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Jenis Ciptaan : **Karya Tulis (Artikel)**  
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## **Analysis of Economic Attitude and Working Satisfaction on Employees' Productive Working Behavior at Ikat Bandar Center in Kediri**

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**Abstract:** The researcher is intended to analyze the strategy and ability of SMEs in improving human resources and developing a concept of productive working behavior measurement. The study aims at examining antecedent and mediation of working satisfaction as a consequence contribution of employer's productive working behavior. It employs economic attitude and working satisfaction variables as antecedent variable which plays pivotal role in improving productive working behavior. The present study employs survey method. Meanwhile, the sample is 150 employers of Ikat Bandar. It examines 4 hypotheses. The data is both nominal and continuum (interval, ratio, and ordinal) measured by exogenous and endogenous variables indicators. According to SEM (Structural Equation Modelling) data analysis with LISREL application program, the findings indicate that: (1) economic attitude has a positive effect on working satisfaction; (2) economic attitude has a positive effect on productive working behavior; (3) working satisfaction has a positive effect on employees' productive working of Ikat Bandar Center in Kediri, and (4) economic attitude has a positive effect on productive behavior through employees' working satisfaction at Ikat Bandar Center in Kediri.

**Keywords:** economic attitude, working satisfaction, productive behavior

The era of what so-called globalization is characterized by free competition in which requires organizations to act fast paced and rational as well as require the role of various components such as human resources, technology, and legal instruments so that organizational goals can be achieved. Human resources (HR) has the lead role in supporting the activities and performance of the company or organization. Human resources are people who are ready, willing and able to contribute to the achievement of organizational goals. HR is the most strategic element in the organization (Siagian, 2014). Nonetheless, HR is the primary ingredient in a company, therefore every company strives to have quality human resources because without qualified human resources, an enterprise will not run properly. The existing human resources within an enterprise (workplace) is required in order to work effectively, efficient quality and quantity of their work so well that the greater competitiveness of enterprises (Suhariadi, 2002). HR with high labor productivity allows the achievement of the goals set by the organization. The goal will not have been possible without the active participation of employees (Hasibuan, 2016). (Assagaf, 2012) stated that HR needs to have a reliable skill or skill in handling every job, because with the reliable skill, then it directly can improve the performance of the company. The betterment for effectiveness, efficiency and creativity in an organization depend on the willingness of people within the organization to contribute positively in addressing the changes. Demands the preparation of human resources quality and have high competence will be a very urgent and very important (Suhariadi, 2007).

Performance of human resources is one of the key factors in the company to create and have a sustainable competitive advantage (Laniwidianti, 2010). To achieve good performance,

employees are required to demonstrate appropriate behaviors for the company. Human always play an active and dominant roles in every activity of the organization, because people become planners, perpetrators and determines the realization of organizational goals (Hasibuan, 2016).

Demands to improve the quality of products and services that are reliable, in fact will drain all the resources they have, in the meantime, to remain (exist), the company should be able to increase productivity (Zurnali, 2011). Increased labor productivity is only possible by humans (Siagian, 2014). Optimal productivity can be achieved through the handling of the use of resources are used efficiently and effectively. Therefore, paying attention to the human element is one of the demands in the overall efforts to increase the productivity of labor (Siagian, 2014).

In the journal, entitled the process of forming productive behavior the work culture of the organization, (Burgess in Suhariadi, 2012) said that the increase in productivity can be made by combining the engineering company's work environment by physical factors and psychological workers as a variable influence. In fact, according to Riggs et al. (In Suhariadi, 2012) productivity improvement must be through engineering-economic calculations. Even if human factors are involved in the analysis of the study, the analysis process is to put the human being as the main factors that contribute to increased productivity. When productivity improvements for analysis of research involving humans, then we can see is the human behavior itself.

