quality, store atmosphere is also one of the variables that can affect customer satisfaction. According to [7], "Store Atmosphere is the arrangement of indoor (instore) and outdoor (outstore) spaces that can create comfort for customers". According to [8], Store Atmosphere is the overall impression conveyed by the store layout, decoration, and the surrounding environment. Based on observations made at Yang Coffee, it was found that a narrow parking area, lack of air conditioning and an irregular layout in line with research conducted by [9], store atmosphere had a positive and significant simultaneous effect on customer satisfaction. Ref [1] mention that the indicators of the Store Atmosphere are: 1) Layout 2) Sound 3) Smell 4) Texture 5) Building Design Based on the description of the previous background, it is important to do research with the title "The Effect of Service Quality and Store Atmosphere of Customer Satisfaction at Yang Coffee". 1) To examine the effect of service quality on customer satisfaction Yang Coffee Singaraja. 2) To examine the effect of Store Atmosphere on customer satisfaction Yang Coffee Singaraja. 3) To examine the effect of service quality and Store Atmosphere on Yang Coffee Singaraja.

II. Method

This study employs a causal quantitative research design to examine the causal relationship between independent variables and dependent variable [10]. The quantitative data are the results of distributing questionnaires and tabulating the responses of respondents. The purpose of this study is to determine the impact of service quality and store atmosphere as independent variables on customer satisfaction at Coffee Singaraja. The subjects of this study were Yang Coffee Singaraja customers who had visited at least once. While service quality (X1), store atmosphere (X2), and customer satisfaction are the subjects of this study (Y). This study's data collection procedures are as follows: (1) The literature review is the first step in collecting data and searching for information from various media, whether traditional media such as documents or reference books or digital media that can aid this research. (2) Questionnaire method is an activity to collect data from respondents, wherein the form of the questionnaire in this study is a structured or closed questionnaire with prepared multiple-choice responses to statements. The Likert scale was utilized in the creation of this questionnaire. The population of this study consists of Yang Coffee Singaraja customers. This study uses a sample because the population is very large and the exact number is unknown.

The sample is part of the number and characteristics possessed by the population. The criteria used in sampling are: (1) Customers who have bought directly at the Yang Coffee Singaraja shop at least 1 time, (2) Consumers aged over 17 years to 40 years. The number of samples in the study depends on the number of estimated parameters. The guideline is 5 to 10 times the estimated number of parameters. In this study using 14 indicators so that the number of samples used is 140 respondents.

The data obtained from the questionnaire will then be analyzed using a method called multiple linear regression where data processing is assisted by a digital program Statistical Product and Service Solution (SPSS) 23 for Windows. This analyzes the influence of the independent variables, namely service quality and store atmosphere on the dependent variable of customer satisfaction. Multiple linear regression is used to determine the effect of the relationship between service quality and store atmosphere as an independent variable on customer satisfaction as the dependent variable. The regression equation is as follows:

$$Y = \alpha + \beta 1\ X1 + \beta 2X2 + \varepsilon \quad (1)$$

Classical assumption test must be carried out before testing and analyzing research data with a regression model using a digital program, namely Statistical Package for the Social Science (SPSS). This classical assumption test is used to determine whether an equation of multiple linear regression analysis can be used to predict the variables to be studied. The assumptions test to be used are: (1) Normality Test, which is a way to find out whether a data is normally distributed can be seen from the distribution of data on the diagonal axis of a graph. (2) Multicollinearity, which in this test can be used to analyze a regression model, whether there is an attachment or not a dependent variable with other dependent variables. (3) Heteroscedasticity test is used to determine whether there is a deviation from the model because different variants are used between observations from one observation to another. Meanwhile, for the Coefficient of Determination (R2), the value of the coefficient of determination is 0 to 1. A small value of R2 means that the ability of the independent variables to explain the variation of the dependent variable is very limited. In this study, R2 explains how much influence the service quality variable and store atmosphere on the customer satisfaction variable. Then there is a hypothesis test consisting of (1) F test (simultaneously), which in the test criteria Ho is accepted if the p-value > 0.05. (2) t test (partially) which is in the p-value test criteria < (0.05).

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II. Results and Discussion

Based on multiple linear regression analysis that has been carried out with the help of SPSS 23 software for Windows, the results are presented in the Table I. Based on multiple linear regression analysis, it can be seen that the regression line equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$
$$Y = 2.221 + 0.283X_1 + 0.409X_2 + \varepsilon \qquad (2)$$

TABLE I. RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS

Variable	Regression Coefficient	p-value	Coefficient Correlation	R-Squared
Service Quality	0.283	0.000	0.430	0.184
Store atmosphere	0.409	0.000	0.576	0.331
Constant	2,221			
Sig. F	0.000			
R	0.780			
R-Squared	0.608			

Source: Processed Data (2022)

1.

Therefore, from this equation, it shows that: 1. The constant of 2.221 means that if the service quality (X1) and store atmosphere (X2) , the value is equal to zero, then customer satisfaction at Yang Coffee (Y) is 2.2212. The value of the service quality coefficient (β1) of 0.283 means that the quality of service (X1) has a positive effect on customer satisfaction at Yang Coffee (Y). This means that for every one unit increase in service quality, the customer satisfaction variable at Yang Coffee increases by 0.283 so that it becomes 2.504 (2.221 + 0.283), assuming that the other independent variables remain. 3. The store atmosphere coefficient (β2) of 0.409 means that the store atmosphere (X2) has a positive effect on customer satisfaction at Yang Coffee (Y). This means that for every one unit increase in store atmosphere, the customer satisfaction variable at Yang Coffee increases by 0.409 so that it becomes 2.630 (2.221 + 0.409), assuming that the other independent variables remain. In this study, the R2 value obtained was 0.608 or 60.8%. This means that the quality of service (X1) and store atmosphere (X2) are jointly able to affect customer satisfaction (Y) at Yang Coffee by 60.8%, while the remaining 39.2% is influenced by other variables not included in the analysis. this research.

The first hypothesis proposed in this study is that there is a significant effect between service quality (X1) and store atmosphere (X2) on customer satisfaction (Y) at Yang Coffee in Singaraja. Based on the results of the multiple linear regression analysis in Table 1, it shows that the F test is 106.314 with a p-value of 0.000 Alpha (α) 0.05, which indicates that rejecting Ho means that there is a significant influence on service quality (X1) and store atmosphere (X2) on customer satisfaction (Y). The second hypothesis proposed in this study is that there is a significant influence between service quality (X1) on product customer satisfaction at Yang Coffee in Singaraja. Based on the results of multiple regression analysis, the results show PyX1 = 0.437 with a p-value of 0.000 Alpha (α) 0.05, this indicates that rejecting Ho means that there is a positive and significant effect of service quality (X1) on customer satisfaction (Y). The third hypothesis proposed in this study is that there is a significant influence between store atmosphere (X2) on product customer satisfaction at Yang Coffee in Singaraja. Based on the results of the multiple regression analysis in Table 1 shows the results of PyX2 = 0.583 with a p-value of 0.000 Alpha (α) 0.05, this shows that rejecting Ho, which means there is a significant effect of store atmosphere (X2) on customer satisfaction (Y).

Based on the results of research that has been done, it shows that the two independent variables, namely service quality and store atmosphere have a positive and significant effect on customer satisfaction at Yang Coffee Singaraja with a contribution of 60.8%. These results indicate that the two variables, namely the quality of service and store atmosphere together can affect customer satisfaction. Thus, the research results obtained are in accordance with the formulated hypothesis. This is in accordance with [6] and [11] which says that service quality can be interpreted as an effort to fulfill consumer needs and desires as well as the accuracy of delivery in balancing consumer expectations. A high level of satisfaction can be generated by providing good quality service to customers so as to create a strong relationship between customers and the company.

III. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis and discussion that have been carried out, the following conclusions can be drawn: 1) Service quality has a positive and significant effect on customer satisfaction at Yang Coffee Singaraja. 2) Store Atmosphere has a positive and significant effect on customer satisfaction at Yang Coffee Singaraja. 3) Service quality and store atmosphere together have a significant effect on customer satisfaction at Yang Coffee Singaraja. The suggestions that can be given to further researchers and the Yang Coffee shop are: 1) For further researchers, it is expected to be able to develop this research by adding other variables that can affect customer satisfaction, develop research subjects and can reproduce theories related to the variables used and can use other data analysis techniques that can be used as a reference in further research so that it can add knowledge, especially in management science, especially in the field of marketing. For Yang Coffee, it is also expected to pay more attention to and improve the services provided to increase customer satisfaction. In addition, coffee shops such as Yang Coffee also need to plan the atmosphere of the shop well in order to be able to provide comfort so that consumers feel at home and influence their buying behavior.

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THE EFFECT OF USING *PAYLATER*, HEDONIC SHOPPING MOTIVATION, AND FINANCIAL KNOWLEDGE ON IMPULSIVE PURCHASES IN MARKETPLACE SHOPEE

[1st]Komang Wahyuni Febriyanti*, [2nd]Putu Cornelia, [3rd]I Gede Agus Pertama Yudantara
Department of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
*wahyuni.febriyanti@undiksha.ac.id

Abstract—This study aims to determine the impact of PayLater, hedonic shopping motivation, and financial literacy on impulse purchases. This is a quantitative study involving 400 respondents of Generation Z in Bali Province who have a Shopee marketplace account, have used the Shopee PayLater feature as a payment method, visit the Shopee marketplace account at least once a day, transact on the Shopee marketplace at least once a week, and have studied finance or attended finance-related seminars. Google form media was used to distribute questionnaires in order to collect data. The sample was chosen with the technique of purposive sampling and calculated using the Slovin formula. The data utilized are primary data in the form of responses from respondents, which were processed using SPSS version 26. This research employed a data quality test instrument consisting of validity and reliability tests. Then, the classical assumptions, including tests for normality, multicollinearity, and heteroscedasticity, were conducted. The T test and the coefficient of determination are used for testing hypotheses. Using multiple linear regression analysis, the data were analyzed. The findings of this study indicate that the PayLater feature and hedonic shopping motivation have a positive and statistically significant influence on impulse purchases. Moreover, financial knowledge has a negative and significant impact on impulse purchases.

Keywords—Using PayLater feature, hedonic shopping motivation, financial knowledge, impulse buying

INTRODUCTION

The COVID-19 pandemic has caused many changes in life patterns, where people are required to be able to adapt to all activities carried out online, including shopping. According to the Head of the Payment System Policy Department of Bank Indonesia (BI), during the pandemic e-commerce increased by 26% with new consumers by 51% and the increase in daily transactions occurred up to 4.8 million [1]

Launching from the media (Bali.bisnis.com), shopping transactions through e-commerce in Bali have also increased during the COVID-19 pandemic. Total transactions through e-commerce in Bali recorded an increase in the fourth quarter of 2020 by 27.61% compared to the previous period (quarter to quarter) or annually (year to year) which increased by 69.84% with a total transaction value of Rp1 .120.26 billion (Bank Indonesia, 2021). This happens because of the implementation of the Large-Scale Social Restriction (PSBB) policy which indirectly limits the space for people to move; the limitations that occur make people bored so that they are closer to gadgets and trigger impulse purchases on e-commerce as a time filler. to overcome boredom.

Many online shopping applications are developed and have different advantages, but each of these online shopping applications provides a summary of user transactions, so that users can find out their activities [2].

Of the many existing mobile applications, currently the most popular among the public for shopping is Shopee. This is evidenced by the results of a survey conducted by Kantar, a world-leading data analysis, insight, and consulting company that conducted research related to the “Map of Online Shopping in Indonesia” in September 2021, which revealed that Shopee was in first place beating marketplaces as the most remembered brand or Top of Mind, the most number of users in the last 6 months, e-commerce the most frequently used Brand Used Most Often, as well as the largest average monthly transaction value [3]. Kantar's research results are in line with the Map of E-Commerce in Indonesia issued by iPrice in the second quarter of 2021 which revealed that Shopee was ranked first as marketplace with the highest number of downloads, either on the Google Play Store or Apple App Store.

The payment system that continues to develop is one of the factors driving the development of e-commerce. Launching from [4], the payment method that was originally made using cash only, is now available digital payment. Reported through the media [5], Bali is in the fourth position of the top 10 provinces as the best digital friendly version of East Ventures in 2021 and is recorded to have risen in rank rapidly, which is up three places from the previous year with 47.7 points and has great potential to become a market. It is known that the increase in the value of e-commerce in Bali is dominated by transactions using digital payments [6]. Digital payment has various features such as credit cards, mobile banking, e-wallet, to what is currently widely used by the public is the PayLater [7].

feature PayLater increased during the COVID-19 pandemic, as quoted on the website [3] Mulya Amri as Research Director of the Katadata Insight Center revealed that almost 90% of consumers have used PayLater as a fast, safe, and convenient payment tool of choice. . It is also supported by the results of a survey from the Research Institute of Socio-Economic

Development (RISED) in 2020 of 2,000 respondents who recorded an increase from 7.6% to 9.3% of respondents stated that they used PayLater during the pandemic and increased from 12.5%13.4% of respondents stated that they often use PayLater during the pandemic.

As quoted on the web page [8] through the DailySocial (2021) involving 1,500 respondents, the use of the PayLater on Shopee occupies the first position for the category of PayLater the most usedfeature PayLater it easier to transact, so it can increase the purchasing power of people who tend to make impulse purchases.

Impulse buying behavior is also influenced by one's motivation in shopping. A person's shopping motivation is divided into two motives, namely utilitarian shopping motives and hedonic shopping motives. Currently people's shopping behavior has undergone a change where someone does not think that shopping activities are carried out to meet needs, but are considered as something very fun and interesting so that people will get their own pleasure when shopping. This behavior is known as hedonic shopping motivation.

Impulsive behavior that is considered to have a negative impact can be overcome, one of which is education. Through education, a person can acquire and expand knowledge, includingfinancial knowledge, which can later lead to changes in one's behavior. The better the financial knowledge a person has, the better the way of managing his finances in making decisions, for example determining purchasing decisions. Based on the National Financial Literacy and Inclusion Survey (SNLIK) conducted by the Financial Services Authority (OJK) in 2019 revealed that the public financial literacy index only reached 38.03%, this means that the level of public financial understanding in Indonesia is still low [9].

Based on the explanation above, the goal to be achieved in this study is to analyze the effect of using thePayLater feature, hedonic shopping motivation, and financial knowledge on impulsive purchases on the marketplace Shopee

Unified Theory of Acceptance Use of Technology (UTAUT) is a model used to understand how an information technology system can be accepted and used by the public. The development of the UTAUT model continues to be UTAUT 2 by adding several other variables that influence consumer intentions, namely price value, habit, and hedonic motivation [10]. If the user feels better benefits after the innovation of a technology, then someone has believed in a technology that can help his work will trigger the growth of comfort and desire when using the technology. The desire in question is the desire to accept and continue to use the system to seek pleasure or entertainment [11]. Similarly, when shopping with the aim of seeking pleasure from the use of a technology tends to lead to impulse buying.

LITERATURE REVIEW

A. *PayLater*

Feature PayLater is one of the preferred payment methods on marketplace that allows users to buy the desired item and make payments at a later date when due in installments. With the presence of the PayLater can certainly provide convenience for those with limited funds.feature PayLater can trigger an impulsive buying decision because of the convenience offered to purchase products with substantial financial support and the requirements for submitting the use of the PayLater .

Previous research by [12], and [13] reveal that the use of PayLater has a positive effect on impulse buying because it is easy to buy now and pay later. In line with the research conducted by [14] and [15] revealed that PayLater has a positive effect on impulsive buying behavior in e-commerce. Based on the description above, the first hypothesis that can be formulated is as follows:

H_1: The use of the PayLater has a positive effect on impulse buying through marketplace for Generation Z in Bali Province

B. *Hedonic shopping*

Hedonic shopping motivation is the urge to make purchases based on the desire to get pleasure or enjoyment when doing shopping activities so that they do not pay attention to the benefits of the products purchased. The purpose of a changing shopping experience is to fulfill a desire, the product purchased tends to be done without any prior planning which will lead to an impulse purchase.

Previous research by [16] and [15], revealed that hedonic shopping motivation has a positive effect on impulse buying in e-commerce. In line with the research conducted by [17] to Gopay users in Bekasi City and [18] to students majoring in PIPS class 2018-2019 Jambi University, revealed that hedonic shopping motivation has a significant positive effect on impulsive buying behavior. However, different research results were expressed by [19] that hedonic shopping motivation does not have a positive effect on impulse purchases on e-commerce during the covid-19 pandemic. Based on the description above, the first hypothesis that can be formulated is as follows:

H_2: Hedonic shopping motivation has a positive effect on impulse buying through the Shopee marketplace for Generation Z in Bali Province.

C. *Financial Knowledge*

Financial knowledge is a person's understanding of financial concepts. According to [20] financial knowledge is an individual's skill in managing financial information, determining wealth accumulation decisions, financial planning, pension funds, and debt. In this study, people who have goodfinancial knowledgewill use their money carefully according to their needs, in contrast to people with low levels of financial knowledge will tend to spend their money on a whim without taking into account rational reasons, thus leading to to impulse buying.

Research conducted by [21] reveals thatfinancial knowledgehas a significant negative effect on online impulse purchases on marketplace. In line with research conducted by [22] and [23], revealed that financial knowledge has a significant negative effect on consumptive behavior, especially impulse buying.

However, different research results were revealed by [24] to UNIMED Business Education students and research conducted by [25] to students of the UNESA Economic Education Study Program, revealed that financial knowledge does not have a negative effect on students' impulsive buying behavior. Based on the description above, the first hypothesis that can be formulated is as follows:

H_3: Financial knowledge has a positive effect on impulse buying through the Shopee marketplace for Generation Z in Bali Province.

VII. RESEARCH METHODS

The type of research used is quantitative research using primary data in the form of a questionnaire. This research was conducted on Generation Z in Bali Province who met the research criteria. The population in this study is 1,126,842 Generation Z in Bali Province. The sample was selected using a purposive sampling technique with the following criteria: (1) Respondents are Generation Z (born 1997-2012) who live in Bali Province, (2) respondents have a Shopee marketplace account (3) Respondents make transactions on the Shopee marketplace at least 1 (one)) times a week, (4) Respondents visit the Shopee marketplace at least 1 (one) time a day, (5) Respondents have made payments using the Shopee PayLater method, (6) Respondents have studied or attended seminars related to financial accounting and financial management. The basic formula used in calculating the number of samples is the Slovin formula so that a sample of 400 is obtained.

The variables used in this study are the use of the PayLater feature, hedonic shopping motivation, and financial knowledge, while impulsive purchases are the dependent variable. Data were collected by distributing online media google form. The data were then analyzed using SPSS version 26. The collected data were tested by using validity and reliability tests. Furthermore, the classical assumption test was carried out consisting of a normality test, a multicollinearity test, and a heteroscedasticity test. Then test the hypothesis using multiple linear regression analysis to do the t test and the coefficient of determination test.

VIII.RESULTS AND DISCUSSION

The results of descriptive statistical tests include the minimum score, maximum score, average, and standard deviation. The description of the variable score of knowledge, ease of use, credibility and interest in use is presented in table 1 as follows:

Table 1. Descriptive Statistics Results

	N	Min	Max	Mean	Std. Deviation
using PayLater Features	400	8	15	13.55	1,318
Shopping Motivation	400	16	30	26.95	2,526
Financial Knowledge	400	5	18	8.23	2,428
Impulsive Purchases	400	11	20	17.90	1,524

Source: Processed data, 2022

Variable use of PayLater has the lowest score is 8 and the highest score is 15 with an average score of 13.55 which means that the value of the knowledge variable tends to be high. The standard deviation is 1.318, which means that the amount of data distribution on the variable using the PayLater is 1.318 from a total of 400 respondents. The mean of 13.55 has a higher value than the standard deviation of 1.318, thus indicating the low deviation of the data or it can be concluded that the data is evenly distributed.

The hedonic shopping motivation variable has the lowest score of 16 and the highest score of 30 with an average score of 26.95, which means that the value of the hedonic shopping motivation variable tends to be high. The standard deviation is 2.526, which means the amount of data distribution on the hedonic spending motivation variable is 2.526 out of a total of 400 respondents. The mean of 26.95 has a higher value than the standard deviation of 2.526, thus indicating the low deviation of the data or it can be concluded that the data is evenly distributed.

The financial knowledge variable has the lowest score of 5 and the highest score of 18 with an average score of 8.23 which means that the value of the financial knowledge variable tends to be high. The standard deviation obtained is 2.428, which means the amount of data distribution on the financial knowledge variable is 2.428 from a total of 400 respondents. The mean of 8.23 has a higher value than the standard deviation of 2.428, thus indicating the low deviation of the data or it can be concluded that the data is evenly distributed.

The impulsive buying variable has the lowest score of 11 and the highest score of 20 with an average score of 17.90 which means that the value of the impulsive buying variable tends to be high. The standard deviation is 1.524, which means that the amount of data distribution on the credibility variable is 1.524 from a total of 400 respondents. The mean of 17.90 has a higher value than the standard deviation of 1.524, thus indicating the low deviation of the data or it can be concluded that the data is evenly distributed.

Tests on research instruments were carried out after descriptive statistical tests. The instrument test consists of a validity test and a reliability test. The results of the validity test in this study indicate that all question items in the research questionnaire have a significance value of 0.000 <0.05 and the calculated is more than the rtable of 0.098 which is determined based on the number of n data, namely 400. So it can be concluded that all items the questions in the research questionnaire are valid to use. Furthermore, the reliability test was carried out by looking at the Cronbach Alpha resultingOf all the items tested, the results showed that the Cronbach Alpha for the statement items in the variables using the PayLater, hedonic shopping motivation, financial knowledge, and impulse buying was more than 0.6. So, it can be concluded that the question items are reliable to use.

