

## Antecedent Job Loyalty on Painting Batik Micro Small Medium Enterprises (MSMEs) in Indonesia

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**Abstract:** The purpose of this study to investigate the effect of economic motive, negative job perception and artistry in painting batik on job loyalty. Data were collected using in-depth interviews and questionnaires. Survey data were collected among 120 artisans of painting batik MSMEs in Purbalingga Regency-Indonesia. Data analysis using Structural Equation Modeling (SEM). Based on the analysis concluded that economic motive and artistry in painting Batik have positive effect on job loyalty, while negative job perception have not effect on job loyalty.

**Key words:** Painting batik • Job loyalty • Economic motive • Negative job perception and artistry

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### INTRODUCTION

Painting batik is textile artwork, that in the making of motive using the hand by draw at the fabric, therefore to produce the quality painting batik required artistry and special skills. Painting batik is a craft that has high artistic value and has become part of the culture of Indonesia (especially Java). Batik has officially recognized UNESCO as a representative of cultural heritage of non-human objects owned by the Indonesian people since October 2<sup>nd</sup> 2009. Since it, the demand for painting batik in Indonesia to increase both for domestic demand and for export demand, but on the other hand number of painting batik artisans in Indonesia to decrease, despite the average age of them was more than 45 year old.

The difficulty of regeneration painting batik artisans in Indonesia due to become it requires artistry, persistence, work as painting batik artisans were perceived as negative job, such as seen not prestigious job, small income job and perceived more only suitable for women and older people and difficult job because require high artistry and prevalence, but it has advantage such as low risk job, providing freedom of expression and can be done as a side job [1].

Indonesia's economic growth in the period 2009-2013 reached an average of 5.9% per year, which is the highest economic growth among the G-20 countries after China.

This led to the growth of large and labor-intensive industry that requires a lot of workers; it caused a lot of young workers who prefer to work as employees in large companies compared to painting batik artisans. Under these conditions, the efforts to preserve the creative industries painting batik are a very important thing to do in Indonesia.

Research on the antecedents and consequences of job loyalty has attracted many researchers, but in general the studies were conducted in large companies [2-7], not on the MSMEs that have characteristics requiring artistry and perseverance such as in painting batik industry. Research about job loyalty on MSMEs that require artistry and persistence in the developing country were very limited. Based on the phenomenon of regeneration problem on painting batik industry in Indonesia and the limited literature about job loyalty in MSMEs that require artistry and persistence, it is necessary the research about the antecedents of job loyalty on painting batik in Indonesia.

### Literature Review and Hypothesis Development

**Job Loyalty:** Literature about the job loyalty is relatively limited compared with the literature on employee loyalty. It is because in general research on employees' loyalty was done in the large companies. Employee loyalty is a desire to remain in an organization [8], while the job

loyalty is a desire to remain in his current job. Construct of employee loyalty is used to measure the loyalty of employees working in an organization, while construct of job loyalty suitable for measuring loyalty entrepreneurs to remain in a particular job.

Job loyalty can be explained an entrepreneur's commitment to conduct its business and believes that the work being carried out is the best option. Employers, who have a high labor loyalty, will not actively looking for another business and not responsive to other work. Job loyalty can be measured subjectively by looking at the entrepreneur wishes to continue the work and is measured by an objective approach is to look at the long time running the business [9].

**Economic Motive and Job Loyalty:** Someone behave/work, because of the desire to fulfill a variety of needs. Motivation can be characterized as a thinking pattern that stimulates an individual's behavior [10]. Factors that influence behavior in work can be classified into two categories: intrinsic motivation and extrinsic motivation [11]. Intrinsic work motivation is desire to do the job because someone like doing the work, whereas extrinsic work motivation the desire to do the job because of the reward, one of the extrinsic motivation is economic motive.

According to the ERG Theory (Existence, Relatedness, Growth) which proposed by Clayton Alderfer in the 1960s, the economic motive included in the component of existence or desire for physical and material prosperity [12]. This theory has been tested by the researchers that the main focus of his research on the relationship between the fulfillment of the elements of the behavioral needs [13, 14]. In other words, based on ERG theory, economic motive has positive effect on employment loyalty.

Many previous studies examined the relationship between the many economic motive and loyalty work. Compensation and rewards, which is one element of the economic motive has positive effect on employment loyalty [15], they argue that the money can be a great motivator as well as the money is part of human needs.

People who lack financially showed their happiness when their income increases [16]. The motivation, especially in the form of salary (existence to pay) or economic motivation has positive effect on loyalty [5]. Another study supports that motivation has influence on loyalty such as [17, 18, 19]. Accordingly, our first hypothesis the following:

**H1:** Economic motive has positive effect on job loyalty

**Negative Job Perception and Job Loyalty:** Perception as a process pursued by individuals to organize and interpret their sensory impressions in order to give meaning to their environment [20]. While the job perception is a person's impressions individually on the characteristics of a job, if a person perceives positively a work it will motivate someone to work, but otherwise if someone perceives negatively a job tend to reject a job.