Not easy to bring productive behavior on the employee. (Suhariadi, 2007) described two factors that affect the productive behavior, namely environmental factors and individual factors. Environmental factors are affecting the working conditions of employees every day in achieving the goals set by the company that will indirectly bring productive behavior, such as organizational structure, salaries, bonuses and job climate. While individual factors are individual characteristics that appear in the form of mental attitude and implies the desire and efforts of individuals who are always trying to come up and improve the behavior of individual productive factors. Thus, it is more directed to the psychological state of a person raised in the behavior form. This is also mentioned by Litwin and Stinger in Gibson et al (in Suhariadi, 2001) which states that the appearance of a person's behavior is determined by two reasons. In other words, the behavior is a function of the (P) and situations (S), so that the mathematical language  $b = f(P, S)$ . According Suhariadi (2002) productive behavior is basically made up of two types of behaviors simultaneously, namely the effective behavior and efficient behavior. Effective behavior is behavior that yields performance according to plan, while human resource as an organization has a wide range of needs, which if fulfilled provide motivation and work productivity of the employees. One of the challenges of managing human resources related to the needs of the employees is to create working conditions and environments that can satisfy various needs of employees.

A person tends to work very vigorously if satisfaction can be gained from work and job satisfaction is a key driver of employee morale, discipline, and employees' performance in supporting the realization of the company's goals (Malays, 2001). Job satisfaction is high or both will make employees more loyal to the company or organization.

Sense of satisfaction associated with work involving aspects such as wage or salary received, career development opportunities, relationships with other employees, job placement, job type, the structure rather than the company. In general, employees in a company will be able to work well and give the maximum in their contribution to the company if they have an interest and passion towards their work. Interest and passion that became an incentive for employees, so that they are able to produce good work productivity also for the company. In that needed a boost for employees in carrying out activities in a company and encouragement that's called motivation.

Motivation is the reason, impulse in man that causes people to do something or do something. There are many factors that can affect employees' motivation itself such as that the interest, wages, the need for security, inter-personal relationships and the opportunity to work even their own career development. Motivation itself can be a positive stimulus for employees to further drive the energy, thoughts, and their ability to realize what the goals of the company.

The more motivated to work, work with quiet resa, and more importantly, high job satisfaction will increase the likelihood of achieving productivity. When a person is motivated, he will try to do my best to realize what he wanted. Employees who are satisfied with the work that is obtained will be motivated to improve performance so that will have an impact on the growing success of the company. From the above description shows the relationship between motivation and working satisfaction against productive behavior of employees.

Besides, productive behavior person is determined also by the economic attitude (economic attitude). The economic attitude is a response or reaction that affects the choice of action according to the mind by considering the pros and cons in meeting a variety of needs faced by the means of satisfying the needs of the limited resource. The attitude on how one takes a decision in determining the economic choices that are considered suitable and appropriate to their abilities, while economic behavior is the actions and behavior of a human economy. Acting economical in meeting the needs, life-saving, utilization right time, how to work effectively, prioritize needs, perform economic actions, choices, take advantage of opportunities and be rational.

Several factors affect the behavior or construct productive work in an organization is the economic attitudes, motivation and job satisfaction. These factors are closely related in increasing the productive work behavior of employees, because the economic attitude and supported by motivation and job satisfaction, it will be able to increase the productive work performance of employees.

Understanding things become a driving force of productive work behavior, the ability of the managers of the company in terms of creating the factors mentioned above, implies very strong against the employees. The changing of productive work behavior and increase the role of the human resources function is essential to support the organization's success.

Based on the background and observations Ikat centers of Bandar Kidul East Java Kediri encountered some issues which need to be investigated. The variables to be observed is the economic attitude (X), job satisfaction (Z) and productive behavior (Y). The conceptual framework of the study there in Figure 1. The conceptual framework describes the research compiled directly influence the attitude of economic variables (X) to job satisfaction (Z) and productive behavior (Y). Each variable has indicators that will be measured from the respondents through a questionnaire.