The classical assumption test was carried out after the research instrument test. The classical assumption test consists of normality test, multicollinearity test, and classical assumption test heteroscedasticity test in this study is presented in table 2 as follows:

Table 2. Classical Assumption Test Results Classical

Assumption Test	Value/Output
Normality Test	
Monter CarloSig. (2-tailed)	0.120[d]
Exact Sig. (2-tailed)	0.116
Multicollinearity	
Tolerance	
Using *PayLater*	0.732
Shopping Motivation	1.711
Financial Knowledge	0.674
VIF	
Using *PayLater*	1.365
Shopping Motivation	Heteroscedasticity
1.483	Test
Sig	
.	
Use of *the PayLater*	0.065
Shopping Motivation	0.557
Financial Knowledge	0.377

Source: Processed data (2022)

The normality test in this study uses the One Sample Kolmogorov Smirnov Test by looking at the values of Monte Carlo Significan and Exact Significan generated. If the value of Monte Carlo is significant and Exact Significan > 0.05 then the data is normally distributed. Based on the normality test conducted in this study, the respective values were 0.120 and 0.116. So, it can be concluded that the data in this study are normally distributed.

Multicollinearity test was conducted to determine whether the regression model was free from multicollinearity. The multicollinearity test can be detected by looking at the tolerance > 0.10 and the VIF value < 10. The results in this study indicate that the variables using the PayLater feature, hedonic shopping motivation, and financial knowledge have a tolerance > 0.1 and a VIF value < 10. Therefore, it can be concluded that this research is free from multicollinearity.

The last test in the classical assumption test is the heteroscedasticity test. This study uses the Glejser test to detect symptoms of heteroscedasticity. If the significance value is > 0.05, it can be said that the study is free from heteroscedasticity symptoms. Based on the results of the study in table 2, it can be seen that all independent variables in this study have a significance value > 0.05. Consequently, it can be concluded that this research is free from heteroscedasticity symptoms.

Based on the results of the classical assumption test, it can be seen that the research data has passed the classical assumption test. The next stage is to perform multiple linear regression analysis to determine the effect of two or more independent variables on the dependent variable. The results of multiple regression analysis in this study are presented in table 3 as follows:

Table 3. Results of Multiple Linear Regression Analysis

Model	*Unstandardized Coefficients* B	*t*	*Sig.*
(constant)	9,540	11,475	
Features 0.179	PayLater	11,124	0.000
Shopping Motivation	0.277	Hedonic	0.000
Financial Knowledge	-0.187	-7,632	0.000

Source: Data processed, 2022

Coefficient value1 = 0.179 which shows the results in a positive direction so that there is a positive influence between PayLater Feature usage variables (X1) and impulse purchases (Y). The value of the coefficient2 = 0.277 which shows the results in a positive direction, so that there is a positive influence between the hedonic shopping motivation variable (X2) and impulse buying (Y). The value of the coefficient3 = -0.187 which shows the results in a negative direction, so that there is a negative influence between the variables of financial knowledge (X3) and impulse buying (Y).

The next hypothesis test is a partial variable test or t test. Testing the effect of the independent variable on the dependent variable is done by comparing the tcount and t-table values and the significance value. If the value of tcount > ttable and the significance value < 0.05, then the independent variable has an effect on the dependent variable. Based on table 3, it can be seen that the tvalue and the significance value for each independent variable can be seen. The variable using the PayLater feature (X1atcount of 4.144 and a significance value of 0.000, for a ttable of 1.96597 based on the number of n=400 with a significance of 0.05. So it can be concluded that H1) in this study is accepted, namely the use of the PayLater feature (X1apositive and significant effect on impulse buying (Y).

The hedonic spending motivation variable (X2)) has a tcount of 11.124 and a significance value of 0.000, for a ttable of 1.96597 based on the number of n=400 with a significance of 0.05. So it can be concluded that H2) in this study is accepted, namely hedonic shopping motivation (X2hasa positive and significant effect on impulse buying (Y).

The financial knowledge variable (X3) has a t value-7.632 and a significance value of 0.000 for the ttable of 1.96597 based on the number of n = 400 with a significance of 0.05. Thus, it can be concluded that H3 in this study is accepted, namely financial knowledge (X3) has a negative and significant effect on impulse buying (Y).

The last hypothesis test is testing the coefficient of determination. This test was conducted to measure the level of the model's ability to explain the variation of the independent variables. Adjusted R-Square is used in testing the coefficient of determination. The results of the coefficient of determination test are presented in table 4 as follows:

Table 4. The results of the Determination Coefficient of Determination

Model	R	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*

a	1.770 .59(	.594	.975	Basec

Source: Processed Data, 2022

Based on table 4, it can be seen that the Adjusted R Square value is 0.590 which means that the variation in the independent variable is able to explain 59% of the variation in impulse buying. While the remaining 41% is influenced by other factors outside this study that can affect impulse buying.

The Effect of Using the PayLater Feature Impulsive Purchases through Marketplace for Generation Z in Bali Province

Multiple linear regression analysis reveals that the coefficient value for the variable using the PayLater feature is 0.179, indicating a positive result; therefore, it can be concluded that the use of the PayLater feature (X1) has a positive effect on impulse purchases (Y). This means that if the variable associated with the PayLater feature (X1) increases, and all other variables remain constant, the amount of impulse purchases (Y) will also increase.

Based on the results of the partial statistical test (t test), the variable utilizing the PayLater feature (X1) has a tcount value of 4.144 and a significance value of 0.000, resulting in a t-table value of 1.96597 for n = 400 with a significance level of 0.05. These results indicate that tcount is greater than ttable and the significance value is less than 0.05. Thus, it can be concluded that Hypothesis 1 in this study is supported, namely that the PayLater feature (X1) has a positive and statistically significant impact on impulse purchases (Y).

The results of this study bolster the theory of Unified Theory of Acceptance Use of Technology (UTAUT) 2 by examining the relationship between acceptance and use (Venkatesh et al., 2012). The UTAUT 2 construct, performance expectancy, and effort expectancy variables are used to evaluate whether consumers can experience enhanced benefits and conveniences following a technological innovation. Since March 2019, Shopee has innovated digital credit payment services by partnering with PT Lentera Dana Nusantara (LDN) to offer the PayLater feature, in this case Shopee PayLater [26]. The PayLater feature can be advantageous for individuals with limited funds. Due to the convenience offered to purchase products with substantial financial support and the requirements for submitting the use of PayLater, the PayLater feature can encourage impulsive purchases.

Using Shopee PayLater for payment transactions, intending to continue using Shopee PayLater, and recommending Shopee PayLater to others are used as indicators for the variable use of the PayLater feature.

The findings of this study are supported by the findings of [12] and [13] who found that the convenience of buying now and paying later has a positive impact on impulse buying. In accordance with the findings of [14] and [15], PayLater has a positive impact on impulsive buying behavior in e-commerce transactions.

The Effect of Hedonic Shopping Motivation on Impulsive Purchases through Marketplace for Generation Z in Bali Province

According to the results of multiple linear regression analysis, the coefficient value for the variable 'ease of use' is 0.277%, which indicates a positive relationship between hedonic shopping motivation variables (X2) and impulse purchases (Y). If the variable measuring hedonic shopping motivation (X2) increases, and assuming that all other variables remain constant, the amount of impulse purchases (Y) will also increase.

According to the results of the partial statistical test (t test), the ease-of-use variable (X2) has a tcount value of 11.124 and a significance value of 0.000, resulting in a t-table value of 1.96597 based on n = 400 and a significance level of 0.05. These results indicate that tcount is greater than ttable and the significance value is less than 0.05. Therefore, H2 in this study can be accepted; hedonic shopping motivation (X2) has a positive and significant effect on impulse buying (Y).

The results of this study strengthen the Unified Theory of Acceptance Use of Technology (UTAUT) 2 theory by [10] One of the constructs of the Unified Theory of Acceptance and Use of Technology (UTAUT) 2 is hedonic motivation, which is defined as the pleasure and comfort derived from the use of technology and directly experienced when using the technology [10] If it is associated with shopping, the changing shopping experience is intended to satisfy desires. Purchases are typically made without prior planning, leading to impulse purchases. Adventures to find new or unique items (adventure shopping), shopping with friends/relatives (social shopping), shopping to entertain themselves and relieve stress (gratification shopping), shopping to obtain information (idea shopping), buying goods to be given to others (role shopping), and getting goods at a discount are indicators used in this study for hedonic shopping motivation variables (value shopping).

[16] and [15] have found that hedonic shopping motivation has a positive effect on impulse purchases in Indonesian e-commerce. In accordance with studies conducted by [17] on Gopay users in Bekasi City and [18] on students majoring in PIPS class 2018-2019 at Jambi University, hedonic shopping motivation has a significant positive effect on impulsive purchasing behavior.

The Effect of Financial Knowledge on Impulsive Purchases through Marketplace for Generation Z in Bali Province.

The coefficient value for the financial knowledge variable in the multiple linear regression analysis is -0.187, indicating that the results are negative; there is a negative relationship between the variables of financial knowledge (X3) and impulse buying (Y). Consequently, if there is an increase in the financial knowledge variable (X3) and all other variables remain constant, the quantity of impulse purchases (Y) will also increase.

According to the results of the partial statistical test (t test), the financial knowledge variable (X3) has a tcount value of 7.632 and a significance value of 0.000, resulting in a t-table value of 1.96597 based on n = 400 and a significance level of 0.05. These results indicate that tcount is greater than ttable and the significance value is less than 0.05. Thus, it can be concluded that the third hypothesis in this study is supported, namely that financial knowledge (X3) has a negative and significant effect on impulse purchases (Y).

The results of this study strengthen the Unified Theory of Acceptance Use of Technology (UTAUT) 2 theory by [10] Financial knowledge can explain the UTAUT 2 model, which is a combination of eight theories, one of which is TPB (Theory of Planned Behavior), which states that a person's target may adopt a behavior if the person has a positive attitude toward the behavior People with sound financial knowledge will use their funds prudently when necessary. Low-financial-literacy individuals, on the other hand, have a tendency to spend their money on whim without considering rational reasons, resulting in impulsive purchases. Basic personal finance knowledge, money management knowledge, credit and debt management knowledge, saving and investment knowledge, and knowledge of risk management are the indicators used to measure the financial knowledge variable (risk management).

The findings of this study are supported by research conducted by [21] which demonstrates that financial knowledge has a significant negative effect on online impulse purchases made on marketplace websites. In accordance with research conducted by Maulana and [22] and [23] it was discovered that financial knowledge has a significant negative impact on consumer behavior, particularly impulse purchases.

V. CONCLUSION

Based on the results and discussion of the research that has been described, it can be concluded as follows: 1) The first and second hypothesis testing shows that the use of the PayLater feature and hedonic shopping motivation has a positive and significant effect on impulse buying. The ease and benefits of using the PayLater feature as well as changes in people's shopping goals, especially Generation Z, trigger behavior because they shop based on desires and feelings, not to fulfill needs. 2) The third hypothesis testing shows that financial knowledge has a negative and significant effect on impulse buying interest. The higher the level of financial knowledge of Generation Z, the smaller the impulsive buying behavior because people with good financial knowledge will be more careful in using their money. 3) In this study, the hedonus shopping motivation variable has the greatest influence on impulse buying. This is not without reason, considering that hedonic shopping motivation is an urge to make purchases based on the desire to get pleasure or enjoyment when shopping is carried out by Generation Z which is a period of searching for identity, so that they will always follow trends to be recognized by people. other factors that encourage impulse buying.

Several recommendations are made in relation to the findings and conclusions of this study. First, it is hoped that people, particularly Generation Z in Bali Province, who have relatively limited financial knowledge will learn more about finances in order to be able to better manage personal finances, such as determining the maximum allocation of spending for online shopping. It is hoped that Shopee will continue to innovate, for instance by increasing the availability of discounts and cashback when consumers make purchases using the PayLater feature. This is done so that interest in Shopee's PayLater feature as a payment method continues to rise, thereby indirectly increasing consumers' purchasing power. Thirdly, additional researchers can add respondent demographics or characteristics to maximize results, such as monthly online shopping expenditures. Thus, researchers can determine the proportion of income spent on online shopping, and if it exceeds the average, they can conclude that impulsive shopping behavior exists..

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THE GLOBAL TREND OF LEADERSHIP IN CLUSTER RESEARCH: A SYSTEMATIC REVIEW APPROACH

1st Citra Ari Mangesti
Master of Human Resources Management
Sarjanawiyata Tamansiswa University
Yogyakarta
citraari16@gmail.com

2nd Syamsul Hadi
Master of Human Resources Management
Sarjanawiyata Tamansiswa University
Yogyakarta
syamsul.hadi@ustjogja.ac.id

3rd Kusuma Candra Kirana
Master of Human Resources Management
Sarjanawiyata Tamansiswa University
Yogyakarta
kusumack@ustjogja.ac.id

***Abstract*— Leadership is a movement to influence how other people behave with the aim that they will be coordinated to achieve certain goals. Leadership is concerned with members who have distinctive features of a group that can be positively distinguished from other members in behavior, personal characteristics, thinking, or group structure. Meanwhile, management is a series of activities consisting of planning, implementation, supervision, and control to achieve certain goals that have been targeted through the use of human resources and other sources. This study uses a data analysis method, namely Systematic Analysis. This study uses the Systematic Literature Review (SLR) method to identify, analyze and discuss all the data needed in this study. Where the Systematic review method is known as a method that combines many original studies by classifying based on criteria. This method of search assesses and compiles all relevant empirical evidence to provide a complete interpretation of the research results. This research was built consisting of four major stages. The details of the major stages are explained separately. The stages and details of the stages will be followed by the implementation method. In the literature search process, the selection of search results is done by filtering the search results based on predetermined criteria. The criteria used are inclusion and exclusion which are then used as the basis for selecting literature. It was concluded that every leader in the organization must-have criteria that have been set by the company to be able to manage existing resources within the company, so the company will be able to more easily achieve the organizational goals that have been determined.**

Keywords*— *Leadership, Management, Members of Management, Planning

IX. INTRODUCTION

Here can be captured an agreement that if someone has started to want to influence the way other people behave, here the leadership movement has begun. The influence and power of a leader begin to appear relevant (Muhtarom, 2022). Talking about leadership can be started anywhere, it can be from the point of view of organizational behavior science because leadership is often linked with management. Along with the times, scientific leadership began to develop along with the growth of scientific management which is better known as the science of leading. This can be seen from the many kinds of literature that examine leadership (leadership) with various points of view or perspectives. Leadership is a strength or ability that exists within a person. This leadership attitude is used when leading. Quoted from (Leny, 2019), every agency or institution needs a figure (leader) who will guide and direct the implementation of management in that institution. A good leader must have a good leadership spirit and knowledge about leading. If the leader who will lead in an institution does not have these two things, it will be difficult to carry out his function and role as a leader. Every leader must always hold the trust they lead because leadership stands on the basis of trust. When trust is fragile, the leader will soon collapse. Therefore, the most basic and most important thing when becoming a leader is to instill a sense of trust in members or subordinates. Because in that way a leader will be respected and respected in an organization including in institutions and usually the sense of trust that subordinates have depends on the type of leadership of the person who leads it. To become a leader, you must have good leadership. In quantitative analysis using Publish or Perish (Pop), this study aims to determine the number of research articles on leadership, build a map of knowledge to determine the extent of research on leadership, identify variables that have been widely studied by researchers related to leadership (Ahmad et al., 2020). The research was carried out through several stages, including looking for articles with the keyword leadership in the 5.0 era in the Publish or Perish (Pop) application. From the explanation above, so the authors are interested in taking research on leadership with this method.

X. RESEARCH METHOD

A systematic quantitative literature review was carried out on leadership and management research. In this study, systematic review research was used, where the Systematic review method is known as a method that combines many original studies by classifying based on criteria and carried out in a structured and planned manner to increase depth in reviewing and making a summary in research evidence. This method search assesses and compiles all relevant empirical evidence to provide a complete interpretation of the research results. Systematic reviews also help identify research gaps in understanding within a field. The object of this research is the leader and management system. The Systematic Literature Review (SLR) method used in this study consisted of three stages, namely planning, conducting, and reporting. The following is a description of the process or stages in the SLR.

a. Planning

The initial stage is planning publication search and extraction process. Making questions at this stage is based on five elements, namely Population, Intervention, Comparison, Outcomes, and Context.

b. Conducting

This stage is the implementation of which has been specified. The screening process is based on inclusion criteria, namely.

1. Journal publications in this article are will be conducted periods in 2017 - 2020.
2. The data obtained comes from Google Scholar obtained through the Publish or Perish application.
3. The data used is within the scope of the information system.
4. The data have been clear sources and are published in journals.
5. The journal data obtained has become a reference for other research at least once. And the exclusion criterion is research that is not written in Indonesian.

XI. Results and Discussion

Time Distribution of Leadership and Management Articles

a. Planning

The following are the four elements of PICOC in this study.

Table 1 Description and Application of PICOC

Size	Application in current study
Defining a topic	Kepemimpinan dalam manajemen
Formulating research questions	1. Is the journal published in 2017-2022? 2. What theory does the article adopt? 3. What are the specific themes that this paper explores? 4. What research methods are used to conduct the research?
Identify key words	Leadership and management
Identify and search the database	2 databases used, research get and google scholar

The query items are expanded to include 2022 because the review covers the last ten years. To find out the level of significance that scientists have provided for authority research over the last ten years, is determined the proportion of the number of articles distributed in each extended period over the last ten years.

b. Conducting

The data search process uses the Publish or Perish application by accessing the Google Scholar page using the keywords "Leadership and management", during 2017-2022. The results of the initial data search found a total of 951 data consisting of journals, and citations.

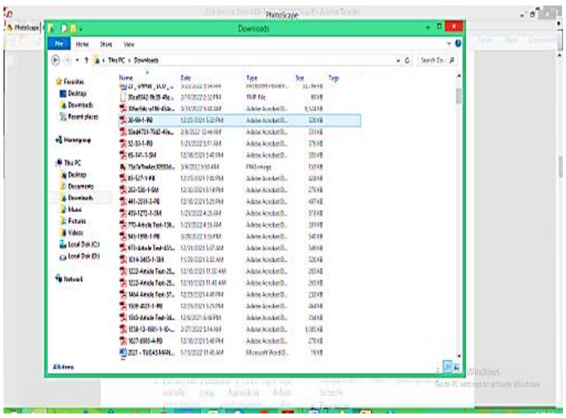
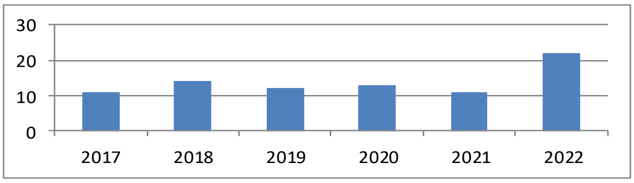


Figure 1 Search Process Using Publish

The results of the search process above were selected based on the following criteria:

1. Journal publication will be conducted in 2017-2022.

2. The data obtained comes from Google Scholar obtained through the Publish or Perish application (POP Application).
3. The data used is within the scope of the information system.
4. The data have clear sources and are published in accredited journals.
5. The journal data obtained has become a reference for other studies (quotes) at least once.



The results of the selection based on the above criteria finally left 83 journals, which were then re-selected according to the quality assessment. Furthermore, an evaluation is carried out based on the criteria for journals published in 2017-2022 and provides an explanation of the method used. It was found that 83 journals used in this study have passed the quality assessment. The next stage will answer the questions from the Research Question and discuss the results of leadership in cluster research the dominant management emerging periods in the year 2017-2022.

1. Is the journal published from 2017 – 2022?
   The journal that is used as a reference in this research is using journals published in the 2017-2022 period.
2. What theory is adopted from the article? In this study, the theory adopted is the theory proposed by Hallinger 2019.
3. What are the specific themes explored in this research?
   The theme explored in this research is about leadership in management where every leader in the organization or company must meet the criteria in accordance with existing standards in the company in order to be able to manage existing resources within the company.
4. What methods are used in the research? In this study, a systematic method was used which was carried out by collecting research sources from previous researchers so as to create a new reference that can be developed by future researchers.

XII. Conclusion

Based on this study, it was concluded that based on the systematic literature review method conducted in publications published in 2017-2022, it was concluded that every leader in the organization must have the criteria set by the company to be able to manage existing resources within the company, thus then the company will be able to more easily achieve the organizational goals that have been determined. It is hoped that this research can be used as a reference for future researchers and the contents contained in it can be further developed, so that this research can be useful for all.

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THE INFLUENCE OF ENTREPRENEURIAL LEADERSHIP, ENTREPRENEURIAL ORIENTATION, AND INNOVATION CAPACITY ON COMPETITIVE ADVANTAGE IN SMES BATIK UDAR WELINGAN MAGETAN

1st Putri Oktovita Sari
Department of Management
Universitas PGRI Madiun
Madiun, Indonesia
putrioktovia@unipma.ac.id

2nd Metik Asmike
Department of Management
Universitas PGRI Madiun
Madiun, Indonesia
smikemetik@gmail.com

3rd Anggi Nur Cholifahini
Department of Management
Universitas PGRI Madiun
Madiun, Indonesia
anggicholifah20@gmail.com

***Abstract*— This study aims to determine the effect of Entrepreneurial Leadership, Entrepreneurial Orientation and Innovation Capacity on Competitive Advantage in MSME Batik Udar Welingan Kenongomulyo Magetan Village. The sample in this study amounted to 55 people consisting of SMEs batik Udar Welingan Kenongomulyo Village. The instrument in this study used a questionnaire with 22 statements. Data analysis in this study used multiple regression analysis using the SPSS application. The results of this study indicate that the Entrepreneurial Leadership variable has a positive and significant impact on the Competitive Advantage of SME'S Batik Udhar Welingan Kenongomulyo Magetan.**

Keywords—Entrepreneurial Leadership, Entrepreneurial Orientation, Innovation Capacity, Competitive Advantage.

I. INTRODUCTION

According to Putra (2016), the textile industry is the industry that has the biggest contribution to economic growth in Indonesia. Indonesia is known for its textile products, one of which is batik, which has a lot of fans. Batik is widely developed in SMEs as a form of government in order to overcome the downturn of the economic crisis (Panjaitan, et.al. 2020). The demands for economic welfare make MSME actors to think creatively and innovatively to face increasingly dynamic market conditions. Including SME's Batik Udar Welingan Magetan. Data shows that during the last few months sales only sold one batik pattern.