According to [21] job characteristic is the internal aspects of a job that refers to the content and conditions of employment [22]. Theory of the job characteristics is an attempt to identify the characteristics of job duties, how these characteristics are combined to form work - different jobs and relationships [20]. In this theory the characteristics of work are including: (a) diversity, skills, (b) the identity of the task, (c) the importance of the task, (d) autonomy and (e) feedback.

Job characteristics are all factors that effect the affection employees' intrinsic motivation to the achievement of critical psychological [21, 23]. Several studies conducted by [24-26] states that the job characteristics and job satisfaction is a factor a factor that is very important that influence employee commitment to the organization that will lead to the loyalty of employees. [3] also have shown a relationship between job perception and behavior of employees and the impact on sales performance of an organization. [6] stated that three of the four-dimensional of the job perception that is perceived job satisfaction, perceived job characteristic and perceived organizational characteristic positive effect on affective commitment. Loyalty has a positive relationship to the organization's employees and their willingness to contribute to the achievement of organizational goals [27, 28]. Batik artisans still negatively perceived by younger, because it is not prestigious job, small income, a job for the women and the elderly, a difficult job because it requires special skills such as artistic and perseverance. Accordingly, our second hypothesis the following:

**H2:** Negative job perception has negative effect on job loyalty

**Artistry in Painting Batik and Job Loyalty:** Art is expression or application of human creative skill and imagination, while artistry is the ability to actualized themselves, to realize the potential, to appreciate themselves in the art. Painting batik industry is the craft industry that requires persistence and artistry.

Batik included in the category of painting, because painting batik is a two-dimensional shape in the form of mixing that connote. Batik is one of the traditional arts of Java that can be recognized easily and progress rapidly [29]. Art of batik was originally only used as a filler activity time, but now it is shifted into a creative industries. Creative industry requires one to be creative and novel, a work must be original, unusual and exhibit inventiveness [30]. Artistry is closely related to creativity. Creativity has positive effect on engagement at work [7]. Creativity will increase if the environment provides the freedom and opportunity for a person to be creative [31]. Painting batik craft gives the freedom and opportunity to be creative, so that people who have a soul would like to batik art. Accordingly, our third hypothesis reads as follows:

**H3:** Artisan in batik has positive effect on job loyalty

**Research Methodology:** Target population of this research was artisans of batik MSMEs in Purbalingga-Indonesia. The structured questionnaires were directly and conveniently delivered to 125 artisans in Purbalingga-Indonesia [32].

The questionnaire was designed basing on measured variables derived from the literature reviews for three independent variables and one dependent variables. Questionnaires were translated into Indonesian. To make sure that the questionnaires were usable and understandable (see appendix 1). All questions were set as statements on ten-point Likert scale, ranging from 1 is strongly disagreed to 10 is strongly agreed.

## RESULTS DISCUSSION

**Respondents Description:** From 125 distributed questioners, all questioners were collected (response rate 100%), but only 120 questioners usable to be analyzed. The samples included males (6% ) and females (94%). Average of respondents age are 43,622 years, holding elementary school (37%), working as artisans of painting batik between 4-6 years (53%).

Validity test of questioners using product moment correlation between item to the total item, white to test reliability of questioners using Alpha Cronbach. Result of validity and reliability test shown in the Table 1.

As shown in Table 1 above, all indicator of all variable have loading factor values higher than 0.40 Thus all indicator in this study is valid [32], Cronbach alpha values higher than 0.60, thus, the internal consistency and

reliability of the measure used in this study is considered acceptable.

Based on the Table 2. Correlations among all variables in this research were statistically positive significant. All the independent variables have the strong relationship with the dependent variable economical motive, negative job perception and artisan in batik.

From Table 3 above, the critical ratio (CR) causal relationship economic motive on job loyalty 2.884 higher than 2.58 or p value 0.004 lower than 0.05, thus first hypothesis, there are positive effect economic motive on job loyalty is supported, while the critical ratio (CR) causal relationship negative job perception on job loyalty -1.679 less than 2.58 or p value 0.093 higher than 0.05, thus the second hypothesis negative job perception has negative effect on job loyalty is rejected, the last hypothesis artisan in batik has positive effect on job loyalty is accepted, because ratio (CR) causal relationship artisan in batik on job loyalty 4.086 higher than 2.58 or p value 0.000 lower than 0.05.

The model of this inquiry indicates, marginal to the data  $X^2(df=,n=120)=684.199$ ,  $p=0.000$ ,  $CMINDF=2.781$ ,  $TLI=0.947$ ,  $CFI=0.956$  and  $RMSE=0.122$ .

Economic motives have positive effect on job loyalty. This suggests that the reason batik artisans still running the painting batik business because of economic considerations, ie to earn income to fulfill consumption needs. This study support the [15, 16, 5]. The results showed that in the painting batik industry, economic motivation is still a determining factor of job loyalty.