Based on the research conceptual framework formulated four research hypothesis as follows:

1. Economic Attitudes has a significant effect on employee job satisfaction on Ikat centers of Bandar Kidul East Java Kediri.
2. Economic attitude has a significant effect on employees' productive attitude at Ikat centers of Bandar Kidul East Java Kediri
3. Working satisfaction has a significant effect on employees' productive attitude at Ikat centers of Bandar Kidul East Java Kediri
4. Economic behavior has a significant effect on employees' productive attitude through employees' working satisfaction at Ikat centers of Bandar Kidul East Java Kediri

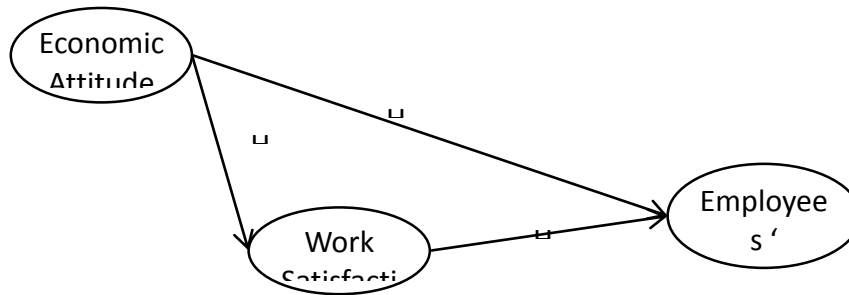


Figure 1 : Structural Model of this Research

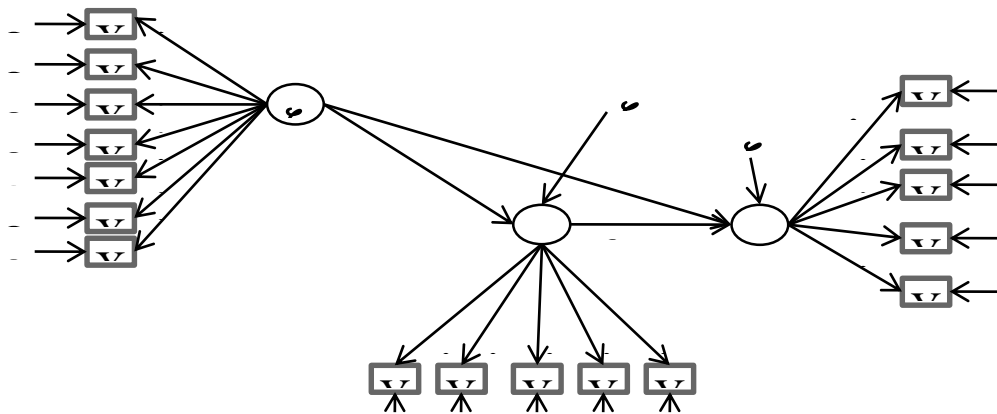


Figure 2 : Model Conceptualization of SEM Measurement by Using Lisrel

## RESEARCH METHODS

### Study Design

This research was conducted with a quantitative approach, which in measuring the research variables using survey methods and using statistical analysis techniques in data processing of measurement results. This is a survey research as well since this study took a sample of the population using questionnaires as a means of data collection. Generally, a unit of analysis in survey research is the individual (Singarimbun & Effendi, 1995). In this study, the unit of analysis is the employee in the home industry / artisan at Ikat Bandar Kidul. This is a survey study which is used for the purpose of explanation (explanatory or confirmatory), which explains the causal relationship between the variables through hypothesis testing (Singarimbun & Effendi, 1995).

The data collected is a cross sectional data obtained from the respondents in answering the items related to the variables of economic attitudes, job satisfaction of work, as well as the behavior of productive employees.

This study aimed to examine and analyze the effect: economic attitudes to job satisfaction, economic attitudes toward productive behavior, satisfaction with the productive behavior, attitudes towards behavioral productive economy through employee satisfaction in Bandar Ikat Ikat Sentra Kediri.

## Population and Sample

The population in this study is all employees working at 10 artisans of Ikat Bandar Kidul consisting of 310 people, which are observed as respondents in this study. As employees they have economic attitudes and job satisfaction in the company.

Distribution of samples based on proportional calculation on the 10 (ten) artisans Ikat Bandar Kidul. Total sample used for employees at Ikat Bandar Kidul is = 150 samples, which were determined by simple random sampling technique.

## Research Instruments

Instruments for each variable research developed from the indicator variables that development was based on the results of theoretical studies, frameworks and operational definitions are considered adequate according to the context of this research.