Market demand is changing dynamics, these changes have an impact on changes in customer preferences. According to Basco et al (2019), change requires innovation followed by an entrepreneurial leadership spirit by both SME's leaders or managers so that their competitiveness for products produced with other SME's is superior in the current digital era. According to Leitch and Volery (2017), besides the reasons for innovation in SMEs, entrepreneurial leadership is needed as a quick and precise decision-making figure. Entrepreneurial leadership is also closely related to the owner as the center of attention (Zu, et al, 2019). For this reason, the entrepreneurial spirit of SME's is needed to regulate SME's in a dynamic era in order to achieve competitive advantage.

Renko et al (2015) added that entrepreneurial leadership is a way of influencing and directing team performance to achieve organizational goals by looking at existing opportunities. In other words, SMEs that have entrepreneurial leadership will be able to achieve a competitive advantage. In addition to entrepreneurial leadership, another factor that can support the achievement of competitive advantage is entrepreneurial orientation. Entrepreneurial orientation is a strategic form of an organization that is contained in the form of policies to develop entrepreneurial activities in order to achieve competitive advantage (Martens et al, 2017). In contrast to entrepreneurial leadership that leads to "soul", while entrepreneurial orientation focuses on innovation in the form of output that can achieve competitive advantage.

Competitive advantage can not only be achieved with the soul and orientation alone. However, we must look at the capacity of our resources to be able to innovate or commonly known as innovation capacity. In this context, good innovation capacity is supported by resources capable of integrating innovation, being pro-active, and taking a high level of risk under certain conditions (Parlines, et al, 2016). If the three aspects of innovation capacity can be met then the organization can easily achieve competitive advantage.

II. THEORY

A. *SMES*

Based on UU 20 tahun 2008 SMES concerning a productive businesses owned by people or individuals that meet the following criteria:
1. have a net worth of more than IDR 50,000,000 up to a maximum of 500,000,000.
2. have annual sales of more than Rp. 300,000,000 to Rp. 2,500,000,000.

SMES have functions and roles that are urgent for the community's economic activities, including:
1. procurement of goods and services;
2. labor recruitment;
3. equitable income;

4. local products that can have added value;
5. Increased prosperity of society.

B. Entrepreneurial Leadership

*Entrepreneurial Leadership*is a distinctive leadership model that can be expressed in any institution. Entrepreneurial leadership is a relatively emerging paradigm that has been applied to address the ever-changing and dynamic nature of organizations (Bagheri et al, 2011). this leader. Entrepreneurial leadership is based on creating leaders identifying and exploiting opportunities in innovative and risky ways (Nwachukwu et al 2017).

*Entrepreneurial Leadership*is a model of how to lead where a business owner is quick to take advantage of opportunities, analyze, and use existing opportunities with a creative and risky attitude (Nwachukwu et al, 2017). Concept indicators according to Kusmintarwanto (2014) are as follows:

1) Able to motivate

A leader must be able to stimulate the morale of others to produce maximum performance and be able to direct others to work properly.

2) Visionary

Have a picture of the business that I am involved in in the future, Able to tell others about the business or business that I am in. Able to communicate my expectations about the business or business that I am involved in to others. Able to convince others about the business or business that I am in to others

3) Proactive

Provide a positive response to events that occur. Able to see and read opportunities that occur in the market. Act faster in response to changes that occur

4) Innovativeness

Active in seeking ideas about new products or business processes. Invite others to think together to find a new product or business process. Encouraging others to be creative in creating new products or business processes

5) Risk Taking

Willing to bear the possibility of material loss, such as buildings, machinery, vehicles. Willing to bear the possibility of financial losses such as money and savings at work

6) Achievement Oriented

Give more attention to the business or business involved. Willing to supervise business processes from upstream to downstream. Want to change the plan that has been planned

7) Persistence

Have resistance to work pressure. Act concretely when obstacles arise. Be persistent in overcoming any difficult obstacles

C. Entrepreneurial Orientation

EO is defined as the right method to solve problems related to business competition and avoid emphasizing competition. Such a process becomes mandatory in carrying out the entrepreneurship of a business, namely when identifying business opportunities, innovating activities and making the best use of opportunities (in Caseiro & Coelho, 2018). According to Parkman 2012, Entrepreneurial orientation is divided into three indicators, namely innovative, namely the actions of an entrepreneurial individual to get new opportunities, proactively having a focus on methods to create things that can be done by means of a diligent process, adapting skills to a situation, and carrying out methods. different than usual (Fillis & Rentschler, 2010). Proactivity is also interpreted as a view to explore opportunities.

D. Innovation Capacity

Innovation is a new invention that is different from existing or previously known ones. people or entrepreneurs who always innovate, then he can be said to be an innovative entrepreneur. innovation capacity is a factor that can be improved by working. Innovation capacity is a company's method and capacity to produce innovative outputs (Sander, 2018). Mulyana (2014) added an indicator of innovation capacity, namely product, technology, service and market innovation.

E. Competitive Advantage

Harapan semua perusahaan guna The hope of all companies to create an increase in competitiveness that has an impact on the company's superiority compared to competing companies is certainly very necessary in the business scope in order to realize Competitive Advantage..Functional departments are maximized into a strategy that is implemented in starting their efforts. The initial thought in realizing Competitive Advantage begins with designing a business expansion design that will be implemented by the company. Then it will be identified by the company, determine the goals and policy directions that the company will decide to achieve the goals. Competitive Advantage is the company's ability to obtain maximum profits compared to rival companies in the same industry (Darmanto, 2015).

The Competitive Advantage method applied by a company has an effect on the company which will later have the ability to learn speed to analyze market conditions compared to competitors and be able to apply appropriate product/service promotion designs. Therefore, the indicators of competitive advantage are divided into several aspects, namely (1) the superiority of product quality created is the company's skills when offering quality products and quality services in showing good value to consumers. What is meant by product quality is the alignment of a product with the wishes of the buyer. With a competitive advantage strategy, quality will later have good competitiveness and can add value to consumers rather than competing businesses. (2) Selling price, namely One of the Competitive Advantage indicators is the selling price, namely bills, the budget spent on product packing, shipping costs, placement and other budgets issued until the product is received by consumers. The basis for measuring a company that has a competitive advantage over rival companies is when a company can analyze the willingness of its customers, especially the price of the product, because the price of a product will have an impact on consumer interest in buying. (3) Production costs, quality companies are companies that can minimize production costs so that the products issued can be affordable and desired by consumers. The production budget includes product processing, obtaining basic raw materials, the budget for payment of employee salaries and other cost budgets spent until the products produced are ready to be stored in warehouses for stock or sold directly to customers. (4) Asset capability, namely assets owned by the company that can be used to support the process of realizing Competitive Advantage. Capital is needed for various things, such as the production process using machines, while the procurement of machines requires capital. The asset in question is not only capital but other resources. For example, HR (Human Resources), SDA (Natural Resources), and other resources. (5) Expertise and capacity, Management of a business as well as employees must have an ability and proportion in carrying out their work. Quality human resources are needed by companies in realizing Competitive Advantage, because in reality, service differentiation and product differentiation efforts require qualified capabilities and businesses that do not have good capabilities will not be able to realize Competitive Advantage in their business environment. Capacity capabilities are the basis of measurement in business based on their production skills. The maximum production efficiency of a company has a relationship in line with the maximum production expertise of a company. Companies or industries that apply Competitive Advantage must have very high attention on efficiency in production.

III. METHODS

This research is a quantitative research using 55 respondents of SME'S Batik Udar Welingan Magetan. The data collection technique used in this study is primary data obtained from observations, interviews, and questionnaires. In addition to primary data, this study also uses secondary data from libraries and journals. The data were processed using statistical tests with SPSS.

IV. DISCUSSIONS AND CONCLUSION

A. The Influence of Entrepreneurial Leadership on the Competitive Advantage of SME'S Batik Udar Welingan Kenongomulyo Magetan Village

Based on the results of the linearity calculation, the Deviation from Linearity Sig value is obtained. of 0.491 > 0.05. So it can be concluded that there is a significant linear relationship between the Entrepreneurial Leadership variable and Competitive Advantage. Thus the value hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, so it can be concluded that there is a significant influence between Entrepreneurial Leadership on Competitive Advantage. This study shows that entrepreneurial leadership has an effect on Competitive Advantage in SME'S batik Udar Welingan, Kenongomulyo Village, Magetan. This means that the existence of good leadership abilities in SME's will be able to direct the management of SME's to be more competitive and have a competitive advantage.

Findings that show that competitive advantage can be increased with entrepreneurial leadership, if SME'S Batik Udhar Welingan wants to increase their competitive advantage, it is very important to pay attention to the extent to which leaders already have an entrepreneurial spirit based on leaders who are able to create, identify, and take advantage of opportunities in an appropriate way. innovative and full of risk (Nwachukwu et al, 2017).

The findings in this study are in line with the results of research conducted by Yusnita and Wahyudin (2017) who examined Micro Enterprises in Bangka Regency, where the results proved that Entrepreneurial Leadership has an effect on competitive advantage in micro-enterprises in Bangka Regency. Thus, the hypothesis in this study which reads "Entrepreneurial Leadership has a significant and positive effect on Competitive Advantage in SME'S Batik Udhar Welingan, Kenongomulyo Magetan Village" can be declared accepted and proven true.

The questionnaire theory of research conducted by Sulistyowati (2018) shows that the results of the data analysis carried out show that Entrepreneurial Leadership has a significant influence on competitive advantage in SME's assisted by the Surabaya City Trade Office as evidenced by the t value of 4.778 which means greater than 1.96, so it can be explained that Increasing competitive advantage in SMEs assisted by the Surabaya City Trade Office can be formed through the existence of entrepreneurial leadership or good entrepreneurial leadership, because with good leadership abilities in entrepreneurship it will be able to direct the management of SMEs to be more competitive and have a competitive advantage.The influence of entrepreneurial leadership on competitive advantage in SME's assisted by the Surabaya City Trade Office is positive which indicates that the better the entrepreneurial leadership, the higher the competitive advantage inSME's fostered by the Surabaya City Trade Office.

B. The Influence of Entrepreneurial Orientation on the Competitive Advantage of SME'S Batik Udar Welingan Kenongomulyo Magetan Village.

Based on the results of the linearity calculation, the Deviation from Linearity Sig value is obtained. of 0.451 > 0.05. So it can be concluded that there is a significant linear relationship between the Entrepreneurial Orientation variable and Competitive Advantage. Thus, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, so it can be concluded that there is a significant effect of Entrepreneurial Orientation on Competitive Advantage. The results of this study shows that Entrepreneurial Orientation has an effect on Competitive Advantage in SME's batik Udar Welingan Kenongomulyo Magetan Village.

This study shows that Entrepreneurial Orientation has an effect on Competitive Advantage in Udhar Welingan Batik SMEs. This means that if Udhar Welingan Batik SME's has a high Entrepreneurial Orientation, it is likely that the level of Competitive Advantage will also be high. This can happen because MSME Batik Udhar Welingan which has an Entrepreneurial Orientation will try to think of various ways and strategies so that its business can generate Competitive Advantage or different advantages that are not owned by its competitors. This pandemic can also be a catalyst that can encourage SME's to act more creatively in creating a Competitive Advantage that can be used to compete in the market.

C. The Influence of Innovation Capacity on the Competitive Advantage of SME's Batik Udar Welingan Kenongomulyo Magetan Village

Based on the results of the linearity calculation, the Deviation from Linearity Sig value is obtained. of 0.852> 0.05. So it can be concluded that there is a significant linear relationship between the Innovation Capacity variable and Competitive Advantage. Thus, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, so it can be concluded that there is a significant effect of Innovation Capacity on Competitive Advantage. The results of the study This shows that Innovation Capacity has an effect on Competitive Advantage in SME'S Batik Udhar Welingan Kenongomulyo Magetan Village, so it can be explained that increasing competitive advantage in SME's Batik Udhar Welingan can be formed through the existence of Innovation Capacity or adequate innovation capacity.

The findings indicate that competitive advantage can be increased by the presence of innovation capacity, so if Udhar Welingan Batik SME's want to increase their competitive advantage, it is very important to pay attention to the extent of their ability to innovate. Thus, the hypothesis in this study which reads "Innovation Capacity has a significant and positive effect on Competitive Advantage in MSME Batik Udhar Welingan Kenongomulyo Magetan" can be declared accepted and proven true. Kiernan in Lawson and Samson (2001) explains that innovation represents today's competitive advantage, supported by strong mainstream capabilities in quality, efficiency, speed, and flexibility.

Innovation can help companies play a dominant role in shaping the future of the industry. High-performing innovators are able to maintain a gigantic juggling ability, and consistently bring high-quality products to market faster, more frequently and at lower costs than competitors. In addition, these companies use process and systems innovation as a way to further improve their products and add value to customers. This combination creates a dynamic and sustainable strategic position that makes the organization a target that continues to move to competitors.

The findings in this study are in line with the results of research conducted by Yusnita and Wahyudin (2017) who examined Micro Enterprises in Bangka Regency, where the results proved that innovation capacity had an effect on competitive advantage in micro-enterprises in Bangka Regency. This result is also consistent with the findings of Mulyana (2014) which states that the ability of creative industry players to innovate products, markets, services and technology is able to create competitive advantages. Yusnita and Wahyudi (2017) show that entrepreneurial leadership variables affect innovation capacity, and innovation capacity variables and entrepreneurial leadership variables also have an influence on competitive advantage in micro-enterprises in Bangka Regency.

In this study, it can be concluded that firstly, entrepreneurial leadership has a positive and significant effect on competitive advantage in Udhar Welingan Magetan batik SME's, secondly, entrepreneurial orientation has a positive and significant impact on competitive advantage in Udhar Welingan Magetan batik SMEs. Finally, Innovation capacity has a positive and significant effect on the competitive advantage of Udhar Welingan Magetan batik SME's.

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THE INFLUENCE OF LEADER-MEMBER EXCHANGE, JOB ENGAGEMENT, AND ORGANIZATION ENGAGEMENT TO INNOVATIVE BEHAVIOR

1st* Ni Made Merliawati
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
mademerli2103@gmail.com

2nd Ignatius Soni Kurniawan
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
soni_kurniawan@ustjogja.ac.id

3rd Jajuk Herawati
Management Department
Universitas Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
jajukherawati@ustjogja.ac.id3

Abstract— This study aims to determine how the influence of leader-member exchange, job engagement, organization engagement on innovative behavior. This study is a quantitative study using primary data taken using a questionnaire with convenience sampling technique on 100 respondents. Sampling using the Slovin formula. The data was processed using multiple linear regression analysis. The results showed that the leader-member exchange and job engagement variables had a positive and significant effect on innovative behavior. While the variable organization engagement has no effect on innovative behavior.

Keywords— leader-member exchange, job engagement, organization engagement, innovative behavior

INTRODUCTION

The rapid development of business makes the market competition tight. Every day there are businesses that produce and present products with creativity and innovation. Today organizations recognize that no small or large company can achieve sustainable success without employees having the skills to come up with new ideas on the job. Companies or organizations to continue to experience sustainability need employees who have innovative work behavior. Innovation is one of the main factors for organizational success in order to create and maintain a common advantage. Innovation is very important for organizations to be able to ensure success, pursue long-term competitive advantage, increase effectiveness within the organization, maintain organizational competitiveness, and help organizations to show significant performance on innovative behavior (1). Innovative work behavior has an important role for organizations to emerge and maintain broad organizational competitiveness related to individuals, leadership, interactions with individual work, and the environment (2).

Innovative behavior can be influenced by leader-member exchange, job engagement, and organization engagement. Leader-Member Exchange (LMX) has a positive and significant relationship to the innovative work behavior of employees at the PT Bank Sulut Main Branch Office GO Manado (3). Due to the high leader-member exchange between employees and leaders who will inspire employees to have innovative work behavior while working. However, the research showed inconsistent results where the leader-member exchange did not have a significant relationship to innovative work behavior (4), thus requiring mediators from other variables. Based on the research that has been done, researchers suspect that there are intermediary variables that can explain the relationship between leader-member exchange and innovative work behavior. The results of previous studies found several variables that could be mediator variables in the relationship between LMX and innovative work behavior, including psychological empowerment. Employee work involvement has a positive and significant effect on employee performance (5), which means that the higher the employee's work involvement, the performance will increase. Organizational learning has an effect on innovative behavior (2).

The inconsistency of previous research results regarding the influence of leader-member exchange, job engagements, and organization engagement opens up opportunities for re-examination in different research settings, therefore this study was conducted to examine how the West Sulawesi Government Office is able to build innovative behavior of its employees through leader-member exchange, job engagement, and organizational engagement. As an implication, the results of this study can be considered by company leaders in making policies to improve employee innovative behavior. In addition, the results of this study can be used as literature for researchers in innovative behavior of employees for further development.

Leader-member exchange

Leader-member exchange is a multidimensional reciprocal relationship between superiors and subordinates that develops and maintains a variety of different relationships with each subordinate (6). Superiors and subordinates need to establish two-way communication which in leadership theory is called a leader-member exchange. Leaders develop different relationships after going through some time will create several groups that are different from each other from the subordinates he leads (6). The LMX theory, previously called the Vertical Dyad Linkage (VDL) theory, can be said because the concept used has a focus on reciprocal processes that occur in the dyad (two parts in the form of an interacting unit) (7). This theory examines the downward and upward relationship that leaders make and has implications for the effectiveness and progress of leaders in organizations.

Job engagement

Employee job involvement is a form of employee participation using all of their capacities as well as the degree to which employees are committed to their work and consider their work the most important thing for their self-esteem (7). Job involvement is the level of employee identification with his work, actively participates in his work, and considers performance in his work more valuable for his own good (8). Work involvement is the involvement of a person's psychological condition, commitment and attachment related to his work (9). Companies must involve employees in making decisions and using their ideas to advance and achieve existing company goals (10). Employees with high job involvement identify strongly with and care deeply about the type of work they do. Employees who have high work involvement in their work are characterized by employees having a high concern for work, a feeling of being psychologically bound to the work they do and having strong belief in their ability to complete (11).

Organization engagement

Organizational engagement is a condition of the extent to which employees are involved in the organization where they work (12). Organizational engagement is also influenced by other factors such as individual factors, procedural justice, co-worker support and organizational (13). Employee engagement is an individual employee's positive attitude towards an organization that has a high level of attachment to the organization, has an understanding and concern for the organization's operational environment, is able to work together to improve the achievement of work units or organizations through collaboration between individuals. employees with management. Employee engagement is an employee's enthusiasm for work that occurs because employees direct their energy to work in line with the company's strategic priorities (14). Enthusiasm is formed because employees feel engaged (feel engaged) so that they have the potential to display engaged behavior. Engaged behavior has a positive impact on the organization, namely an increase in revenue. Thus, employees who have a high level of engagement in the organization have an understanding and concern for the operational environment of the organization, are enthusiastic in working, are able to work together with other employees, speak positively about the organization and do beyond the expectations of the organization (15).

Innovative behavior

Innovative behavior is the process of generating, introducing and implementing new ideas for the benefit of the organization or group (16). Innovative work behavior is a process consisting of many stages with different activities and different individual behaviors required at each stage. Innovative behavior is a set of behaviors needed to develop, launch and implement ideas with the aim of improving personal and organizational performance (17). In this behavior, innovative work behavior is individual behavior to generate ideas to implement ideas that can be useful for the individual itself as well as for groups and organizations in finding solutions to problems or difficulties experienced. Innovative behavior often occurs during purposeful planned change and involves seeking new ideas, championing new initiatives, and securing planning or funding for the implementation of ideas (18).

HYPOTHESIS DEVELOPMENT

Innovative work behavior is the creation, introduction and implementation of new ideas that are intentional and useful for independent work roles, groups or organizations to get optimal performance (16). The exchange relationship that is built with other subordinates he trusts will differ substantially. Based on the LMX, the leader develops an individual and reciprocal relationship that is different for each subordinate. Where a leader will create several different groups from the subordinates he leads (1). Qualified employees who have good relationships with superiors assume leadership will be attracted by innovation, employees respond to connections that are perceived to be of high quality innovative work behavior in the workplace cited by (19). Leader-member exchange has a positive and significant influence on innovative work behavior (20). The higher the leader-member exchange, the more innovative work behavior will be. This is in accordance with previous research (20), (19) which found that leader-member exchange has a positive effect on innovative behavior.

H1: Leader-member exchange has a positive effect on innovative behavior.

Work involvement has a positive effect on the innovative behavior of employee services. Stated that the work involvement of mini market employees is like enthusiasm when working, enthusiasm for work brings new ideas to the company (21). With these characteristics, engaged employees will be critical of a problem and will provide special ideas in the service department. Employees must be able to take the initiative and be responsible for their initiatives, and employees also have a tendency to do more than what they should do and perform more roles than employees who are not engaged in the company. That way employees who are involved in work tend to display innovative behavior to provide a change in service. Job engagement had a positive effect on innovative behavior (18).

H2: Job engagement has a positive effect on innovative behavior.

An organization that implements innovative behavior to create innovations that are very important for the organization to maintain excellence and help the organization achieve competitive and organizational power (22). Where employees in an organization can take on job challenges and get growth opportunities through the process of interaction experience so that employees are expected to improve their individual abilities (2). One way for individuals to run their organizations requires a level of involvement (12). Employees will choose to involve themselves in various conditions or high levels and places where employees work in their organization. Jobs that require good service, such as in the retail sector, including minimarkets. Employees are required to develop creative thinking to enable the innovation process throughout the organization, must be able to maintain competitive advantage, the business challenge for the retail business is to meet customer expectations to maintain loyalty and satisfaction. Because the retail business places an emphasis on increasing the innovative behavior of their employees' services as service innovations that encourage increased organizational performance and provide value to customers (21). Organizational engagement has an effect on innovative behavior (21).

H3: Organization engagement has a positive effect on innovative behavior.

RESEARCH METHODS

Research conducted by researchers to determine the effect of leader-member exchange, job engagement, and organization engagement on innovative behavior. The research carried out is quantitative research. There are independent variables such as leader-member exchange, job engagement, and organization engagement with the dependent variable being innovative behavior decisions. The analytical model applied is multiple linear regression analysis. The sampling method used convenience sampling technique. In addition, the data collection technique is through questionnaires distributed online via google form to obtain data given to employees of the West Sulawesi Government Office and obtained 100 data, with the size of the population no data is obtained. Measurement of variables adapting from previous research which includes leader-member exchange (23), job engagement (24), organization engagement (25), and innovative behavior (26).