Negative job perception does not have a negative effect on job loyalty. This shows that the batik artisans who have been perceived as negative job, such as less prestigious, a small income, a difficult job because it requires artistry and perseverance not be a reason for the painting batik artisan to leave job. Results of this study does not support previous research [3, 6] differences in the results is due to differences in study subjects. The subjects of the research conducted [3,6] were employees on large companies and the job as a major job, while the subject of this study were batik artisans on MSMEs and the job as second job besides as farmers or laborers.

Artistry have a positive effect on job loyalty. This suggests that the reason batik artisans continue to be batik artisans because of the encouragement of artistry. Thus becoming batik artisans were not for the mere reason of matter but also to express the artistry owned. The results support [7] which states that the creativity of one of the elements of artistry has positive effect on job engagement.

Table 1: Validity and Reliability Coefficients for the Variables in the Study

Job Loyalty	Loading Factor	Economic Motive	Loading Factor	Negative Job Perception	Loading Factor	Artisan in Batik	Loading Factor
JL_1	0.904	EM_1	0.842	NJP_1	0.523	AB_1	0.858
JL_2	0.735	EM_2	0.859	NJP_2	0.582	AB_2	0.863
JL_3	0.855	EM_3	0.793	NJP_3	0.477	AB_3	0.853
JL_4	0.730	EM_4	0.884	NJP_4	0.823	AB_4	0.826
JL_5	0.597			NJP_5	0.860	AB_5	0.881
				NJP_6	0.607	AB_6	0.697
				NJP_7	0.442	AB_7	0.865
						AB_8	0.720
Alpha Cronbach	0.876		0.908		0.797		0.942

Table 2: Intero relation of the Major Study

	Job Loyalty	Economical Motive	Negative Job Perception	Artisan in Batik
Job Loyalty	1			
Economical Motive	0.401**	1		
Negative Job Perception	0.358**	0.548**	1	
Artisan in batik	0.570**	0.393**	0.598**	1

\*p<0.05, \*\*p<0.01

Table 3: Result of Structural Equation Modeling (SEM) Job Loyalty as Dependent Variable

	Estimates	Standard Error	C.R	P Value	Conclusion
Economical Motive	0.274	0.095	2.884	0.004	Supported
Negative Job Perception	-0.431	0.256	-1.679	0.093	Not Supported
Artisan in Batik	0.446	0.109	4.086	0.000	Supported

Goodness of fit:

Chi-Square : 684.199  
 p-value : 0.000  
 CMINDF : 2.781  
 TLI : 0.947  
 CFI : 0.956  
 RMSEA : 0.122

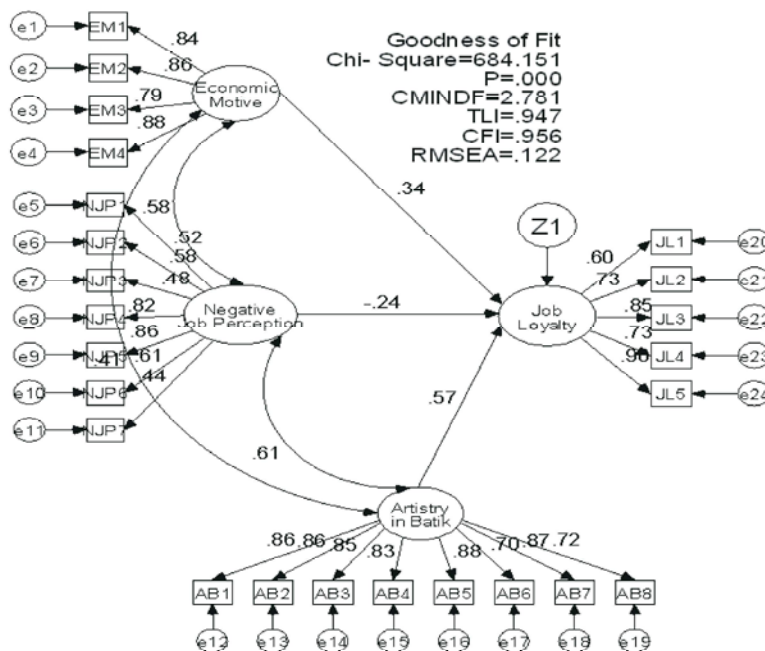


Fig. 1: Standardize Structural Equation Modeling

## CONCLUSION

The primary focus of this research is to examine the effect of economic motive, job perception and artisan in batik toward job loyalty. Based on structural equation modeling analysis concluded that economic motive and artisan in Batik have positive effect on job loyalty, while job perception have not effect on job loyalty.

Based on the conclusions, to preserve painting batik in Indonesia need an effort to increase revenue of artisans by providing market certainty, for example require state employees to use painting batik as uniforms and provide workshops to express his artisan in painting batik.

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