- 1) Economics economic attitude variable consists of 14 items contained in the manifest seven and five alternative answers using a Likert scale.
- 2) Job satisfaction variable consists of 10 items of questions contained in the manifest 5 and five alternative answers by using a Likert scale.
- 3) Productive behavior variable consists of 10 items of questions contained in the manifest 5 and use alternate six answers of Likert scale.

## Data Collection Techniques

The questionnaire in this study is used to collect data on economic attitudes, job satisfaction and employees' productive attitude. The use of questionnaire aims to obtain data from respondents as a research subject about the variables to be measured such as: economic attitudes, working satisfaction and productive attitude of the employees. This questionnaire, containing questions by giving a score (value) of each answer is by using a Likert scale. Score (value) of the respondents' answers given by the five alternatives which are strongly agree (SS) with a score of 5, agree (SJ) with a score of 4, neutral (N) with a score of 3, disagree (TS) with a score of 2, and so disagree (STJ) with a score of 1. The level of measurement used is ordinal, where the figures given implies the level. The spreaded questionnaire conducted with the respondents directly and coordinate with relevant agencies and the craftsman / entrepreneur of Ikat bandar. In this case, the research is conducted in November, 2016.

## Analysis of Data

Data analysis techniques used in this research is Structural Equation Modelling (SEM). SEM Software used in this study is the Linear Structural Relationships (LISREL) version 8.80. yet, before the data is analysed by using structural equation modeling, it is necessary to test unidimensionalitas construct on each of the variables that has been researched. The analisis done by using confirmatory factor analysis.

## THE RESULT OF THE DISCUSSION

### The Conceptual Model Testing of the Research

The result of preliminary model as the conceptual model of the study is presented on the figure 1 below:

Figure 3 : The Research Conceptual Model (preliminary Model)

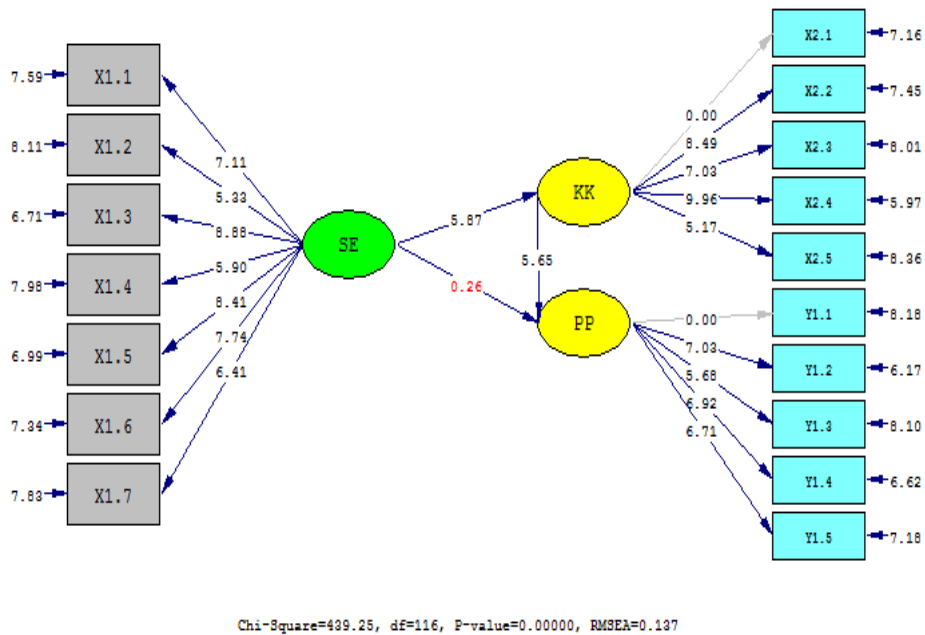


Table 1: The Scale of the Structural Research Model (Preliminary Model)