RESULTS AND DISCUSSION

The characteristics of the respondents are shown in the Table 1, with a total of 100 respondents consisting of 58% men and 42% women. Based on the age of this study, there were 28 respondents aged 20-25 years, 32 respondents aged 26-30 years, and 50 respondents over the age of 30 years. Based on education, there are 20 respondents with the last education of high school, 25 respondents with the last education of diploma and 55 respondents with the last education of bachelor.

Table 1. Respondent Characteristics

Karakteristik Responden		Frekuensi	Presentase
Gender	Man	58	58%
	Woman	42	42%
Age	20-25 years old	28	28%
	26-30 years old	32	32%
	>30 years old	50	50%
Education/Study	High School	20	20%
	Diploma Degree	25	25%
	Bachelor	55	55%

Sumber : primary data processed, 2022

The results of the classical assumption test are shown in Table 2 of the normality test (Kolmogorov-Smirnov Test. Asymp.sig. > 0.05) showing that the residual data are normally distributed. Classical assumption test shows that there is no heteroscedasticity in the regression model (Glejser test > 0.05). Multicollinearity does not occur in the regression model with tolerance > 0.10 and VIF < 10.

Table 2. Classic Assumption Test

Ind.	Dep.	Kolmogorov-Smirnov Test		Glejser Test		Multicolinearity	
		Z	Asy. Sig	T	Sig	Tol.	VIF
LMX	IB	0.837	0.486	-1.377	0.172	0.185	5.419
JE				0.901	0.370	0.159	6.301
OE				-1.267	0.208	0.176	5.695

LMX=Leader-member exchange; Job engagement; OE=Organization engagement; IB=Innovative Behavior
Source: Primary data processed, 2022.

The test results in Table 3. show the probability values of leader-member exchange (0.041), job engagement (0.000) and organization engagement (0.052) <0.05, which means that hypotheses 1 and 2 are supported and hypothesis 3 is not supported. Innovative behavior is influenced by leader-member exchange (0.235), job engagement (0.450) and organization engagement (0.228). The variable leader-member exchange, job engagement, and organization engagement have an effective contribution with a coefficient of determination on innovative behavior of 65%, the remaining 35% is influenced by other variables outside this study.

Table 3. Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig	Adj. R^2
	B	Std. Error	Beta			
(Constant)	8.706	1.430		6.088	0.000	0.650
LMX	0.178	0.086	0.235	2.076	0.041	

JE	0.386	0.105	0.450	3.679	0.000
OE	0.230	0.117	0.228	1.964	0.052

Dependent Variable: IB
LMX=Leader-member exchange; Job engagement; OE=Organization engagement; IB=Innovative Behavior.
Source: Primary data processed, 2022.

The results of the H1 test show that the t-count value (2.076) has a probability of 0.041 <0.05, meaning that H1 is accepted. The results show that the leader-member exchange has a positive and significant effect on innovative behavior. The results of this study are in line with previous research (21) (27) which shows that leader-member exchange has a positive and significant influence on innovative work behavior. The three indicators that have the lowest scores from the Leader-member exchange that can be improved are found in the statement items "I work beyond the job description when my work leader asks" (mean= 3.79), "My supervisor will defend me when I am being blamed other people" (mean=3.88), "I appreciate the work competence of my work leader" (mean=3.97) The three indicators that have the highest score from the leader-member exchange can be further improved are contained in the statement item "I am impressed with the knowledge possessed my work leader is work related" (mean= 4.32), "My work leader is a person who is expected to be a friend" (mean=4.21), "My work leader is a very pleasant person to work with" (mean=4.10). The existence of high-quality leader-member exchange is able to encourage subordinates to be more innovative when doing their work. Thus, leaders must accept and support innovation, to provide opportunities for employees to behave innovatively. Motivated employees are able to absorb their own initiative and imitate innovative behavior.

The results of the H2 test show that the t-count value of (3.679) has a probability of 0.000 <0.05, meaning that H2 is accepted. The results state that job engagement has a positive effect on innovative behavior. This is in line with previous research (27) which state that job engagement has a positive effect on innovative behavior. The three indicators that have the lowest value of job engagement that can be improved are found in the statement item "I actively show participation and attention to work" (mean= 4.07). "I am responsible for group and individual activities" (mean= 4.10), "My leader gives responsibility to each employee according to the job description of each division" (mean= 4.13). The three indicators that have the highest value of job engagement that can be improved are contained in the statement items "My boss motivates his employees to make a positive contribution to the company" (mean= 4.33), "I prioritize work and will continue to do my job" (mean = 4. 4.25), "I am active in participating in all kinds of work" (mean= 4.22). Work engagement is an illusory power that motivates employees to increase innovative work behavior at a higher level, this energy is in the form of commitment to the organization, a sense of belonging and pride, more effort (time and energy), enthusiasm and interest, commitment in carrying out work (27). Employees with high job involvement identify strongly with and care deeply about the type of work they do. Employees who have high work involvement in their work are characterized by employees who have a high concern for work, a feeling of being psychologically bound to the work they do and strong belief in their ability to complete. This will cause innovative behavior to occur (11).

The results of the H3 test show that the t-count value is (1.964) with probability 0.052 > 0.05 means that H3 is rejected. The results showed that the work environment had no significant effect on innovative behavior. The three indicators that have the lowest value of organizational engagement are found in the statement item "I do my work seriously" (mean = 3.85). "I always concentrate at work" (mean= 3.97), "I have the passion to do work as well as persistence and perseverance in facing difficulties at work" (mean= 3.91). The three indicators that have the highest value of job engagement are contained in the statement items "My leader gives appreciation for the achievements of their employees" (mean = 4.21), "I involve myself in work with enthusiasm and proud of my work" (mean = 4.11), "I take work seriously and enjoy work so that time passes quickly" (mean=4.08). This insignificant result may be due to policy changes that affect the company's internal environment during the covid-19 pandemic, such as changes in employee working hours and changes in the monthly targets that the company has set for its employees. Changes in employee working hours made by the company can make employees feel unpleasant changes when working before and during the Covid-19 pandemic. So that the relationship between organizational engagement and innovative behavior can be influenced by other factors related to organizational change.

CONCLUSION

The results of the study found that leader-member exchange and job engagement had a significant positive effect on innovative behavior and organizational engagement had no significant effect on innovative behavior. Organizational leaders can improve the implementation of leader-member exchange and job engagement as a consideration in making policies to improve the innovative behavior of their employees. Future research may consider other antecedents of innovative behavior to increase the coefficient of determination. Previous research (28) saw that employees who have flexibility in learning or learning agility have a positive impact on innovative behavior.

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THE INFLUENCE OF PRODUCT ASSORTMENT AND PERCEIVED PRICE ON CUSTOMER SATISFACTION

1st Muhammad Zulfikar Nabawi
Faculty of Economics
Universitas Wiralodra
Indramayu, Indonesia
fikarnabawi27@gmail.com

2nd Samsul Anwar
Faculty of Economics
Universitas Wiralodra Indramayu
Indramayu, Indonesia
samsulanwarfe@unwir.ac.id

3rd Nunung Nurhayati
Faculty of Economics
Universitas Wiralodra Indramayu
Indramayu, Indonesia
hajinunung86@gmail.com

***Abstract*—This study aims to ascertain the influence of product assortment and perceived price on customer satisfaction at Beladina Konveksi partially and simultaneously. The population included in this study is customers from Beladina Konveksi who were registered and known-only by the owner of Beladina Konveksi. The sample used in this study was 38 respondents using a questionnaire in the form of Google Forms distributed through social media by the owner of Beladina Konveksi. Sampling used in this study is the accidental sampling method and using the slovin formula. For data analysis using simple and multiple linear regression tests, partial and simultaneous hypothesis tests were processed using the IBM SPSS 25 program. The results of this research signify that product assortment and perceived price have a positive partial and simultaneous influence on customer satisfaction. In this study, the product assortment variable explainable the customer satisfaction variable by 28.9%, and the rest 71.1% affected by other variables.**

Keywords—product assortment, perceived price, customer satisfaction, influence, management

XIII. INTRODUCTION

The development of MSMEs in Indonesia is very fast. The growth of MSMEs can be seen from the increase in the population switching professions from their previous jobs to entrepreneurship. The increase in the number of MSMEs is very good for improving the standard of living and the economy of the Indonesian.

The development of MSMEs is also felt in various regions in Indonesia, especially Indramayu Regency. MSMEs in Indramayu are very attractive because of their rapid development. The data from BPS shows that there is a large number of increasing of MSMEs in Indramayu Regency. Through this development data, it can be used as a reference that these MSMEs need attention to improve the economy and welfare of the community.

The rapid development of MSMEs in the Indramayu Regency has resulted in the proliferation of MSMEs in Indramayu which are engaged in the same field. This then allows the occurrence of competition among MSMEs. This competition encourages MSMEs to make diverse products and prioritize customer satisfaction at competitive prices.

Satisfaction is defined as a reaction to the conformity between expectations and reality on the performance of a product. While customers are people who make repeat purchases of products sold by a business. So customer satisfaction is a reaction that arises when the reality of the performance of a product is to the expectations of someone who repurchases the product.

Beladina Konveksi is one of the MSMEs in Indramayu Regency that engaged in the confection or apparel procurement industry, such as shirts, t-shirts, jackets, pants, and other accessories since 2019. This industry can be considered successful because of the large number of consumers who place orders (especially on weekends) with an average t-shirt production of 200 pcs/week. However, problems arise when turnover continues to decline since February 2021. Researcher need to determine whether the effort to produce a variety of goods and price adjustments affect customer satisfaction.

Based on previous research, it is stated that product assortment and perceived price affect customer/consumer satisfaction, either partially or simultaneously. Product assortment affects customer satisfaction, which means that the more diversity of products sold, the higher the customer satisfaction [1]. The perceived price variable has a positive influence and significant on customer satisfaction at JIA Travel Pammanu [2]. Jointly, product, price, and place drive increased customer satisfaction at the Kasablangka Paperclip Bookstore [3].

XIV. LITERATURE REVIEW

A. *Customer Satisfaction*

Satisfaction is the response or reaction of a customer to an assessment of the discrepancy (or suitability) he feels between expectations before buying a product and the performance or results of the product after using it. According to Hawkins and Lonney, quoted by Tjiptono (Imansyah & Irawan, 2018), the indicators of customer satisfaction [4].

1. Conformity of Expectations
2. Revisiting Interest
3. Willingness to recommend

Lupiyoadi (Bulan, 2017) mentions several main factors that need to be considered for customer satisfaction [5].

1. Product Quality.
2. Quality of Service.
3. Emotion factor.
4. Price.
5. Cost
6. Delivery Time.
7. Security.

H_1 : product assortment affects customer satisfaction

B. Product Assortment

According to Benson (Simamora & Fatira, 2019) the product assortment is types or refers to a variety of products (various) according to the wishes of the buyer (customization) [6]. The following are product assortment indicators.

1. The Variety of Product Sizes
2. The Variety of Product Types
3. The Variety of Product Materials
4. The Variety of Product Design
5. The Variety of Product Quality

According to Kotler (Indrasari, 2019:32), the factors that can affect product assortment are as follows [7].

1. Completeness of The Product from The Goods Sold
2. Kinds of Brands Sold (Mark/Stamp)
3. Variations in The Size of The Goods Sold
4. Availability of Products Sold

H_2 : perceived price affects customer satisfaction

C. Perceived Price

Tjiptono (2019:290) states that perceived price is a monetary unit or another measure (of product value) that is exchanged (with a product) to obtain ownership rights to a product [8]. Tjiptono (Muharam & Soliha, 2017) also mentioned, four indicators that characterize (perceive) prices [9].

1. Conformity of Price with Product Quality
2. Conformity of Price with Benefits.
3. Competitive Pricing

According to Monroe (Lestari & Winamo, 2018) factors that can affect perceived prices are often identified with 2 factors [10].

1. Quality Perception
2. Perceived Costs

H_3 : product assortment and perceived price affect customer satisfaction

XV. Objects And Research Methods

A. Objects and Research Methods

In this study, the object of research is product assortment (X_1), perceived price (X_2), and customer satisfaction (Y), and the research subjects are customers from Beladina Konveksi.

This research uses a quantitative associative method. An associative method is a method used to determine the correlation between two or more variables. If referring to the title, then the associative one is appropriate.

B. Conceptual Framework

According to Sugiyono (2019: 60), a conceptual framework is a conceptual model of how theory appertain to numerous factors that identified as an important or a main problems [11]. Below is a figure of the conceptual framework

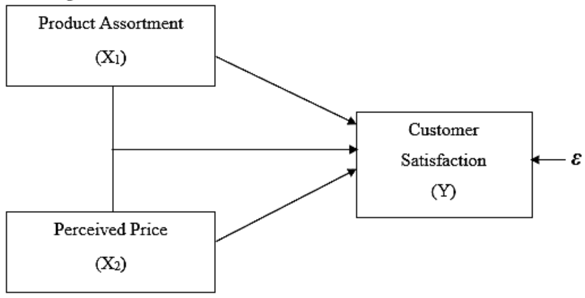

Figure 3.1
Conceptual Framework

C. Population and Sampling

The population determined in this research are customers who have been registered at Beladina Konveksi currently, amounting to 60 customers. While, the sampling technique used was non-probability sampling or (known as) incidental sampling. Non-probability sampling is a method of selecting, taking, or picking units from some population using a subjective method. Based on the calculations that have been made (Slovin formula), samples taken in this study amounted to 38 people from a total population of 60 people.

D. Data Analysis Technique

There are 3 data analysis techniques to answer the research hypothesis. By using the SPSS Statistics 25 Program, following is the data analysis technique.

1. Regression Analysis

   This study uses simple linear regression and multiple linear regression. The linear regression purpose is to ascertain the the correlation line between the explanatory variable and the response variable. That is to see whether a variable has a positive or negative correlation. In addition, to estimate the value of explanatory variable in case the value of the response variable increases or decreases.

2. Hypothesis Test

This study uses partial t-test and simultaneous F-test to answer the assumption or hypothesis. According to Ghozali (Romer, 2020:22) the use of t-test is to ascertain the influence of every (one by one) explanatory variable on the response variable [12]. Ghozali (Sari, 2019:30) also states that the F-test purpose is to ascertain whether in case a joint effect between the explanatory variables [13].

3. Coefficient of Determination and Relative Contribution

The coefficient of determination (r^2) used to quantify if a regression could be match with the actual data. The value of r^2 interval is between 0 to 1. If the r^2 approaches the number 1, then the regression results is better. On the other hand, if the number is closer to 0, then the independent variable is unable to explain a dependent variable.

XVI. Study and Research Results

A. *Regression Analysis*

1. Regression of Product Assortment on Customer Satisfaction

Table 1. Calculation of Constant Value and Product Assortment Regression Coefficient Value for Customer Satisfaction

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	12,281	4,487		2,737	,010
Product assortment	,284	,129	,345	2,204	,034

a. Dependent Variable: Customer satisfaction.

The equation of a product assortment (X_1) on a customer satisfaction (Y) is $Y = 12.281 + 0.284X_1$. The constant value is 12,281. This means that if there is no change in the product assortment variable or $X_1 = 0$, then customer satisfaction at Beladina Konveksi is 12.281.

The value of the product assortment regression coefficient is 0.284. This means that if the product assortment variable increases by assuming a constant of 12.281, then customer satisfaction at Beladina Konveksi increases by 0.284. This shows that the diversity of products available or available at Beladina Konveksi has a positive influence on customer satisfaction.

2. Regression of Perceived Price on Customer Satisfaction

Table 2. Calculation of Constant Value and Perceived Price Regression Coefficient Value for Customer Satisfaction

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	15,597	3,119		5,001	,000
Perceived price	,307	,145	,333	2,110	,041

a. Dependent Variable: Customer satisfaction

The equation of perceived price (X_2) on customer satisfaction (Y) is $Y = 15.597 + 0.307X_2$. The constant value is 15.597. This means that if there is no change in the perceived price variable or $X_2 = 0$, then customer satisfaction at Beladina Konveksi is 0.307.

The value of the perceived price regression coefficient is 0.307. This means if the perceived price variable increases by assuming a constant of 15.597, then customer satisfaction at Beladina Konveksi increases by 0.307. This shows that the perceived price imagined by Beladina Konveksi customers has a positive influence on customer satisfaction.

3. Regression of Product Assortment and Perceived Price on Customer Satisfaction

Table 3. Calculation of Constant Value and Regression Coefficient Value of Product assortment and Perceived price of Customer Satisfaction

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	1,571	5,517		,285	,778
Product assortment	,355	,120	,431	2,961	,005
Perceived price	,389	,134	,421	2,892	,007

a. Dependent Variable: Customer satisfaction.

The regression equation of product assortment and perceived price is $Y = 1.571 + 0.355X_1 + 0, 389X_2$.

The constant value is 1.571. This means that if there is no change in the value of the product assortment variable (X_1) and perceived price (X_2) then customer satisfaction at Beladina Konveksi is 1.571.

The value of the product assortment regression coefficient is 0.355. This means in case the product assortment variable increases (with the assumption that the perceived price variable is fixed), then customer satisfaction at Beladina Konveksi increases by 0.355. This shows that the diversity of products available at Beladina Konveksi has a positive influence on customer satisfaction.

The value of the perceived price regression coefficient is 0.389. This means in case the perceived price variable increases, (with the assumption that the product assortment variable remains) then customer satisfaction at Beladina Konveksi increases by 0.389. This shows that the perceived price imagined by Beladina Konveksi customers affects customer satisfaction.

B. Hypothesis Test

1. t-test

- t-test of the Influence of Product Assortment on Customer Satisfaction

Table 4. t-test of Product Assortment on Customer *Satisfaction*

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	1,57	5,51		,28	,77
Product assortment	,35	,12	,43	2,96	,00
Perceived price	,38	,13	,42	2,89	,00

a. Dependent Variable: Customer satisfaction

The significant value is 0.005 < 0.05 obtained, then H_a accepted. This means the product assortment affects customer satisfaction.

- t-test of the Influence of Perceived Price on Customer Satisfaction

Table 5. t-test of Perceived Price on Customer Satisfaction

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	1,57	5,51		,28	,77
Product assortment	,35	,12	,43	2,96	,00
Perceived price	,38	,13	,42	2,89	,00

a. Dependent Variable: Customer satisfaction

The significant value is 0.007 < 0.05 obtained, then H_a accepted. This means perceived price affects customer satisfaction.

2. F-test

F-test the Influence of Product Assortment and Perceived Price on Customer Satisfaction

Table 6. F-test of Product Assortment and Perceived Price on Customer Satisfaction

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	117,11		58,56	7,10	,003
Residual	288,46	3	8,24		
Total	405,57	3			

a. Dependent Variable: Customer satisfaction
b. Predictors: (Constant), Perceived price, Product assortment

The significant value is 0.003 < 0.05 obtained, then H_a accepted. This means product assortment and perceived price affects customer satisfaction.

C. Coefficient of Determination and Relative Contribution

1. The Influence of Product Assortment on Customer Satisfaction by Controlling Perceived price

Table 7. Test for Influence of Product Assortment on Customer Satisfaction by Controlling Perceived Price

Correlations

Control Variables			Customer satisfaction	Product assortment
Perceived price	Customer satisfaction	Correlation	1,00	,44
		Significance (2-tailed)		,00
		df		3
	Product assortment	Correlation	,44	1,00
		Significance (2-tailed)	,00	
		df	3	

The correlation coefficient of product assortment on customer satisfaction by controlling perceived price is 0.448. The coefficient of determination (r^2) is 0.448 = 0.200 and the relative contribution (RC) is 0.200 x 100 = 20.0%. This means that variations in customer satisfaction explainable by variations in product assortment by 20.0%.

2. The Influence of Perceived Price on Customer Satisfaction by Controlling Product Assortment

Table 8 Test for Influence of Perceived Price on Customer Satisfaction by Controlling Product Assortment

Correlations

Control Variables			Customer satisfaction	Perceived price
Product assortment	Customer satisfaction	Correlation	1,00	,43
		Significance (2-tailed)		,00
		df		3
	Perceived price	Correlation	,43	1,00
		Significance (2-tailed)	,00	
		df	3	

The correlation coefficient of product assortment on customer satisfaction by controlling perceived price is 0.439. The coefficient of determination (r^2) is 0.4392 = 0.192 and relative contribution (RC) is 0.192 x 100 = 19.2%. This means that variations in customer satisfaction explainable by variations in product assortment by 19.2%.

3. The Influence of Product Assortment and Perceived Price on Customer Satisfaction

Table 9 Test for Influence of Product Assortment and Perceived price on Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,537	,28	,24	2,87

a. Predictors: (Constant), Perceived price, Product assortment
b. Dependent Variable: Customer satisfaction

The r^2 value is 0.289, and the relative contribution (RC) is 0.289 x 100 = 28.9%. It can be decided the customer satisfaction explainable by the product assortment and perceived price simultaneously by 0.289 or 28.9%. While the remaining of 71.1% affected by other factors.

XVII. CONCLUSIONS

The research that have done by researcher regarding "The Influence of Product Assortment and Perceived Price on Customer Satisfaction at Beladina Konveksi" can be concluded a match between the research results with theories, opinions, and previous research. The following are the conclusion of this research.

- Product assortment has a positive and significant effect on customer satisfaction of 0.005 <0.05 and a relative contribution of 20.0%
- Perceived price has a positive and significant effect on customer satisfaction of 0.007 < 0.05 with a relative contribution of 19.2%
- Product assortment and perceived price jointly have a positive and significant effect on customer satisfaction of 0.003 < 0.05 with a relative contribution of 28.9%

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THE INFLUENCE OF PRODUCT QUALITY AND PERCEIVED PRICE ON PURCHASING DECISIONS AT BELADINA KONVEKSI

[1st]Anggie Pitriani
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
pitrianianggie@gmail.com

[2nd]Samsul Anwar
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
samsulanwarfe@unwir.ac.id

[3rd]Hj. Nunung Nurhayati
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
hajinunung86@gmail.com

Abstract— The research goals is to determine the influence of product quality and perceived price on purchasing decisions at Beladina Konveksi. This study adopts the association method. The population in this study is all Beladina Konveksi consumers and the population is unknown, so the sample size collected using the Lemeshow Formula in this study was up to 100 respondents. Sampling using accidental sampling method. In analyzing the data using simple and multiple regression tests, partial and simultaneous hipothesis testing were processed using the IBM SPSS 25 program.