Model Scale	Coefficient	Criteria	Conclusion
Chi-square ( $\chi^2$ )	439,25	Significant	Fulfilled
P-Value	0,0	<sup>3</sup> 0,05	Not Fulfilled
Df	116	---	---
Cmin ( $\chi^2$ /Df)	439,25 / 116	£ 2,00	Fulfilled
PMR (Standadised)	0,095	£ 0,08	Fulfilled
RMSEA	0,14	£ 0,08	Fulfilled
GFI	0,74	<sup>3</sup> 0,90	Marginal
AGFI	0,66	<sup>3</sup> 0,90	Marginal
CFI	0,82	<sup>3</sup> 0,94	Marginal
IFI	0,83	<sup>3</sup> 0,94	Marginal
NNFI	0,79	<sup>3</sup> 0,05	Marginal
AIC / Model	2612,30 / 513,25	insignificant Relatives	/ Fulfilled

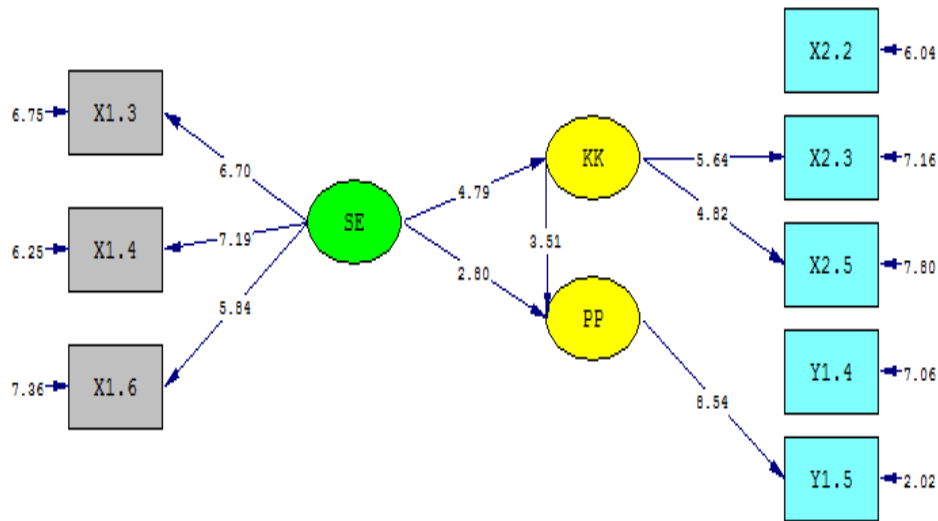
(Source: Lisrel Output of the Preliminary Research Model, 2016)

Table 1 above shows that there are many models alignment requirements that has not been met. Based on this, it can be stated that the initial model as filed and hypothesized and it is presented in the conceptual model empirical research has yet meet the requirements of the goodness of fit test model.

### Test Results of Analysis Simulation Model

Out of the two rounds of simulation models measurements that were performed immediately have a goodness of fit with a coefficient of quantities that meet the criteria as a model of good empirical research findings.

Figure 1: Alternative Model



Chi-Square=24.58, df=17, P-value=0.10444, RMSEA=0.055

Table 2 : The Comparison of Coefficient Scale from both Model

Scale Model	Preliminary Model	Alternative Model
Chi-square ( $\chi^2$ )	439,25	24,58
P-Value	0,0	0,10
Df	116	17
Cmin ( $\chi^2$ /Df)	439,25 / 116	24,58 / 17
PMR (Standadised)	0,095	0,048
RMSEA	0,14	0,055
GFI	0,74	0,96
AGFI	0,66	0,92
CFI	0,82	0,98
IFI	0,83	0,98
NNFI	0,79	0,96
AIC / Model	2612,30 / 513,25	527,30 / 62,58

Source: Lisrel Output from Preliminary Model and AlternativeModel, 2016)

Based on the above model, it is proven to meet the goodness of fit requirements, and it is structural model empirically corresponding to occur as the research background. Thus, the hypothesis testing, discussion and conclusion will be based on this alternative model that proved to be the best model of the findings in this study.



## Hypothesis Testing

Table 3: Hypothesis Testing

No	Hypothesis	Result	Conclusion
1.	Economic attitude has a positive effect on the employees' working satisfaction at Ikat Bandar Center Kediri.	Based on the analysis, result of LISREL is 8.80 on t-value <sup>3</sup> t table, in which 4,79 ≥ 1,97 or 2 then H0 is rejected while H1 accepted.	Proven
2.	Economic attitude has a positive effect on the productive attitude at Ikat Bandar Center Kediri.	Based on the analysis, result of LISREL is 8.80 on t-value <sup>3</sup> t table, in which 2,80 ≥ 1,97 or 2 then H0 is rejected and H1 is accepted.	Proven
3.	Working satisfaction has a positive effect on the productive attitude at Ikat Bandar Center Kediri.	Based on the analysis, result of LISREL is 8.80 on t-value <sup>3</sup> t table, in which 3,51 ≥ 1,97 or 2 then H0 is rejected and H1 is accepted.	Proven
4.	Economic attitude has a positive effect on the productive attitude through working satisfaction at Ikat Bandar Center Kediri.	Based on the analysis, result of LISREL is 8.80 on t-value <sup>3</sup> t table, in which 4,15 ≥ 1,97 or 2 then H0 is rejected and H1 is accepted.	Proven

### **Economic Attitude Has a Positive Impact on Job Satisfaction**

Based on the results of research on employee of Ikat Ikat Bandar, it can be concluded that the hypothesis I is states that the economic attitude has an influence on working satisfaction for employees of Ikat Bandar received, it is shown from the coefficient on t-value of 4.79 compared with 1.97 the t table that is larger. These values indicate that the better the economics attitude of the employees, the better the employees' satisfaction will be. Conversely, if the economic attitudes of employees is low / not good, it will make the job satisfaction of employees is low.

Working satisfaction is an (positive) attitude labor to the job, which comes under situas assessment of the work can be performed on one work, the assessment is as respect in achieving one of the important values in the work.

This study shows that employees' perspective in attitude economical with indicators that life-saving someone, use ratio, perform economic actions, manufacture priorities, altruism, efficiency in the activity of consumptive and effectiveness in productive activities as reflective of the economic attitude can affect the increase in job satisfaction which direfleksifkan with salaries and bonuses, the job itself, co-workers, promotion and working conditions.

This research has an impact on the economic attitudes of employees at the center of Ikat Bandar Kediri District of Mojoroto to be more advanced in thought patterns to be more creative and innovative. Employees perform careful consideration in spending their revenue and employees tend to pay attention in spending money that is really helpful.

### **Economic Attitude has a Positive Effect on the Productive Economics Attitude**

Based on the SEM results, the hypothesis testing which produces and answer that second hypothesis which stated that the economic attitude has a significant influence on productive behavior of the employees at Ikat Bandar received, it is shown from the coefficient on t-value 2,80 and compared with 1.97 t-table that is larger. The value indicates that the economic attitude by employees, it will be better the behavior of productive employees. Conversely, if the

economic attitudes of employees low / not good, it will make the productive behavior to be low. This study supports (Herawaty & Budiharto, 2010).

It is agreeable with Gilmore opinion, that the productive person illustrate the potential, perception and creativity of someone who always wants to donate the ability for the benefit of himself and his environment. Productive behavior is behavior that raised employees can bring positive results for the company. Thus, productive person is a person who contributed to a significant and meaningful to the surrounding environment, imaginative and innovative in responding to the problems of his life and has the skill (creative) in achieving the goal of his life.

Furthermore Referring to the opinion of Gilmore on productive behavior above, that individuals who behave will act constructively productive, imaginative, creative and can provide real and significant contribution in the achievement of the organization. In the words of a real and significant contribution contained the understanding that the resulting output is always greater individual (significant) than input, so that the organization with the support of individuals like this in it would be a productive organization because productivity is increasing.