The findings show that product quality and perceived price have a positive and significant influence on purchasing decisions. In this study, variable product quality and perceived price can explain the purchasing decisions 40,4% and the remaining 59,6% are infuenced other factors.

Keywords— purchase decision, perceived price, product quality

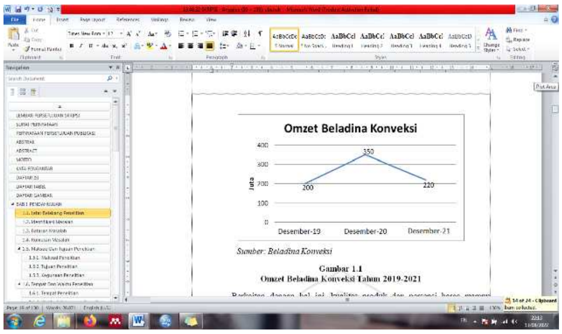
I. INTRODUCTION

The MSME sector in general participates in efforts to increase state income and is the main national goal because it can open job vacancies on a large scale so as to reduce unemployment. The development of MSMEs had a substantial impact on the Indonesian economy. So the government must pay more attention to making the right strategy so that MSMEs can grow rapidly.

Within the scope of the national development of the Indramayu regency government, the rapid development of MSMEs has led to intense competition especially in the convection field. This encourages entrepreneurs to continue to innovate and be able to dominate the global market.

Purcashing decisions are someone's actions before buying and using goods or services by considering several things according to their needs and desires.

Beladina Konveksi is one of the MSMEs in indramayu distict and has been inaugurated since 2019. In business development, Beladina Konveksi seeks to provide product advantages in terms of quality such as the smoothness of the texture of the fabric, the model and color of screen printing, and the pricing offered is quite affordable. However, a problem arose in 2019 namely the decline in turnover. Here is a graph of Beladina Konveksi turnover.



This means that product quality and perceived price have an influence on cunsumers in determining their purchasing decisions. Product with good quality are able to give a good impression on consumers' hearts, as well as perceived price. If the price offered can provide more benefits, consumers do not think twice about buying the product. In decision making, the factors of concern are internal factors: perception, knowlegde (related to product quality, existence, value and produk choice), lifestyle, attitude, personality motivation. External faktors: culture, demographics, family, reference group, social class [2] (Astika, 2017).

LITERATURE REVIEW

A. Purchase decision

According to Kotler (Munthe, 2019) a purchase decision is a special transaction consisting of a series of events including problem discovery, attemp to finding information, assessment of alternatives, purchase decision and post-purchase behavior [4].

According to Kotler (Sholihat & Rumyeni, 2018) indicators are as follow [5].

1. Product suitability
2. Regularly buy products
3. Recommend
4. Repurchase

According to Engel (Astika, 2017) purchasing decisions are influenced by: (1) internal factors: attitude, perception, knowledge, lifestyle, personality, motivation. (2) external faktors: culture, demographics, family, reference group, social class [2].

B. Kualitas Produk (X_1)

According to Tjiptono (Yunefa & Sabardini, 2020) product quality as the excess of the product according to needs and is latent or hidden. Indicators are as follow [7].

1. Product variations
2. Reliability (*reliability*)
3. Resistance
4. Packaging

According to A.V. Feigenbaum (Sihombing & Sumartini, 2017) factors that affect product quality are people, markets, money, management, motivation, materials, machines and mechanics, modern information, and product processes [6].

C. Persepsi Harga (X_2)

According to Tjiptono (Anggraeni & Soliha, 2020) perceived price is related to how price information is understood and useful for consumers [1]. Indicators are as follow:

1. Price match through product quality
2. Price match through benefits
3. Competitive price

According to Menurut Monroe (Lestari & Winarno, 2018) perception is influenced 2 factors, namely perceived quality and the amount of money spent [3].

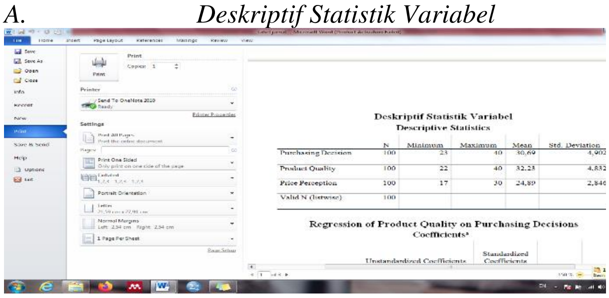
II. METHODOLOGY

The method in this study is the associative method. Associative method is a method used to ascertain the correlation between two or more variables, with a quantitative approach.

The population in this study are all Beladina Konveksi consumers and the population is unknown, so the sample size collected using the Lemeshow Formula in this study was up to 100 respondents. Sampling using accidental sampling method.

III. FINDINGS / RESULTS

A. *Deskriptif Statistik Variabel*



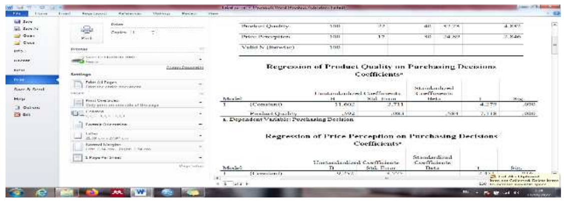
Deskriptif Statistik Variabel
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Purchasing Decision	100	23	40	30,69	4,902
Product Quality	100	22	40	32,23	4,832
Price Perception	100	17	30	24,89	2,846
Valid N (listwise)	100				

Regression of Product Quality on Purchasing Decisions

From the table, the mean of purchasing decisions is 30,69; product quality 32,23; perceived price 24,89. Standard deviation purchasing decisions 4902; product quality 4832; perceived price 2846.

B. *Regression Analysis*



Regression of Product Quality on Purchasing Decisions
Coefficients[a]

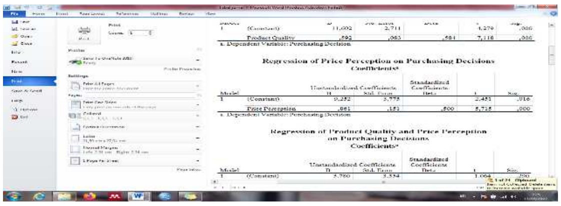
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	11,602	2,711		4,279	,000
	Product Quality	,592	,083	,584	7,118	,000

a. Dependent Variable: Purchasing Decision

Regression of Price Perception on Purchasing Decisions
Coefficients[a]

From the table it can be conclusion that the equation of product quality (X_1) on purchasing desicions (Y) is $Y = 11,602 + 0,592X_1$. The constant value is 11,602, meaning that if there is no vhange in the product quality variable ($X_1 = 0$), then the purchasing decisions on Beladina Konveksi is 11,602.

The regression coefficient value of product quality is 0,592. It means that if the product quality variable increases with a constant assuption of 11,602, then the purchase decisions at Beladina Konveksi increases by 0,592. This proves that the quality of the product avaible in Beladina Konveksi has a positive influence on purchasing decisions.



Regression of Price Perception on Purchasing Decisions
Coefficients[a]

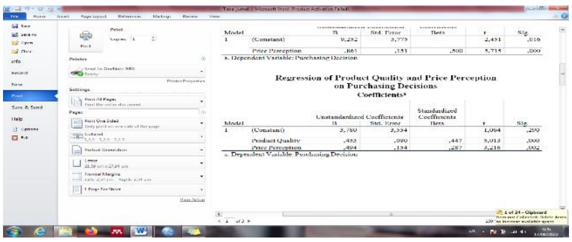
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9,252	3,775		2,451	,016
	Price Perception	,861	,151	,500	5,715	,000

a. Dependent Variable: Purchasing Decision

Regression of Product Quality and Price Perception on Purchasing Decisions
Coefficients[a]

From the table it can be conclusion that the equation of perceived price (X_2) on purchasing decisions (Y) is $Y = 9,252 + 0,861X_2$. The constant value is 9,252, meaning that if there is no change in the perceived price ($X_2 = 0$) then the purchase decision on Beladina Konveksi is 9,252.

The regression coefficient value of perceived price is 0,861. It means that if the perceived price variable increases with a constant assumption of 9,252, then the purchase decision on Beladina Konveksi increases by 0,861. This proves that the perception of prices avaible in Beladina Konveksi has a positive influence on purchasing decisions.



Regression of Product Quality and Price Perception on Purchasing Decisions
Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,780	3,554		1,064	,290
	Product Quality	,453	,090	,447	5,013	,000
	Price Perception	,494	,154	,287	3,216	,002

a. Dependent Variable: Purchasing Decision

The regression equitaion is as follows:

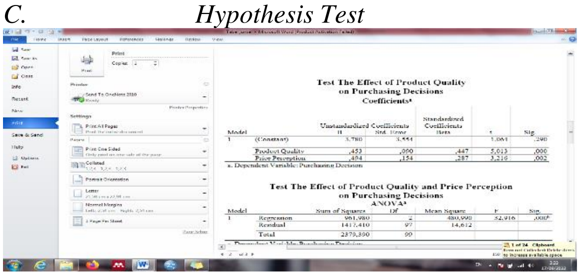
$$\mathbf{Y = 3,780 + 0,453\ X_1 + 0,494\ X_2}$$

The constant value is 3,780, this means that if there is no change in the value of the product quality variable (X_1) and perceived price (X_2) then purchase decision at Beladina Konveksi is 3,780.

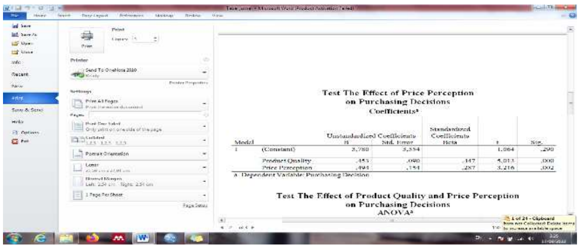
The value of the product quality regression coefficient is 0,453. This means that if the product quality variable X_1 increases by one unit (with the assumption that the perceived price variable X_2 is fixed), then purchase decision at Beladina Konveksi increases by 0,453. This proves that the quality of the product available at Beladina Konveksi has an influence on purchasing decisions.

The value of the perceived price coefficient is 0,494. This means that if the perceived price variable X_2 increases one unit (with the assumption that the product quality variable X_2 remains), then purchase decision increases by 0,494. This proves that the perceived price has an positive influence on purchasing decisions.

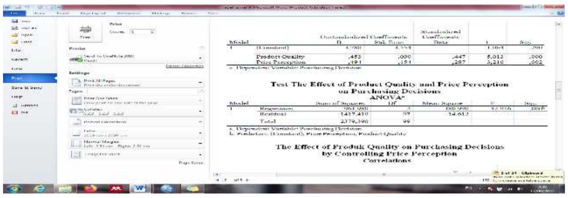
C. Hypothesis Test



Significance value 0,000 < 0,05, then H_a accepted. This means that the quality of product affects purchase decision.

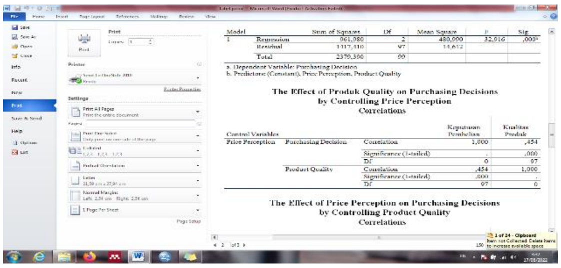


Significance value 0,002 < 0,05, then H_a accepted. This means that the perceived of price affects purchase decision.

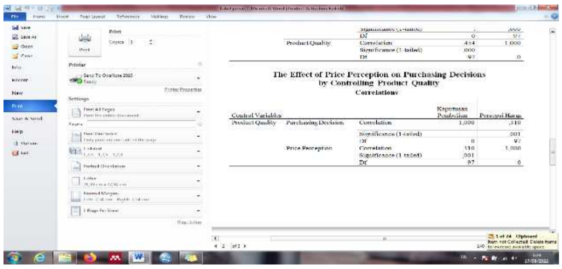


A significant value 0,000 < 0,05, then H_0 is rejected and H_a accepted. This means the quality of the product and perceived price simultaneously affect purchasing decisions.

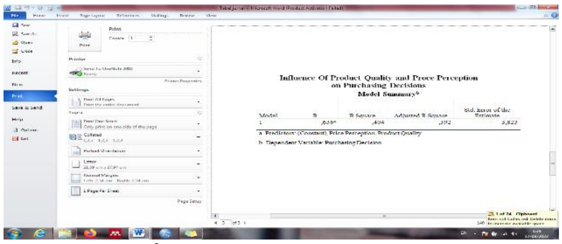
D. Coefficient of Determination and Relative Contribution



The correlation coefficient of product quality on purchasing decisions by controlling perceived price is 0,454. The coefficient of determination is $0{,}416{,}^2 = 0{,}206$ and the relative contribution is 0,206 x 100 = 20,6 %. This means that variations in product quality can explain variations in purchasing decisions by 20,6%.



The correlation coefficient of perceived price on purchasing decisions by controlling product quality is 0,310. The ciefficient of determination is $0{,}310^2 = 0{,}096$ and the relative contribution is 0,096 x 100 = 9,6%. This means that variations in perceived price can explain variations in purchasing decisions by 9,6%.



The value of r^2 is 0,404 and the relative contribution is 0,404 x 100 = 40,4%. It can be conclusion that purchasing decisions explainable by the product quality and perceived price simultaneously 0,404 or 40,4% and the remaining 59,6% is influenced by other factors.

IV. CONCLUSION

The research that have done by researcher regarding “The influence of product quality and perceived price on purchasing decisions at Beladina Konveksi” can be concluded a match between the research results with theories, opinions, and previous research. The followong are the conclusion of this research.

1. Product quality has a positive and significant influence on purchasing decisions with the value of Sig. 0,000 < 0,05 and a relative contribution of 20,6%.
2. Perceived price has a positive and significant influence on purchasing decisions with the value of Sig. 0,002 < 0,05 and a relative contribution of 9,6%.
3. Product quality and perceived price have a positive and significant influence on purchasing

decisions with the value of Sig. 0,000 < 0,05 and a relative contribution of 40,4%.

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THE INFLUENCE OF ROOM SERVICES SALES TOWARD PROFIT ACHIEVEMENT THROUGH BREAK EVENT POINT

[1st]Vivi Sri Dewi
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
tengkukusumaputri839@gmail.com

[2nd]Samsul Anwar
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
samsulanwarfe@unwir.ac.id

[3rd]Galih Purnama Sidik
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
galihpurnamafe@unwir.ac.id

[4th]Ainun Naafi
Department of Management
Universitas Wiralodra Indramayu
Indramayu, Indonesia
ainunnaafi25@gmail.com

Abstract— The background of this research is to find out where income and expenses are at break even, then Grand Trisula Hotel use Break Even Point. BEP is the primary profit planning that company use in general. By increasing sales volume it will generate the profit that company expected and influence toward BEP. It means the role of Room Service in Grand Trisula Hotel include as indikator of profit planning, where the profit that earned in every period will different. The purpose of this research to find out the sales role and profit achievement in BEP analysis by taking sample at service company tourism sector is hotel services in Indramayu. Grand Trisula Hotel in form of finansial report data, BEP analys (profit target) and profit earned,

Keywords— Room Services Sales, Profit, Break Event Point

I. INTRODUCTION

Company purpose whether it is trading company, industry, nor services company have purpose to earn profit as much as possible, activity between that company does with other company in achieve that purpose have so many variations, such as: trading activity, services income, interest, dividend, and royalty, is one of the most important activity for company is sales, therefor company always try to increase sales to earn profit.

Company manager must get make a plan in an intergrated manner over all activity that is or will do in effort to achieve expected profit. In planning nor realization manager can increase the profit through the steps:

1. Reduce operational cost as low as possible with maintain selling price level and sales volume.
2. Choose selling price level in such a way profit desired.
3. Increase services room sales volume as big as possible.

To find out where income and cost are equals, so Grand Trisula Hotel using Break Event Point. BEP is basic profit planning that company use in general. By increasing sales volume will generate the profit that company expected and give influence toward BEP. It means the role of sales room services in Grand Trisula include as indocator in profit planning, where the profit that earned in every period will different.

Profit is one of the indicator regarding achieved or not company purpose, profit is income that earned from sales results reduced production costs. Every company, that run in manufacturing sector nor services sector, definitely aim to make profit as much as possible, so that the company can survive and defend company survival. The higher the profit earned, so that the company will capable to survive and evolve and ready to face the competition. If possible, so that the company will earned maximum profit.

Profit planning require device in form of cost-volume-profit analysis. One analysis technique cost-volume-profit is break even. Break even itself means the situastion when bussines no profit and no loss. In other words some bussines can said to break even if the total income equals the total cost. By doing break even analysis, management will get the minimum sales level information to be achieved, so that no loss. From the analysis, can also be known how far sales volume planning can get down, so that the company no loss. Break even analysis give information about the relation of cost, volume, and profit to management. So that simplyfy to analys factor that influence company profit achievement in the future.

II. LITERATURE VIEW

a. Sales

According to Mulyadi (2008:202) state that:

"Sales is activity that done by seller in trading things or services with expectations to earn profit from transactions and sales can be interpreted as diversion or remover ownership rights over things or services from seller to buyer".

b. Profit Laba

According to Suwardjono (2008: 464) state that:

"Profit can be interpreted as reward for company effort in produce things and services. It means profit is income advantages over cost (total cost that attached in prodcution activities and handover things or services)".

c. *Break Event Point* (BEP)

According to Sabar Sutia & Briman Tambunan (2010 : 2) state that:

"Break Even Point is situation when a company doesn't get profit and doesn't loss or Total Revenue (TR) same as Total Cost (TC)".

III. METHODOLOGY

By observe the purpose from this research is to find out the role of sales and profit achievement in BEP analysis, then the method used in this research is descriptive correlation method.
According to Saifuddin Azwar (2007:8) suggested that " descriptive correlation aim to investigate how far the variation in one variable have relation with one or more variations, based on correlation coefficient"
In this research investigator take a sample on a company in tourism sector in Indramayu city, Grand Trisula Hotel in form of financial data report, BEP analysis (profit target), and profit earned.

IV. FINDINGS / RESULTS

A. Profit Progress On (Y) Grand Trisula Hotel Indramayu

Table 1 Profit Condition On
Grand Trisula Hotel Indramayu
Year 2013-2018

Period	Profit (Rp)	Up/ Down (Rp)	Changes (%)
2013	1.221.699.599		
2014	1.377.434.893	155.735.294	13
2015	1.806.035.823	428.600.931	13
2016	1.928.408.850	122.373.026	6
2017	2.347.846.570	419.437.721	22
2018	2.699.772.390	351.925.819	15
∑	11.381.198.124		
∑ Mean	1.896.866.354		

From the above calculation that profit on Grand Trisula Hotel Indramayu in year 2013-2018, which is as follows :
In 2013, a profit in amout of Rp 1.221.699.599. In 2014, a profit in amount of Rp 1.377.434.893 or increase by 13%. In 2015, a profit in amount of Rp 1.806.035.823 or increase by 13 %. In 2016, a profit in amount of Rp 1.928.408.850 or descrease by 6 %. In 2017, profit in amount of Rp 2.347.846.570 or increase by 22 %. In 2018, a profit in amount of Rp 2.699.772.390 or increase by 15 %. And profit average on Grand Trisula Hotel Indramayu in 6 years in 2013-2018 is in amount of Rp 1.896.866.354 on Grand Trisula Hotel Indramayu.

B. Services Room Sales Progress (X_1) On Grand Trisula Hotel Indramayu

Tabl 2. Room Services Sales Condition On
Grand Trisula Hotel Indramayu
Years 2013-2018

Period	Room Services Sales (Rp)	Up/Down (Rp)	Changes (%)
2013	3.815.058.266		
2014	4.004.657.868	189.599.603	5
2015	4.959.575.745	954.917.877	24
2016	5.606.521.016	646.945.270	13
2017	6.447.448.469	840.927.453	15
2018	7.849.129.422	1.401.680.953	22
∑	32.682.390.786		
∑ Mean	5.447.065.131		

From the above calculation can be concluded that Room Services Sales on Grand Trisula Hotel Indramayu in year 2013-2018, which is as follows :
In 2013, Room Services Sales in amount of Rp 3.815.058.266. In 2014, Room Services sales in amount of Rp 4.004.657.868 or increase by 5 %. In 2015, Room Services Sales in amount of Rp 4.959.575.745 or increase by 24 %. In 2016, Room Services Sales in amount of Rp 5.606.521.016 or decrease by 13 %. In 2017, Room Services Sales in amount of Rp 6.447.448.469 or increase by 15 %. In 2018, Room Services Sales in amount of Rp 7.849.129.422 or increase by 22 %. And Room Services Sales average on Grand Trisula Hotel Indramayu in 6 years on years 2013-2018 is in amount of Rp 5.447.065.131 on Grand Trisula Hotel Indramayu.

C. Break Event Point (BEP) (X_2) Progress On Grand Trisula Hotel Indramayu

Table 3. Break Even Point Condition
On Grand Trisula Hotel Indramayu
Years 2013-2018

Period	BEP (Rp)	Up/Down (Rp)	Changes (%)
2013	2.969.719.367		
2014	2.980.251.676	10.532.309	0.4

Period	BEP (Rp)	Up/Down (Rp)	Changes (%)
2015	2.985.119.367	4.867.691	0.16
2016	4.172.352.347	1.187.232.979	39.7
2017	3.880.655.177	(291.697.169)	-7
2018	5.841.293.285	1.960.638.108	50
∑	22.829.391.220		
∑ Mean	3.804.898.537		

From the above calculation can be concluded that *Break Even Point* on Grand Trisula Hotel Indramayu in tahun 2013-2018, which is as follows :
In 2013, *Break Even Point* in amount of Rp 2.969.719.367. In 2014, *Break Even Point* in amount of Rp 2.980.251.676 or increase by 0.4 %. In 2015, *Break Even Point* in amount of Rp 4.867.691 or inctrease by 0.16 %. In 2016, *Break Even Point* in amount of Rp 4.172.352.347 or decrease by 39.7 %. In 2017, *Break Even Point* sebesar Rp 3.880.655.177 or decrease by 7 %. In 2018, *Break Even Point* in amount of Rp 5.841.293.285 or increase by atau 50 %. And *Break Even Point* average on Grand Trisula Hotel Indramayu in 6 years on years 2013-2018 is in amount of Rp 3.804.898.537 on Grand Trisula Hotel Indramayu.

D. Correlation Analysis Room Services Sales (X_1) Toward *Break Event Point* (*BEP*) (X_2)

Based on single coefficient calculation (r) can be counted as follows :

$$rx1x2 = \frac{n(\sum X1X2) - (\sum X1)(\sum X2)}{\sqrt{[n(\sum X1^{\,2} - (\sum X1)^{\,2}\,.\,n(\sum X2^{\,2} - (\sum X2)^{\,2}]}}$$

= 0,86

From the above calculation then obtaied the result of coefficient correlation between Room Services Sales toward Beak Even Point (BEP) in amount of **0,86** (have strong relation and have positive direction).

E. Correlation analysis of *Break Even Point* (*BEP*) (X_2) Toward Profit (Y)

Based on the calculation on the tabel above then the single correlation coefficient can be counted as follows :

$$rx1y = \frac{n(\sum X1Y) - (\sum X1)(\sum Y)}{\sqrt{[n(\sum X1^{\,2} - (\sum X1)^{\,2}\,.\,n(\sum Y^{\,2} - (\sum Y)^{\,2}]}}$$

$$rx1y = \frac{78.079{,}67}{89.483{,}91} = \mathbf{0{,}99}$$

From the correlation calculation above then obtained the result of coeffcieint correlation between from Beak Even Point (BEP) toward Profit (Y) in amount of **0,99** (have strong relation and have positive direction).

F. Coefficient of Determination Hotel Room Services Sales (X_1) Toward *Break Even Point* (*BEP*) (X_2)
To find out the major contribution of variable X1 (Hotel Room Services Sales) toward Beak Even Point /BEP (X2), then used the coefficiten od determination formula as follows :
Kd = r2 x 100%
Kd = (0,99)2 x 100%
Kd = 0,9801 x 100%
Kd = 98%
The result from the above calculation obtained coefficient of determination in amount of 98%. The contribution that Room Services Sales give toward Beak Even Point /BEP is in amount of 98 % and the rest in amount of 2 % influenced by other unresearched variable.

G. *Break Even Point* (*BEP*) (X_2) Coeffiecient of Determination Toward Profit (Y)

To find out the Brean Event Point Contribution (X2)/ BEP (X2) toward Profit (Y), then used the Correlation Coefficient formula as follow :
Kd = r2 x 100%
Kd = (0,86)2 x 100%
Kd = 0,7396 x 100%
Kd = 74 %
From the above calculation obtained the coefficitient of Determination in amount of 74 %. The contribution that Beak Even Point /BEP give toward profit is in amount of 74 % and the rest in amount of 26 % influenced by unresearched variable.

H. t test the influence of Room Services (X_1) toward Break Even Point (X_2)

Based on data that obtained from the scale of t is as follow :

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0{,}87\ \sqrt{6-2}}{\sqrt{1-(0{,}87^2)}}$$

$$t = \frac{0{,}87\sqrt{4}}{\sqrt{1-0{,}7613}}$$

$$t = \frac{0{,}87\ x\ 2}{\sqrt{0{,}2387}}$$

$$t = \frac{1{,}745}{0{,}489}$$

$$t = \mathbf{3{,}572}$$

From the above calculation, known t-count in amount of 6,085. Used to test 2 sides, with signification standard 5% and degrees of freedom (df) 6-2 = 4 obtained the table score in amount of 2,776. Because t-count > then the table (3,572 >2,776), then H0 rejected.

I. t test the influence of Break Even Point (X2) toward Profit (Y)

Based on data that obtained then the scale of t is as follow :

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

$$t = \frac{0{,}48\sqrt{6-2}}{\sqrt{1-(0{,}48)^2}}$$

$$t = \frac{0{,}48\sqrt{4}}{\sqrt{1-0{,}2287}}$$

$$t = \frac{0{,}48\ x\ 2}{\sqrt{0{,}7713}}$$

$$t = \frac{0{,}96}{0{,}878}$$

$$t = \mathbf{1{,}093}$$

Baed on the above calculation, known t-count in amount of 1,093. Used to test 2 sides, with sugnification standard 5% and degrees of freedom (df) 6-2 = 4 obtained the table score in amount 2,776. Because the t-count < then the t-table (1,093 < 2,776), then H0 recieved and Ha rejected.

V. DISCUSSION

A. *Correlation of Room Rental Service Sales (X_1) to Break Event Point (BEP) (X_2) at Grand Trisula Hotel Indramayu*

Pearson's product moment correlation (r) on the X1 variable against Y obtained a correlation coefficient of 0.87 which means that between the Hotel Room Rental Sales (X1) variable and the Break Event Point (X2) at Grand Trisula Hotel Indramayu, has a very strong relationship and has positive direction. The coefficient of determination (Kd) X1 against X2 is 86%. This means that the effect of hotel room rental sales given to the break even point is able to reach 86% and the remaining 14% is influenced by other variables not examined. And based on the hypothesis test t or tcount with an error rate of 5% (0.5) and with degrees of freedom or dk = n – 2 = 6 – 2 = 4 so that the results of the calculation of the hypothesis test X1 against Y are obtained, the value of tcount is greater than ttable (3.572 > 2.776), which means that tcount lies in the rejection area of Ho. In other words, Ho is rejected and Ha is accepted. It means that Hotel Room Rental Sales (X1) to Break Even Point (X2) at Grand Trisula Hotel Indramayu have a strong and positive influence and relationship.

B. *Correlation of Break Event Point (BEP) (X_2) to Profit (Y) at Grand Trisula Hotel Indramayu*

The correlation (r) on the X2 variable to Y obtained a correlation coefficient of 0.99 which means that the Break Even Point (X2) variable to Profit (Y) at Grand Trisula Hotel Indramayu has a moderate relationship and has a positive direction. The coefficient of determination (Kd) X2 against Y is 98%. This means that the influence given by Return on Investment on expansion planning can reach 98% and the remaining 2% is influenced by other variables not examined. And based on the hypothesis test t or tcount with an error rate of 5% (0.5) and with degrees of freedom or dk = n – 2 = 6 – 2 = 4 so that the results of the calculation of the X2 hypothesis test against Y are obtained, the tcount value is smaller than ttable (1.093 > 2.776), which means that tcount lies in the area of acceptance of Ho. In other words, Ho is accepted and Ha is rejected. It means that Break Even Point (X2) on Profit (Y) at Grand Trisula Hotel Indramayu has no influence and relationship and is positive.

VI. CONCLUSION

Based on the results of calculations and analyzes that have been carried out by researchers during research and discussion of the role of Hotel Room Rental Sales on Lana through Break Even Point (BEP) at Grand Trisula Hotel Indramayu, the researchers can draw the following conclusions :

E. Sales of Hotel Room Rental (X1) to Break Even Point (X2) at Grand Trisula Hotel Indramayu have a strong and positive influence and relationship. The results are based on the hypothesis test t or tcount with an error rate of 5% (0.5) and with degrees of freedom or dk = n – 2 = 6 – 2 = 4 so that the results of the calculation of the hypothesis test X1 against Y are obtained, the value of tcount is greater than ttable (3.572 > 2.776), which means that tcount lies in the rejection area of Ho.

F. Break Even Point (X2) on Profit (Y) at Grand Trisula Hotel Indramayu Has no influence and relationship and has a positive value. The results are based on the hypothesis test t or tcount with an error rate of 5% (0.5) and with degrees of freedom or dk = n – 2 = 6 – 2 = 4 so that the results of the calculation of the hypothesis test X2 against Y are obtained, the value of tcount is smaller than ttable (1.093 > 2.776), which means that tcount lies in the Ho . reception area.

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THE INFLUENCE OF TEACHER CREATIVITY IN MANAGING ECONOMIC LEARNING ON STUDENTS' LEARNING MOTIVATION AT SMA NEGERI 2 CIBAL

[1st]Ayun Pramesti Woro Hapsari
Department of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
ayun@undiksha.ac.id

[2nd] Elviana Limut
Department of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
elviana@undiksha.ac.id

[3rd] I Putu Arya DharmayasaDepartment of Economics and Accounting
Ganesha Education University
Singaraja, Indonesia
arya.dharmayasa@undiksha.ac.id

***Abstract*— student motivation at SMA Negeri 2 Cibal. This study employs a causal design. The population of this study was 82 students, with the entire population serving as the study's sample. The saturated sample technique was used as the sampling method. To collect data for this study, a questionnaire and documentation are used. Simple linear regression analysis was used to analyze the data. Based on the results of simple linear regression analysis and the t-test or significant test, the results of this study show that teacher creativity in managing economic learning has a positive and significant effect on student motivation at SMA Negeri 2 Cibal.**

Keywords— Teacher Creativity in Managing Economic Learning, Student Learning Motivation

I. INTRODUCTION

Education is a nation's hope. Quality education can produce quality and productive resources to compete in the globalization era. Article 1 paragraph (1) of the UU no. 20 of 2003 concerning the National Education System emphasizes that education is a deliberate and planned effort to create a learning environment and learning process in which students actively develop their potential to have religious, spiritual strength, self-control, personality, intelligence, noble character, as well as the skills required by himself, society, nation, and state.

Education is a term that various parties frequently use to describe a powerful tool for improving the lives of people in society. Educational development is used as a vehicle for a deliberate or planned transition process in order to improve various aspects of the affected social system's life.

According reference [1] defines creativity as the ability to generate new combinations from existing data, information, or elements. Specifically, according to [2], the concept of a teacher's ability and creativity is that the teacher must be able to continuously improve his professional abilities. In this case, the teacher must be capable of the following abilities: (1) mastering the subject matter, (2) planning teaching and learning programs, and (3) carrying out the teaching and learning process. Teachers should use learning methods such as group discussions and simulations to foster creativity in the way they deliver economics subject matter to students, to encourage reciprocity rather than just one way communication.

Teacher creativity in the learning process refers to a teacher's ability to manage learning in order to achieve the expected educational goals to the greatest extent possible. The ability to drive to learn in question is a teacher's ability to formulate teaching preparation and learning activities, choose and apply appropriate and appropriate teaching methods, and interact with students in harmony both within and outside of the school environment to create a learning situation and stimulate learning. Students must always be actively engaged in learning, with enthusiasm, attention, motivation, interest, and satisfactory learning outcomes.

Learning motivation, according to [3], is critical. The following are the benefits of learning motivation for students: (1) becoming aware of one's position at the start of learning, process, and final results, (2) informing about the strength of one's learning efforts in comparison to peers, (3) directing learning activities, (4) increasing enthusiasm for learning, (5) becoming aware of the existence of a learning journey, and then working on the sidelines of rest and continuous play. Students learning motivation through their learning activities in specific subjects.

Motivation, according to [4], is a factor that influences the learning process. There are internal and external factors that influence student learning motivation. Internal factors, specifically interest, are critical in motivating students to learn. A person's proclivity to do things because they are interested in them is usually accompanied by a sense of pleasure. External factors include parents' involvement and teachers' creativity in the classroom.

(1) The role of parents in fostering student motivation is critical. The role of parents in their children's education can be interpreted as providing students with assistance and support in teaching and learning activities such as assisting with school assignments and responding to students' academic achievements.

(2) The role of teacher creativity in the learning is essential. The teacher is not only a material provider; creativity is required in creating and compiling the entire series of learning methods, as well as evaluating learning.

One of the issues confronting the world of education, according to [5], is increasing teacher creativity in the teaching and learning process. The teacher, as a creative catalyst, must demonstrate and convey the creative process. In nature, teacher creativity in learning is a complex process. As an example, the process necessitates various ideas or concepts in managing and developing learning. The role of the teacher, as one of the external factors influencing the teaching and learning process, is critical in achieving optimal learning outcomes.

Efforts to improve the quality of educational outcomes are heavily reliant on teachers' ability to develop their creativity. Teacher creativity is becoming increasingly important in the learning process, which can serve as a starting point for efforts to improve student motivation and learning outcomes [6]. When students are motivated to learn, the learning process will be successful.

According to information and observations at SMA Negeri 2 Cibal, teachers' creativity in managing economic learning was lacking. This was demonstrated by students' lack of enthusiasm for doing economics assignments, student missed deadlines in collecting economic assignments, and student inactivity in class during economics lessons. Furthermore, teachers' creativity in managing learning has not been fully utilized. In the use of learning methods, teachers frequently used the traditional instruction. Teachers are expected to be able to create new things in managing economics learning in order to have variety in teaching, which will make students more active and creative in discussing and enthusiastic in performing the assigned economic tasks. Another issue that was discovered was that students were less enthusiastic about learning, that they seemed to pay less attention and did not take notes on the subject matter presented by the teacher. During the learning process, some students engaged in conversation and made jokes with their classmates.

Based upon the background, the statement of the problem can be formulated as follows: "Is there an influence of teacher creativity in managing economic learning on student motivation at SMA Negeri 2 Cibal?". The purpose of this study was to determine "the impact of teacher creativity in managing economic learning on students' learning motivation at SMA Negeri 2 Cibal."

II. METHOD

This study employs a causal research design. [7] defines causal research as the study of causal relationships. In this study, there are two variables: one variable X, or the independent variable (teachers' creativity in managing economic learning), and one variable Y, or the dependent variable (student learning motivation). The research method is quantitative.

The population used in this study was 82 students. As samples or subjects, the entire population is used. In other words, the sampling technique employs saturated sampling. According to [8], if the number of subjects is less than 100, it is preferable to use all existing subjects, so that the research is a population study because the entire population is used as the object of study.

The data sought in this study is primarily quantitative. Quantitative data is information or explanation expressed in numbers or in the form of numbers that can be measured or calculated directly. Where the sought-after data will be tested to see if there is an influence between the X variable or independent variable and the Y variable or dependent variable. In this study, quantitative data were derived from responses to questionnaires distributed to respondents.

The researcher used a questionnaire to collect the data for this study. A questionnaire, according to [7], is a data collection technique in which respondents are given a set of questions or written statements to answer. Questionnaires are an effective data collection method when the researcher is certain of the variables to be measured and knows what to expect from the respondents. Questionnaires can be in the form of closed or open questions or statements, and they can be given directly to respondents or sent via a Google form. The questionnaire was then filled out by respondents at SMA Negeri 2 Cibal, Wae Codi Village, West Cibal District, Manggarai Regency, NTT to obtain variable data on teacher creativity in managing economic learning and student motivation.

In this research questionnaire, researchers used a Likert scale to assess respondents' responses to the variables under investigation. Researchers' indicators of teacher creativity in managing economic learning include skill in developing learning strategies, skill in using good learning media, skill in managing classes, and empathy for students. While researchers use the desire and desire to succeed in learning, enthusiasm in learning, the presence of an environment conducive to learning well, and being diligent in doing assignments as indicators of learning motivation. In this study, all variables are to be measured using a Likert scale using five answer options, namely Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree.

The researcher analyzes the data obtained from the respondents to respond to the formulation of the designed problem. In this study, the data was analyzed using simple regression analysis, which included a t-test, with the criteria that if tcount > ttable and sig value < 0.05, Ha is accepted and H0 is rejected. However, if tcount < ttable and sig value > 0.05, Ha is rejected and H0 is accepted. Tamba et al (2018:38) used the following formula to calculate the ttable: $t = (\alpha/2; nk-1) = (0.05/2 ; 82-1-1) = (0.025; 80)$, obtained t distribution table results of 1.990.

III. Results and Discussion

The data's description (1) The data on teachers' creativity in managing economic learning is measured using responses to a questionnaire with 15 questions and 82 respondents. The category of teacher creativity in managing economic learning is shown in table 1 below.

Table 1. Categories of Teacher Creativity in Managing Economic Learning

No	Score Range	Frequency	Percentage	Category
1	x>73	0	0.0	Very High
2	68<X≤73	22	26.8	High
3	63<X≤68	37	45.1	Medium
4	58<X≤63	17	20.7	Low
5	X<58	6	7.3	Very Low
	Total	82	Based	

According to table 1, the category of teacher creativity in managing economic learning is moderate, with a total of 37 people (45.1 percent). As many as 17 people rate teachers' creativity in managing economic learning as low (20.7 percent). As many as 22 people rate teachers' creativity in managing economic learning as high (26.8 percent). Teachers' creativity in managing economic learning is rated as Very Low by as many as six people (7.3 percent). Based on the 37 respondents, it is possible to conclude that teachers' creativity in managing economics learning falls into the moderate category. (2) Data on learning motivation were collected using a questionnaire with 13 questions and 82 respondents. Table 2 shows the various categories of student learning motivation.

Table 2. Categories of student learning motivation

No	Range	Frequency	%	Category
1	X > 64	0	0	Very High
2	59 < X 64	24	29.3	High
3	54 < X 59	36	43.9	Moderate
4	50 < X 54	15	18.3	Low
5	X < 50	7	8.5	Very Low
	Total	82	100	

Based on table 2, it is known that students' learning motivation in the medium category is 36 people (43.9%), students' motivation in the low category is as much as 15 people (18.3%), and students learning motivation in the high category as many as 24 people (29.3%), student learning motivation in the shallow category as many as seven people (8.5%). It can be concluded that students' learning motivation tends to be moderate. It can be seen from the frequency of respondents, as many as 36 people.

Table 3. Results of the t-test The Effect of Teacher Creativity in Managing Economic Learning on Student Learning Motivation

Coefficientsa

	Unstandardized Coefficients					
	Model	**B**	**Std. Error**	**Standardized Coefficients Beta**	**T**	**Sig.**
1	(Constant)	26,415	6,503 4,062,000		Teacher	.000
	Creativity in Managing Economic Learning	.462	.099	.462	4,659	a

Dependent Variable: Student Learning Motivation

Based on table 3, the results of data processing with SPSS 26 generated a tcount of 4.659 with a sig. of 0.000, which meets the requirements of tcount 4,659, tcount 4,659 > ttable 1.990, and a sig. of 0.05. When compared to ttable 1.990 at a significant level of 0.05, tcount 4.659 > ttable 1.990 with a sig. of 0.000 from the significant level of 0.05. This demonstrates that Ha is accepted and H0 is rejected, implying that teacher creativity in managing economic learning (X) has a positive and significant influence on student learning motivation (Y).

Based on table 3. The data processing results using SPSS 26 obtained a t-count of 4.659 with sig. of 0.0,00, per the requirements of t-arithmetic 4,659 t-arithmetic 4,659 > t-table 1,990 and the value of sig. of 0.05. When compared with a t-table of 1.990 at a significant level of 0.05, t-count 4.659 > t-table 1.990 and sig. of 0.000 < from the considerable level of 0.05. This shows that Ha is accepted and H0 rejected, meaning that there is a positive and significant influence between teacher creativity in managing economic learning (X) on students' learning motivation (Y).

Table 4. Coefficient of Model Determination

Summary

	Model R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.462a	.213	.204	4.19407

Based on the coefficient of determination results in table 4, it is known that R Square is 0.213 multiplied by 100 percent, indicating that the contribution of the teacher's creativity variable in managing economic learning (X) to student learning motivation (Y) is 21.3 percent.

Table 5. Beta

Coefficientsa

	Unstandardized Coefficients					
	Model	**B**	**Std. Error**	**Standardized Coefficients Beta**	**T**	**Sig.**
1	(Constant)	26,415	6,503 4,062,000		Teacher	.000
	Creativity in Managing Economic Learning	.462	.099	.462	4,659	a

Dependent Variable: Student Learning Motivation

According to table 5, the results of the simple regression analysis test using SPSS 26 show that the coefficient value of the variable X (teachers' creativity in managing economic learning) is 26.415 and thus the regression equation for this study is as follows: Y = + X, Y = 26.415 + 0.462X. The following is a simple regression equation line shown in Figure 1

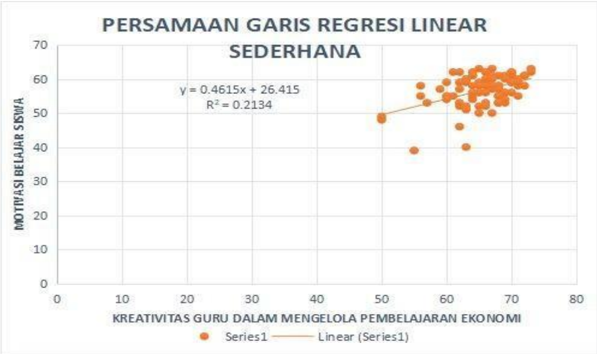

Figure 1. Linier Refression

Teacher creativity in Economics education is part of a system that is inextricably linked to being educated. The role of teacher creativity is to help not only one aspect in humans, but also other aspects, such as cognitive, affective, and behavioural. The most important aspect of the classroom learning process is the teacher's creativity in managing Economics learning. Students' enthusiasm for learning will grow as teachers use their creativity to manage Economics learning. The more creative teachers are in managing Economics learning in the classroom, the more enthusiastic students will be. Teachers are expected not only to use learning methods with lectures, but also to use learning methods with group discussions.

According to the study's findings, teacher creativity in managing economics learning has a significant influence on students' learning motivation at SMA Negeri 2 Cibal. This demonstrates that the teacher's creativity in managing Economics learning has an effect on students' enthusiasm for taking Economics lessons in class. Thus, the findings of this study are in line with the hypothesis proposed by [4], according to which the factors that influence student learning motivation are internal, namely interest, and external, namely the role of parents and teacher creativity in the classroom. The findings revealed that teacher creativity in managing economics learning had an effect on students' learning motivation at SMA Negeri 2 Cibal.