### **Job Satisfaction Has a Positive Impact on Employees' Productive Attitude**

Based on the results of research on employee of Ikat Bandar concluded that hypothesis 3 which stated that job satisfaction has a significant influence on the employees' productive attitude of Ikat Bandar received, it is shown from the coefficient on t-value 3,51 and compared with 1.97 t-table that is greater. These values indicate that the work satisfaction received by employees, it will be better the productive behavior of the employee. Conversely, if an employee satisfaction is not good, it will make the productive behavior to be low. This study supports research Prasetyo, Edhi and Wahyuddin M. (2003), in which job satisfaction has a positive influence and significant impact on employees' productivity. This study supports the research (Widodo & Sami'an, 2013), (Prasetyo & Wahyuddin, 2003) and (Koesmono, 2006).

This fits the theory of job satisfaction as an attitude that describes how someone in his work as a whole as well as on various aspects of his job. This shows that job satisfaction is how much someone likes or does not like the job.

### **Economic Attitude Has a Positive Effect on Productive Attitude through Employee Satisfaction Working Satisfaction**

Based on the results of research on employee of Ikat Bandar, it can be concluded that hypothesis 4 which states that the economic attitude has a significant influence on the productive behavior through employee satisfaction received, it is shown from the coefficient on t-value 4,15 and compared with t-table that is 1.97 and is greater. Value indicates that the economy intermediated by good attitude / supported with job satisfaction by employees, it will be better the behavior of productive employees. Conversely, if the economic attitude intermediated by job satisfaction received by employees lacking / not good, it will make employees' productive behavior is low. This means also improving the productive behavior of employees will be successful if employees are good economic attitudes and high employee satisfaction, or can also means that if the owner of the company at the center of Ikat Bandar wants to improve the behavior of productive employees, it must first seek to shape the attitudes of the economy to employees and should also increase employee job satisfaction as well. This study supports research (Prasetyo & Wahyuddin, 2003), (Almigo, 2004) and (Prasetyo & Wahyuddin, 2003).

That level of employee satisfaction will influence the behavior of employees or to work, the employee tried to follow regular job, working hard, and intend to remain an employee of

the company within for long period. Working satisfaction can lead productive work behavior, employees who likes his job will work more productively, and employees will show their work well too. Companies with employees who have high job satisfaction is likely to be more effective and productive than employees who feel less satisfied with their jobs.

Understanding things become a driving force of productive work behavior, the ability of the managers of the company in terms of creating the factors mentioned above, implies very strongly towards productive work behavior of employees. Changes and the increased role of the human resources function is essential to support the organization's success.

## CONCLUSIONS AND RECOMMENDATIONS

The results show there is positive effect of economic attitude on job satisfaction shown by the t-value of 4.79. It indicates that the economic attitude owned by the employees affect the employees' job satisfaction. T-value of 2.80 is obtained when testing the effect of economic attitudes toward productive behavior, these results suggest that there are significant variables that is significant of economic attitudes towards job satisfaction variables, these results show that the attitude of the employee-owned economy improves it will also increase the working satisfaction. At the t-value of 3.51, it obtained from the analyst to examine the influence of working satisfaction on productive behavior, suggesting the hypothesis that job satisfaction significant effect on productive behavior, accepted. This means that improving the level of employee satisfaction, it will also increase the productive behavior by employees. Likewise for the t-value of 4.15 were obtained from analysis to test hypotheses about the effects of the economic attitudes toward productive behavior through job satisfaction, this shows the t-value is higher than t-table 1.97. That means improving the economic attitudes of employees, it will increase the productive behavior, only supported by an increase in employee satisfaction at Ikat Bandar Kediri. It is consistent with the findings of the targeted is a new construct of Causality Conduct Productive Employees, by a factor of economic attitudes the behavior of productive employees and an indirect effect through employees' satisfaction. Contributions are being fundamental which can be the development of science in the field of organizational behavior and has it priority for SME organization of Kediri, especially in decision-making and improved performance of employees.

As a result, the coaching done on SMEs is more oriented towards improving the quality of human resources that are competent in managing SMEs, increasing SMEs oriented skilled entrepreneur in empowering SMEs to be more creative, innovative, and labor-intensive. Increased professionalism of human resources to address the fundamental problem of SMEs with productive working attitude measurement through working satisfaction and economic attitude as well as to build an economic attitude and the behavior of productive employees. Development activities to attract and encourage employees to behave more productively.

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