IV. Conclusions and Suggestions

Based on the findings of the research and discussion about the impact of teacher creativity in managing Economics learning on students' learning motivation at SMA Negeri 2 Cibal, it is possible to conclude that there is a significant impact of teacher creativity in managing Economics learning on student learning motivation, as evidenced by data processing results. Using SPSS 26, the tcount value was 4.659, with a significance level of 0.000. While the teacher's creativity variable in managing Economics learning contributes 21.3 percent to student learning motivation, the remaining 78.7 percent is influenced by factors other than this study.

As for suggestions for various parties, (1) for teachers, teachers are educators, and student mentors should always maintain and improve positive attitudes, particularly in terms of the ability to master the material to be taught, which has a significant influence on increasing student learning motivation. Teachers should be more creative in using methods that are varied and in accordance with the material presented to reduce boredom in the learning process. (2) For students, students should increase their enthusiasm for learning, both at school and at home; (3) For schools, improve the quality of education by increasing teacher creativity in managing economic learning, such as the use of non-monotone learning strategies, using interesting learning media, being skilled in managing classes, using more varied teaching materials, and having a sense of empathy for students, in order to produce a generation of quality alumnae. (4) For parents, parents must also play a role in encouraging students to be more active in their learning, because children require parental support as well.

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TILAPIA POND BUSINESS GOVERNANCE AS A SOURCE OF ECONOMIC LEARNING (ETHNOPEDAGOGIC STUDY ON POND FISHING COMMUNITY IN BUNGKO VILLAGE LOR CIREBON REGENCY)

[1st]Endang Herawan, [2nd]Aan Anisah2, [3rd]Mita Rosita

Pendidikan Ekonomi Universitas Swadaya Gunung Jati

endang.herawan.ugj@gmail.com[1] , aananisah.ugj@gmail.com[2],mitarosita23@gmail.com[3]

I. Abstract

Economic learning resources currently only use textbooks, other relevant books, and the internet. In environmental-based economic learning, it has not yet been implemented; as a result, students do not develop between theory and the facts of conditions in the actual environment. The purposes of this study were 1) to describe the business governance of tilapia ponds as a source of economic learning,

2) to determine the design of student worksheets (LKPD) on environmental-based economic subjects for students. This study used a qualitative descriptive, R&D research method using the ADDIE model.Data collection techniques applied with four steps, namely data collection, data reduction, data presentation, and data collection and withdrawal.

The results of this study found several management concepts that can be used as learning resourcesfor LKPD learning economics. 1) Tilapia fish pond business management is one of the efforts made to regulate everything that exists in running a business so that it can achieve the planned business goals.

2) Elements of management in tilapia fishpond business include people, money, materials, machines, methods, and markets that are run in tilapia fish farming business. 3) Management functions that include planning, organizing, mobilizing, and supervising in tilapia fishpond business; there is a structure in the business so that it can run according to its objectives. 4) Management in the marketingfield, which is far from marketing to the Ciayumajakuning area and even to Jakarta, in the financial sector, tilapia fish farming business can be considerable value in tilapia fish farming business. The design of the initial material whose LKPD validation was carried out by the four validation experts showed valid result. It was confirmed by the validation test material with an assessment score of 3.8. It was in line with the practice expert assessment score showed 4.0, and 3.62 was the score of linguists. In addition, validation test by media showed valid score of 3.71 which meant there is no improvement of LKPD. In other words, LKPD can be categorized as feasible teaching materials to useby its average value 3.78.

Keywords: Tilapia pond business governance, Learning Resources, Student Worksheets

II. Introduction

Education is something that lasts all life, hence education can happen whenever and wherever a person is. Its reason makes education very important to each individual, since without education, it would be difficult to develop or even would backward. Therefore, education should be directed to produce qualified and competitive human beings, in addition to having noble ethics and good morals.

Learning is a complex phenomenon influenced by many factors (Huda, 2014). Learning on generally believed to be the result of interactions between the individual and the environment surroundings that contain learning in it. Aside from the presence of interaction between students and teachers, namely learning resources and teaching materials which are interesting to encourage students to be enthusiastic in learning so as to get good learning outcomes. Yet the problems faced by the teacher when carrying out the process of learning activities are to choose or determine the appropriate learning resources and teaching materials. It was because the success or failure learning is assisted and supported by the use of an effective and efficient learning resource.

In the learning process learners do not only interact with teacher as a source of learning, but also possible learning resources used to achieve results desired. Mudlofir (2016:193) Learning resources are tools or goods which can be used to uphold the teaching and learning process either direct or indirect. Remmillard and Heck (2014) teaching materials namely can be objects or people that can be
used to facilitate the progression of the learning process. The proper use of teaching materials will be able to facilitate learning tasks, and other supporting materials will also be able to accommodate, motivate, reconstruct, and improve learning and learning activities.

Based on the results of interviews with teachers who teach in class X social studies SMA Negeri 1 Suranenggala showed learning resources of economics only used package books, other relevant books, and the internet. Meanwhile, environmental-based economic learning has not been implemented, because there are many factors, such as the teacher emphasizes more behavior rather than knowledge and teachers have to go the extra mile in composing and designing sources of teaching materials during the Covid-19 pandemic. It showed that environment-based learning is not optimal for economics subject in high school. As a result, learners could not develop well between theories and the fact of conditions in the actual environment. Therefore, teachers should use learning resources effectively and efficiently, one of which is by using environment-based sources of teaching materials.

Environment-based learning used as a learning resource, called the management system of the tilapia pond business. Its management can be used as a learning resource in economics subjects, involves processes of planning, organizing, directing activities, coordinating and controlling in the tilapia pond business which can determine and achieve goals through human resources and other resources therefore the business can run well.

According to Nugroho (2010:119) states that management is a a term derived from the word "manage" means a series of undertakings that aims to explore and utilize all the potential possessed in an effective and efficient in order to achieve certain planned goals previously. In addition, management is a certain process that will be implemented starting from planning, organizing, mobilizing and surveillance with utilizing both science and art in order to complete the goals that have been set in advance (Terry, 2009). Meanwhile, Effendi (2009:1) states that governance as a system of internal control of the company that have the main goal of managing significant risks in order to meet the objectives its business through security in the long run.

The concept of environment-based learning can also improve the critical thinking ability of learners. This is proven with the results of research conducted by Ramawati, et al (2016: 86) which showedthat learning by utilizing the surrounding environment as a source learning is the most effective way to develop a way of thinking critical learners. Environment-based learning can help develop the logical and critical thinking of learners, because they faced the problems directly in the field so that it can be an alternative of fun learning.

Based on the above explanation, the researcher draws the conclusion that Environment-based learningis alternative that can be done to make it easier for students to recognize the surrounding environment which relates to the learning material obtained. It also allows students to understand more quickly about what to learn because the material presented is more concrete.

Nowadays learning resources will be meaningful for students or teachers if it is organized through a design that allows one can take advantage of a variety of learning resources. Otherwise, the place or environment around, objects, people and books do not mean anything. One of the values local wisdom that can be developed as a source of economic learning, of course, selected based on human being andhis environment. It is the environment in which the learner lives and develops into part of that society.Therefore, this economic learning carried out or directed at a contextual form of learning in which thiscase useful as an attempt to relate the content of economics subjects in the real world.

According to Sudjana and Rivai (2018:28) argue that learning resources is all the power that can be utilized to provide convenience to someone in his learning. Meanwhile, Joseph (2018:28) suggests that any kind of media, objects, data, facts, ideas, people, etc. that can simplify the learning process for students is what is called a source learn. Then learning resources are something that exists around a functional learning activity environment can be used to help optimize learning outcomes (Ananda, 2019:219).

What researchers do is trying to make a design teaching materials in the form of environmentally based LKPD in subjects Economics class X at SMA Negeri 1 Suranenggala, Cirebon Regency. Research this, utilizing the pond fishing community managing the fish pond business this indigo as a source learner learning in the form of LKPD on the eyes economics lessons whose material content includes the notion of management, elements of management, and management functions. With the LKPD for helping and facilitating teaching and learning activities so that they are formed effective interaction between learners and teachers, can increase activity and learner achievements.

According to Prastowo (2015:204) states that a printed teaching material in the form of sheets of paper containing materials, summaries, and instructions implementation of learning tasks that must becarried out by learners, who refers to the basic competencies to be achieved. According to Majid (2016:327) states that the Learner Worksheet (LKPD) is part of Lesson Implementation Plan (RPP) and as a tool used by teachers in teaching him.

Then according to Trianto (2012:222) suggests that The Learner Worksheet (LKPD) is the learner's guide used to carry out problem investigation activities. Regarding the importance of LKPD for learning activities, then we do not apart from the assessment of the function and purpose of the use of the LKPD itself. By therefore, LKPD in learning is very important so that LKPD has multiple functions and purposes. According to Prastowo (2015: 205) the importance of LKPD for learning activities have at least four functions as follows: a.) As teaching material that can minimize the role ofeducators, but more activate learners. b.) As teaching materials that make it easier for participants educated to understand the material provided. c.) As a concise teaching material and rich in tasks to practice. d.) Facilitate the implementation of teaching to Learners.

In addition to the functions described above, LKPD also has a purpose. The purpose of preparing the LKPD is at least four points according to Prastowo (2015:206) i.e.: a.) Presenting teaching materials that make it easier for students to interact with the given material. b.) Presenting tasks that improve students' mastery of the material provided. c.) Train learner learning independence. d.) Make it easier for educators to provide assignments to learners.

In making Student Activity Sheets or referred to as LKS should at least contain some structure. According to Andi Prastowo (2012:207); Ernawati (2017:5) the structure of LKS includes the title, general instructions, subject matter, duties as well as assessments.

Based on the background above, the problem can be formulated, namely as follows: 1) What is the picture of the governance of the tilapia pond business as economic learning resources?, 2) How is the design of the utilization of learning resources using learner worksheets (LKPD) in economics subjectsenvironment-based for learners? From the formulation of the problem that has been explained above,the purpose of this study is specifically To knowing the description of the business governance of tilapia ponds as a source economic learning. To find out the design of the use of learning resources using learner worksheets (LKPD) in economics subjects environment-based for learners.

III. Method

The type of research used in this study is research and development (reseach and deveolepment / R&D) descriptive qualitative with using the ADDIE model to develop research results that have been researchers can be used as teaching materials for high school students class X. In addition to beingsupported by research (reseach and development / R&D).

Data collection techniques carried out in this study will be carried out with documentation studies and observations on the site to be studied, namely business tilapia ponds and interviews with owners and managers of tilapia pond businesses on the subjects to be studied and also this study will collect data from document sources in the form of curriculum.

Data analysis techniques from the results obtained while in Bungko Lor Village using the technique of Miles and Huberman where the technique has four steps, namely, data collection, data reduction reduction), data presentation (display data), and conclusion drawing and verification data (data conclusion and verifying).

IV. Result and Discussion

1. An overview of tilapia pond business governance as a source economic learning

Based on the research that has been carried out, the results of interview with Mr. Nawidi as the owner and manager of the fish farm indigo i.e. First. Tilapia pond business management is one of the efforts that done to regulate everything in running a business so as to achieve the planned business goals. Secondly, the element management in the tilapia pond business there are people, money, materials, machines, methods, and markets that are run in the tilapia pond business. Third, the management functions of which there are planning, organizing, mobilizing, and supervising in the tilapia pond business there is a structure in its efforts to be able to run according to the goal. Fourth, the field management there is a field of marketing that has been far from marketing to Ciayumajakuning areaeven to Jakarta. In finance tilapia pond business can be worth a considerable profit in tilapia pondbusiness. Of course, the data from the results of the interview is the can be used as an environmentally based learning resource, researchers will make a teaching material product, namely LKPD which is listed on the eyes class X economics lessons on the even semester management chapter material in State High School 1 Suranenggala.

Learning is the most important activity in the educational process in schools, thus playing an important role in determining success achievement of educational goals. In the learning process, several things can be found such as how to prepare before learning begins, how a teacher teaches as well as how to evaluate each after Learning.

Economics subjects are dynamic and close learning with the daily life of students. The concept of needs, priority scale, scarcity, rationality, choice, profit and risk are things that often found ineconomic activities and taught also in the eyes economics lessons at the formal education level. In connection with that, then the subject of economics should be taught according to the needs of the student to face the challenges of the future.

2. Design of the use of learning resources using LKPD on the eyes environmentally based economics lessons for learners

The development of teaching materials is one of the products produced by this study. Teaching materials are one of the materials that must be present and available to help with the teaching and learning process. To create a teaching material products, of course, adequate learning resources are needed. Source learning is everything that can be used as a source learning ranging from the environment, books, the internet and journals. Deep the development of these teaching materials utilizes learning resources for fish pond business indigo which is used as a source of economic learning and developed teaching materials in the form of Student Worksheet products (LKPD).

Environment-based learning resources that can be used as sources economic learning in the tilapia pond business, namely the elements management and management functions. Researchers of this development aims to design teaching materials in the form of learning LKPD which contains subjects of material economics on management. This LKPD was compiled based on the results of curriculum analysis at SMA Negeri 1 Suranenggala which using the 2013 revised 2020 curriculum and compiled based on research problems including the use of teaching materials that are still watching is in the form of package books, the internet, magazines and journals. As for The structure of this LKPD arrangement can be described as follows:

a. Title/Cover

The title/cover of this LKPD is designed attractively by including pictures of ponds or empang so that students do not get bored with the teaching materials they use. In this cover has been adjusted with theneeds and characteristics of class X students in SMA Negeri 1 Suranenggala, this cover shows that

there is LKPD in it which contains the title specified from the basic competence to be achieved in the learning or learning experience contained in curriculum 2013 revision 2020

b. Core Competencies

Core competencies are the level of ability to reach standards graduate competencies that must be possessed by students in each level, class or program.

c. Basic Competencies

Basic competencies are the ability to achieve core competencies which must be obtained by learners through learning.

d. Concept Map

A concept map is a chart that shows what materials which will be achieved by the learner. This concept map was developed through the basic competencies that have been created.

e. Subject Matter

The subject matter in this LKPD is the result of a summary of the research that has been carried out in the tilapia pond business in the pond fishermen group which is then adapted to the needs of existing basic competencies.

f. Work Tasks and Steps

The tasks of students in the LKPD that have been made are adjusted to learning objectives to be achieved or basic competency objectives, so that students are able to explain the basic concepts of management. The work step is to do tasks in the LKPD or carry out learning using LKPD.

Based on the results of the LKPD validation test conducted by four expert experts the validation is the material expert validation test by the material expert shows "Valid" with an assessment score of 3.8, validation test by expert practitioners shows "Valid" with an assessment score of 4.0, validation tests by linguists show "Valid" with a score of 3.62, and validation tests by media experts showed "Valid" with a score of 3.71 . Based on the results of the validation test with the value average of 3.78 environmentally based LKPDs on economics chapter this management is categorized as feasible to use as teaching material Learners.

V. CONCLUSION

Based on the results of research on managing tilapia pond businesses in bungko lor village district as asource of learning on economic subjects class X at SMA Negeri 1 Suranenggala, it can be concluded that:

1. Management concept in Bungko Lor Village, Cirebon Regency that can used as a learning resource in the subject of Material Economics in the management chapter, namely: First, Tilapia pond business management one of the attempts made to organize arranging everything that is in running a business so that it can achieve business goals that Planned. Second, the management element in the tilapia pond business there are people, money, materials, machines, methods, and markets in run in the tilapia pond business. Third, the management function that there is planning, organizing, mobilizing, and supervising in the tilapia pond business there is a structure in its business so that it can go according to the goal. Fourth, the field of management there is a field of marketing that has been far from marketing to the Ciayumajakuning area even go to Jakarta. In the financial sector of tilapia pond business can be worth a considerable profit in the tilapia pond business.
2. Environmental-based LKPD teaching material design results from ethno pedagogic studies in Bungko Lor Village, Cirebon Regency includes: 1) Title/ Cover, 2) Words introduction and Table of contents, 3) Core Competencies referring to the curriculum 2013 revision 2020, 4) Basic Competencies i.e. the ability to achieve Core Competencies, 5) Concept Maps, 6) Subject Matter, and

7) Tasks and Work Steps. At the stage of developing LKPD teaching materials, namely Analysis, Design, and Development. The validation results show the design of teaching materials. This LKPD deserves to be developed with some suggestions after validate material experts, expert practitioners, linguists, and experts media.

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Strengthening Digital Literacy Competencies Of Teachers In Elementary Schools

1st Nancy Angelia Purba
PGSD Study Program, FKIP Faculty
HKBP Nommensen Pematangsiantar University
Pematang Siantar, Indonesia
Nancy.Purba@uhnp.ac.id

2nd Eva Pratiwi Pane
Chemistry Education Study Program, FKIP Faculty,
HKBP Nommensen Pematangsiantar University
Pematang Siantar, Indonesia
evapratiwi2607@gmail.com

3rd Vita Riahni Saragih
Indonesian Language Education Study Program, FKIP Faculty,
HKBP Nommensen Pematangsiantar University
Pematang Siantar, Indonesia
vitariahni91@gmail.com

***Abstract*— This strengthening aims to improve the skills of teachers at SD Negeri 091488 Bahsampuran in using technology in online and offline learning. This activity is carried out in the form of socialization and training on the use of simple technology with the google domain, namely Gmail, google meet, google drive, GCR, and so on that are directly connected to google. The implementation method used is carried out in stages, namely (1) understanding and skill training and assistance to partners, (2) the process of using literacy consists of three stages, namely the process of preparing tools and materials, the process of practical use and (3) strengthening to see the level of skill of each teacher. Partners in this strengthening are teachers at SD Negeri 091488 Bahsampuran, Jorlang Hataran District, Simalungun Regency with 13 respondents. The results of the evaluation and satisfaction questionnaire given were an average of 63% of teachers at SD Negeri 091488 Bahsampuran said that this activity was very well implemented and easy to implement.**

Keywords*— *Strengthening; Digital Literacy Competencies; Teacher

I. Introduction

A new decade has shaken almost all parts of the world with the emergence of a virus known as The Corona Virus Disease 2019 (Covid-19) at the end of 2019 (Nahdi & Jatisunda, 2020). The spread of the Covid-19 virus is so fast that it has infected more than 4 million people with nearly 300,000 confirmed cases of death in 202 countries in the world, so it was declared a global pandemic in March 2020 (WHO, 2020). The Covid-19 pandemic has harmed all areas of life, be it economic, social, or cultural (Ningsih, et al, 2021), even the education sector has also been affected (Daniel, 2020; Handarini & Wulandari, 2020; Purwanto, et al, 2020) .

Departing from the Covid-19 pandemic, the implementation of a social distancing policy for all people in the world, including Indonesia (Puspitafuri, 2021). This policy also applies of course to the education sector, as can be seen from the learning activities that were originally carried out face-to-face have now turned into online learning (Sari, et al, 2021; Garini, et al, 2020). This is following the Circular from the Ministry of Education and Culture which contains every education unit, both Elementary Education, Secondary Education, and Higher Education, is required to carry out learning activities from home (Handarani & Wulandari, 2020).

Learning from home is considered to be one of the solutions as a medium for delivering material between teachers and students during the Covid-19 pandemic (Alhkalil, et al, 2020, Asmuni, 2020). This is also a new challenge for teachers because of the unpreparedness the teachers in preparing the previous lesson (Kustandi & Ibrahim, 2021). Teachers in carrying out learning are required to be proficient in mastering technology (Erni, et al, 2020). Learning technology that must be mastered by teachers during the pandemic is in the form of e-learning or learning using internet technology which is currently often called online learning (Rosmalah, et al, 2021). This is supported by (Martins, 2015) explaining that the internet is combined into a source of tools that can be used to complete learning activities.

Online learning is an online learning activity that uses the internet network with connectivity, flexibility, accessibility, and the ability to produce various types of learning interactions (Moore, et al, 2011). In line with that, online learning is learning that is developed into a medium that can be a liaison between teachers and students in a virtual room without having to be in the same room physically (Fitriana, 2018). Various types of platforms can be used by teachers to facilitate the learning process as a medium for delivering materials, assessments, collecting assignments, and so on (Elianur, 2020). These platforms include Whatsapp group, telegram, google classroom, google Forms, google meet, and email (Nahdi & Jatisunda, 2020, Dewi & Sadjiarto, 2021).

Online learning certainly requires skills to be able to use technology appropriately (Rosmalah, et al, 2021). The ease of accessing the internet makes digital literacy an important thing. Therefore, teachers must have skills in digital literacy. Teachers as information providers must be educated in using the internet properly (Adiarsi, et al, 2015). To be proficient in digital literacy, teachers must not only understand how to obtain information from internet sources but must have the ability to understand and collect that information (Gilster & Watson, 1997).

However, in practice, teachers face many obstacles in using technology digitally, especially at SD Negeri 091488 Bahsampuran. In the results of observations and interviews conducted by the service team with teachers and school principals, it was found that several teachers, especially teachers aged 50 years, were not yet proficient in the use of technology. But some teachers already understand using technology but are not so proficient. The service team also found problems from the student's side, such as many students who were not proficient in the use of digital technology and some students only using their parents' devices for the learning process so that the learning process could not run effectively. The internet network facilities at the school have not run optimally.

Based on the problems mentioned above, the service team from the University of HKBP Nommensen Pematangsiantar felt the need to organize training. The topic that the service team wanted to present in the training was "Strengthening Digital Literacy for Teachers at State Elementary School 091488 Bahsampuran, Jorlang Hataran District, Simalungun Regency". This training and strengthening are carried out in the form of socialization and training on the use of simple technology with the google domain, namely Gmail, google meet, google drive, GCR, and so on that are directly connected to google. This strengthening aims to improve the skills of teachers at SD Negeri 091488 Bahsampuran in using technology in online and offline learning.

II. METHODS

This activity uses the method of socialization and training and mentoring. The form of the stages of the method used is knowledge of digital literacy to improve teacher skills in learning at school. The training for strengthening digital literacy is in the form of:

1. Understanding and skills training as well as assistance to partners.
2. The process of using digital literacy starts from the process of preparing tools and materials, using practices, and strengthening them.
3. Evaluation of each teacher's skills in using technology as a form of digital literacy.

The subjects of the PKM program in this activity were the teachers of SD Negeri 091488 Bahsampuran, Jorlang Hataran District, Simalungun Regency. This activity involved 3 lecturers from different disciplines, namely Indonesian Language Education and Chemistry Education

The form of stages of implementation in this activity is in the form:

1. Pre-Activity Stage in the form of discussion in finding problems.
2. The activity stage is in the form of digital literacy socialization, training to strengthen digital literacy, and mentoring.
3. The evaluation stage is in the form of a questionnaire given to the teacher.

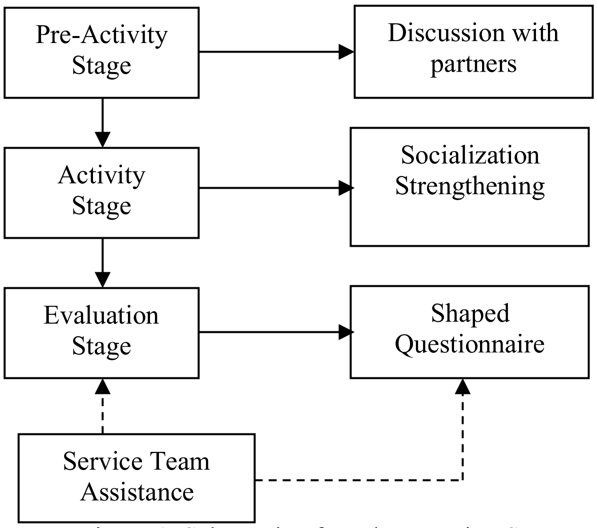

Figure 1. Schematic of Implementation Stages

III. RESULTS AND DISCUSSION

The service activity uses two approaches, including a training and mentoring approach which is carried out in three stages.

1.Pre-Activity Stage

In the early stages, the team and partners (teachers) held joint discussions to find the initial problems that occurred in the school. Based on the results of the discussion, problems were found, namely the unavailability of adequate facilities and infrastructure in the use of digital literacy during the learning process and the lack of understanding of partners (teachers) in using digital literacy as a technology-based learning medium so that online and offline learning that has been implemented so far have not achieved optimal results.

2.Activity Step

After knowing the problem, the team held a socialization regarding the use of facilities and infrastructure in the form of digital literacy as a learning medium and training on the use of digital literacy to teachers as a form of solution to existing problems.

After the socialization, the team held training and mentoring for partners (teachers). The first activity is in the form of training, partners (teachers) are given training in using digital literacy in schools. During the training activities, it was found that the partners (teachers) were very enthusiastic in participating in the training activities. This can be seen from the teachers who are very active in asking questions related to digital literacy and its use in online and offline learning processes and the presence of teachers who express problems that are often faced during the learning process at school.

During the training activities there was an active two-way communication. The teachers considered that this training could provide new information for them in carrying out the learning process using digital-based media. These training activities can also refresh the knowledge and abilities of teachers regarding matters relating to digital literacy activities. So far, some teachers rarely participate in training activities on digital literacy so that their understanding of digital literacy is minimal.

Figure 2. Training conducted by the Lecturer team

At the end of the training activities, the teachers obtained useful information for them regarding their understanding of digital literacy so that in the future they can immediately put the knowledge they have acquired into practice in the learning process at school. In addition to gaining an understanding of digital literacy, teachers also get various types of digital-based learning media that they can use as a reference in learning in schools in the future. Based on the results of the training and mentoring, the team and partners (teachers) evaluate the activity.

3.Evaluation Stage

One of the successes of these activities depends on the collaboration carried out with partners (teachers) because they are the objects of the community service activity program. Indicators of the success of training on digital literacy are seen from the sincerity and work produced by the teachers so as to create teachers who are digitally proficient and able to apply digital-based learning media as one of the supports for their competence.

The form of evaluation given is in the form of a questionnaire consisting of 12 statements with 5 answer choices. The answer choices use a Likert scale with an assessment of (5) very good, (4) good, (3) not good, (2) not good, (1) very bad. Based on the evaluation conducted by the team to 13 teachers at SD Negeri 091488 Bahsampuran, Jorlang Hataran District, Simalungun Regency regarding the community service activities, the following results were obtained:

Table 1. Evaluation Results of PKM Activities

Respondent	**Evaluation**				
	5	**4**	**3**	**2**	**1**
Respondent 1	17%	83%			
Respondent 2	67%	33%			
Respondent 3	83%	17%			
Respondent 4	75%	25%			
Respondent 5	83%	17%			
Respondent 6	67%	33%			
Respondent 7	83%	17%			
Respondent 8	50%	50%			
Respondent 9	83%	17%			
Respondent 10	67%	33%			
Respondent 11	42%	50%			
Respondent 12	75%	25%			
Respondent 13	25%	75%			
AMOUNT	**63%**	**37%**			

From the following table above, it is obtained that the average result is that the teachers appreciate very well the training activities on digital literacy carried out by the team at the school. None of the teachers gave a choice of answers that were not good, not good, or very bad. The teachers only answered very good and good choices. The total of the average answers obtained about 63% of teachers chose very good and the remaining 37% chose good answers. Teachers at SD Negeri 091488 Bahsampuran, Jorlang Hataran Sub-district, Simalungun Regency in the future still want to hold retraining both related to digital-based learning media, learning models and implementation of an independent curriculum to support the optimal learning process in the school and improve their competence as teachers .

In doing community service, the team did not face any problems in the practice of activities both in training and mentoring activities due to the enthusiasm of the partners (teachers0 in responding and welcoming the training we offered in the form of digital literacy. At the pre-activity stage the team did not have much difficulty in conducting discussions with teachers to find problems which will later become the basis for the team to provide digital literacy training .

IV. CONCLUSION

1.Conclusion

The implementation of community service activities carried out by the team in the form of providing socialization, training and assistance to teachers at SD Negeri 091488 Bahsampuran, Jorlang Hataran District, Simalungun Regency. The purpose of these activities is to equip teachers with the skills to use digital-based media in the learning process. So far, there is still a lack of understanding and the ability of teachers to use digital-based media as long as it will be developed through the use of digital literacy. The application of digital literacy will create more optimal learning both online and offline which is later expected to improve student learning outcomes.

Based on the evaluation results of the training and mentoring activities that have been provided, almost all teachers have been able to apply digital-based learning media such as the google domain, namely gmail, googlemeet, googledrive, GCR, and so on that are directly connected to google.

2.Suggestion

- The manager of SD Negeri 091488 Bahsampuran, Jorlang Hataran District, Simalungun Regency is expected to facilitate wifi and computers which can later be used by teachers to design digital-based learning media.
- To other teams who will later do community service at this school to be able to do more in-depth research related to the application of digital literacy .

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THE INFLUENCE OF PERCEPTIONS OF THE PUBLIC ACCOUNTANT PROFESSION, FINANCIAL AWARDS, CAREER MOTIVATION, AND UNDERSTANDING OF TRI NGA TEACHINGS ON THE INTEREST OF ACCOUNTING STUDENT IN CHOOSING A CAREER AS A PUBLIC

Sri Ayem[1]
Accounting Study Program
Faculty of Economics, University
Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
sriayemfeust@gmail.com

Eti Pitriani[2]
Accounting Study Program
Faculty of Economics, University
Sarjanawiyata Tamansiswa
Yogyakarta, Indonesia
etipitria12@gmail.com

Abstrack* — This study aims to determine the effect of perceptions of the public accounting profession, financial rewards, career motivation, and understanding of the three teachings on the interest of accounting students to choose a career as public accountants. This research method uses descriptive quantitative methods and primary data using a questionnaire. This study uses a sample of active students in the accounting study program at the Yogyakarta Bachelor's University Tamansiswa (UST), the Indonesian Islamic University (UII), and the Yogyakarta Muhammadiyah University (UMY), where these three private universities have CPA Test Center services in collaboration with IAPI (Institute Indonesian Public Accountant). The sampling technique used was slovin's formula. The data collection method used a questionnaire in the form of a google form. The number of questionnaires that were processed were 100 questionnaires. Data analysis using IBM SPSS Statistics 20. The results show that the perception of the public accounting profession has no effect on the interest of accounting students to choose a career as a public accountant. Financial rewards, career motivation, and understanding of the three teachings have a positive effect on the interest of accounting students to choose a career as a public accountant.

Keywords* — Perception of the Public Accountant Profession, Financial Awards, Career Motivation, Understanding of Tri Nga's Teachings, Interest of Accounting Students in Choosing Careers as Public Accountants.

I. INTRODUCTION

The most important aspect of a healthy adult human life is a career. One of the students is an adult human who is always faced with the choice of a career that will be pursued after completing his education in college. Career is one of the most important points in a person's life journey, therefore career is very important for someone. Accounting students are also certainly faced with problems in choosing a career, one of the careers in accounting is quite a lot, including public accountants, government accountants, corporate accountants, educator accountants and non-accounting professions. Accounting students have various considerations for a career that will be in their life.

Of the several career options available, one that can be chosen by accounting graduates is the profession as a public accountant. The public accounting profession is responsible for increasing the level of reliability of the company's financial statements, so that the public can obtain reliable and trustworthy financial information as the basis for making decisions. Law Number 5 of 2011 explains that public accountants are a profession whose main service is insurance services and the results of their work are used by the public as a consideration in making a decision.

The profession of Public Accountant in Indonesia is still very minimal, therefore it is very unfortunate and very complained by IAI. According to data Kemenkeu, (2020) The number of Public Accountants as of April 25, 2022 is 1,426 people, while according to the data Kemenkeu, (2020) The number of active public accounting firms in Indonesia in accordance with the Ministry of Finance's license as of April 25, 2022 is 473. This is very disproportionate to the number of companies in Indonesia. Therefore, along with economic growth in Indonesia which is expected to get better and better, the accounting profession is needed to help realize the economy in Indonesia, with conditions like this, the accounting profession is still very wide open and can be used as a promising career choice. Not only that, at the beginning of 2020 until now, there has been a Covid-19 Pandemic in Indonesia which has resulted in changes in various things, including making the practice of the public accounting profession not going well, not a few of these practitioners have experienced various obstacles in fulfilling SKP obligations. PPL, and for prospective public accountants must be patient waiting for the reactivation of CPA (certified public accountant) examination centers. In addition, COVID-19 also affects most of the business processes carried out by KAP, both the KAP network and internal management, therefore it is necessary to reconsider the audit engagement to the audit approach that must be taken in the future. Kemenkeu, (2020) So by looking at this phenomenon, it can be said that the interest of students to choose a career as a public accountant is still very low. From various studies, students' interest in choosing a career as a public accountant can be caused by various factors that influence it.

One of the factors that influence the interest of accounting students in choosing a career as a public accountant is perception, the perception that occurs will form an attitude, which is a stable tendency to act in a certain way in a situation. According to Wahyuni and Ayem (2021) said that the perception of the public accounting profession has a positive effect on interest in becoming a public accountant. However, research conducted by Santi and dkk (2020) said that the perception of the public accounting profession had no effect on the interest in becoming a public accountant.

The next factor, the financial award is an income or financial award/salary that will be obtained as a contra-achievement of work that has been fundamentally believed by most companies as the main attraction to provide satisfaction to its employees. Based on research Rahmadiany and Ratnawati (2021) states that financial rewards have a positive effect on the interest of accounting students to choose a career as a public accountant.

The next factor, namely career motivation is an impulse or desire that arises from within a person with the aim of growing his competence. Based on research Astuti and Aji (2021) stated that career motivation has an influence on the interest of accounting students to become public accountants.

Student interest in choosing a career can also be formed from the learning process while in college. Bachelorwiyata University Tamansiswa is one of the private universities located in Yogyakarta, which is under a foundation initiated by the National Leader of the Father of Education, Ki Hadjar Dewantara who has a characteristic that is used as a guide. This guideline is in the form of teachings originating from the ideas of Ki Hadjar Dewantara. One of the student garden teachings, namely the Tri Nga Teaching (Ngerti, Ngrasa, Nglakoni) this teaching reminds us of all life teachings and ideals that require understanding, awareness and sincerity in their implementation, it is not enough if you just know and understand if you don't realize and don't there is no meaning if it is not implemented and fought for.

The application of the understanding of Tri Nga's teachings in students can be seen from the learning process where students know and understand the profession of public accountants through the Public Sector Accountant course which will relate to the work of a public accountant. Based on research Ayem and Hidayat (2021) stated that Tri Nga had a positive effect on the career interest of accounting students as tax consultants.

II. THEORETICAL BASIS

A. Expectancy Theory

One of the theories related to the concept of a career choice is the expectancy theory. This expectancy theory was first put forward by Victor H Vroom in 1964 in his book entitled "Work and Motivation". According to the Expectancy Theory, a person can be motivated to perform certain activities because of a sense of wanting to achieve the expected goals. Or someone chooses to do something because they expect the desired result.

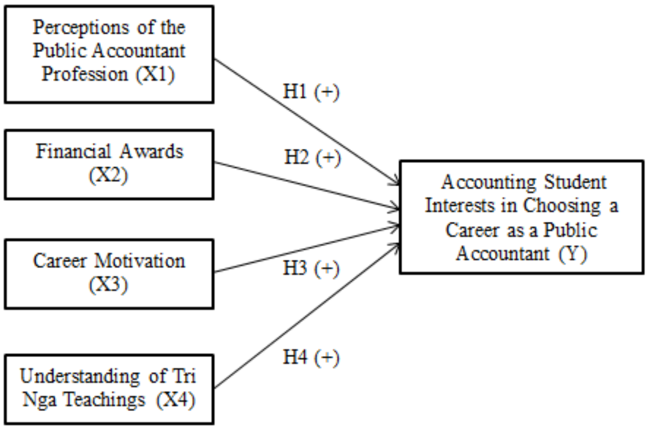
In this study using the theory of Victor H. Vroom because this theory has the meaning that someone wants something, then someone will continue to work and will be encouraged or motivated to improve their performance. One of the accounting students' career choices is determined by expectancy theory, one of the factors related to this is Financial Rewards, and career motivation.

B. Theory Of Planned Behaviour

The theory of planned behavior is an extension of the Theory of Reasoned Action (TRA). The theory of planned behavior put forward by Ajzen (1999) explains that an attitude towards behavior is a basic view of an individual's agreement with what becomes a response, both positive and negative responses.

The theory of planned behavior is an attitude model that has the aim of predicting data on an individual's intention or interest in performing a behavior or a person's nature. Astuti and Aji, (2021) in this theory to make decisions must be supported by rational evaluation and the consequences of the behavior made.

The theory of planned behavior can affect attitudes towards an individual's behavior, and can predict the intentions or interests of accounting students to choose a career as a public accountant. The relationship between this research and the theory of planned behavior lies in the perception of the public accounting profession and the interest of accounting students to choose a career as a public accountant. and the application of understanding the teachings of Tri Nga related to attitude toward the behavior and subjective norm.



Hypotesis :

H1 : The perception of the public accounting profession has a positive effect on the interest of accounting students to choose a career as a public accountant.

H2 : Financial awards have a positive effect on the interest of accounting students in choosing a career as a public accountant.

H3 : Career motivation has a positive effect on the interest of accounting students in choosing a career as a public accountant.

H4 : Understanding the teachings of three has a positive effect on the interest of accounting students to choose a career as a public accountant

III. RESEARCH METHODS

A. Data Source, Population, and Sample

The method in this study uses primary data. This research is descriptive quantitative. The population in this study are active students of accounting study programs from various private universities in Yogyakarta who have CPA Test Center services in collaboration with IAPI (Indonesian Institute of Certified Public Accountants). The Universities are Bachelorwiyata Tamansiswa University, Yogyakarta, Islamic University of Indonesia and Muhammadiyah University of Yogyakarta. Determination of the sample in this study was determined by the Slovin formula with a total sample of 100 respondents. The distribution of the questionnaires in this study was carried out through social media applications, namely WhatsApp and Instagram

B. Data Analysis Method

In this study, the researcher used multiple linear regression analysis using the IBM SPSS version 20 program. Previously, the researcher had conducted a pilot test before conducting the actual research, with the aim of determining whether the statement items in the questionnaire used as a measuring instrument were valid, reliable items. , accurate and easy to understand.

IV. RESULT AND DISCUSSION

A. Hypothesis Test Result

This study was conducted to test whether the perception of the profession of public accountant, financial rewards, career motivation, and understanding of the teachings of Tri Nga can affect the interest of accounting students in choosing a career as a public accountant. The data in this study were collected using a google form that was distributed through social media applications, namely WhatsApp and Instagram. There were 112 questionnaires distributed using google form, but 12 questionnaires could not be used so that the sample used in this study was 100 respondents. Researchers conducted several tests using IBM SPSS version 20, the tests included validity, reliability, descriptive statistical tests, classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple regression analysis tests, hypothesis testing (t-value test, and the coefficient of determination R^2).

Table 1. t Value Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,238	2,869		1,129	,262
	Persepsi Profesi Akuntan Publik	,132	,165	,095	,796	,428
	Penghargaan Finansial	,335	,143	,229	2,337	,022
	Motivasi Karir	,285	,120	,266	2,374	,020
	Pemahaman Ajaran Tri Nga	,242	,100	,254	2,411	,018

a. Dependent Variable: Minat Mahasiswa

Data source : Primary data is processed, 2022

1) The variable Perception of the Public Accountant Profession (X1) has a t value of 0.796 < t table 1.988 with a significance level of 0.428 > 0.05, it can be concluded that the variable Perception of the Public Accountant Profession (X1) has no effect on the Interest of Accounting Students in Choosing a Career As a Public Accountant (Y). Therefore, it can be concluded that the first hypothesis is not supported.

   The results of this study are not supported so that they are not in accordance with the theory used in this study, namely the theory of planned behavior which says that attitudes towards behavior can be expressed in positive or negative feelings. Therefore, the better the student's perception, the higher the student's interest in becoming a public accountant.

   This can happen because in general accounting students view the accounting profession as less attractive because it is always associated with numbers that are almost done every day. In this study, the frequency distribution of the perception variable of the public accounting profession is in the middle category position with a percentage of 49%.

   The results of this study are supported by research conducted by Santi and dkk, (2020) which concludes that the perception of the public accounting profession has no effect on interest in becoming a public accountant.

2) The Financial Award Variable (X2) has a t-count value of 2.337 > t-table 1.988 with a significance level of 0.022 < 0.05, it can be concluded that the Financial Award variable (X2) has a positive and significant influence on the Interest of Accounting Students in Choosing a Career as Public Accountant (Y). Therefore, it can be concluded that the second hypothesis is supported.

   This is in line with the theory used in this study, namely the theory of Expectations/Expectations which is based on linkage. It can be said that students expect that a performance can result in rewards or other rewards, such as salaries, bonuses, and promotions. The results of this study are supported by research conducted by Amalia and dkk, (2021) which concludes that financial rewards have a positive and significant effect on career choice as a public accountant.

3) Career Motivation Variable (X3) has a t-count value of 2.374 > t-table 1.988 with a significance level of 0.020 <0.05, it can be concluded that the Career Motivation variable (X3) has a positive and significant influence on the Interest of Accounting Students in Choosing a Career as Public Accountant (Y). Therefore, it can be concluded that the third hypothesis is supported.

   This is in line with the expectancy theory, the motivation of accounting students' interest in choosing a career as a public accountant will increase along with the encouragement of someone who is motivated to choose a career as a public accountant and the greater the expectation of success for an action chosen by someone. The results of this study are supported by research conducted by Sandra Aulia and dkk, (2019) that career motivation has a positive influence on student interest in participating in PPAk.

4) The Variable Understanding of the Teachings of Tri Nga (X4) has a t-count value of 2.411 > t-table 1.988 with a significance level of 0.018 <0.05, it can be concluded that the Variable Understanding of the Teachings of Tri Nga (X4) has a positive and significant influence on student interest Accounting Chooses a Career as a Public Accountant (Y). Therefore, it can be concluded that the fourth hypothesis is supported.

   This is in line with the theory of planned behavior by explaining that an attitude towards behavior is a basic view of an individual's agreement with what is a response, both positive and negative responses. If you believe that the results to be obtained are positive, then your behavior and perceptions will also appear positive. If students perceive Tri Nga well, then students will think about doing and applying this understanding of Tri Nga teachings. This research is in line with research conducted by Ayem and Hidayat, (2021) said that Tri Nga had a positive effect on the career interest of accounting students as tax consultants.

Table 2 Coefficient Of Determination Test Result ($R^{2)}$

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,729[a]	,531	,512	3,090

a. Predictors: (Constant), Pemahaman Ajaran Tri Nga, Penghargaan Finansial, Motivasi Karir, Persepsi Profesi Akuntan Publik

b. Dependent Variable: Minat Mahasiswa

Data source : Primary data is processed, 2022

Based on the results of the coefficient of determination test, the adjusted R square value is 0.512, this explains that the variables of Public Accountant Profession Perception, Financial Awards, Career Motivation, and Tri Nga Teachings Understanding affect the interest of Accounting students in Choosing a Career as a Public Accountant, which is 0.512 or 51.2 %. This shows that 51.2% of Accounting Students' Interest in Choosing a Career as a Public Accountant is influenced by independent variables in this model and the remaining 48.8% is influenced by other factors outside the variables in this study, such as Academic Achievement, Labor Market Considerations. , Self-Motivation, and Knowledge of Accounting.

V. CONCLUSION

The conclusions obtained in this study include :

1) The perception of the public accounting profession has no effect on the interest of Accounting Students in Choosing a Career as a Public Accountant.
2) Financial Awards have a positive effect on the interest of Accounting Students in Choosing Careers as Public Accountans
3) Career Motivation has a positive effect on the interest of Accounting Students in Choosing a Career as a Public Accountant.
4) Understanding of Tri Nga's teachings has a positive effect on the interest of Accounting Students in Choosing a Career as a Public Accountant.

Based on these conclusions, the suggestions that researchers can give to interested parties are as follows:

1) Further research is expected to be able to develop this research by adding several other variables that can affect the interest of accounting students in choosing a career as a public accountant.

Such as Academic Achievement, Job Market Considerations, Self-Motivation, and Accounting Knowledge.

2) Future research is expected to use the direct interview method so that respondents can provide actual information and researchers get more accurate data.
3) Future research is expected to be able to distribute questionnaires offline or offline so that distribution to students can be done evenly.
4) Accounting students who choose a career as a public accountant in the future are expected to be able to understand the public accounting profession where this profession has bright job prospects in the future by applying the Tri Nga Teachings in real life.

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