



Effect Of Position Promotion on Passion Employee Working and Culture Services Lamongan District Tourism

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ABSTRACT

The purpose of this study was to determine the effect of job promotion on employee morale the Culture and Tourism Office of Lamongan. The problem of this research that you want to look for is whether or how much influence does a job promotion have on employee morale at the Culture and Tourism Office of Lamongan Regency. In this study, using data analysis, namely, Simple Linear Regression, Correlation Coefficient, t test, and coefficient of determination. The simple linear regression equation shows the result of $Y = 16.487 + 0.522 X$ which shows the influence of job promotion on employee morale. The calculation of the correlation coefficient is 0.464, which means that job promotion has a strong enough effect on employee morale. From the coefficient of determination, the result is 21.5%, indicating the magnitude of the influence of job promotion on employee morale and the remaining 78.5% is influenced by other factors. Then testing the hypothesis using the t distribution table, from the calculation results obtained $t_{count} 3,472 > t_{table} 1,680$ means that H_0 is rejected and H_1 is accepted, then the hypothesis proposed by the author can be accepted.

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1. Introduction

Along with advances in technology and communication from time to time that are growing rapidly, this is very important to make it easier for humans to carry out their activities and work. However, all of these are inseparable from the role of humans as the driving force behind an institution. In general, every agency in carrying out its operational activities requires several factors that support the achievement of good performance and high productivity. Human resources are the most important factor, because without the role of quality human resources, all activities in an agency will not be carried out optimally.

Human resources are the only resources that have a sense of feeling, desire, skills, knowledge, drive, power, and work (ratio, taste, and intention). Humans are the people, while human resources are the totality of the thinking power and physical power found in that person. The quality of human resources must be improved so that work productivity increases, so that a prosperous life is achieved. According to the opinion of Malayu (2014: 244), human resources are the integrated abilities of the thinking power and physical power of the individual.

In an agency Likewise at the Culture and Tourism Office of Lamongan Regency which is one of the government agencies which has the main task of carrying out regional government affairs and assistance in the field of culture and tourism, in carrying out its duties it cannot be separated from the role of its employees. Therefore, it is very important to carry out promotions with the aim of the welfare of the employees and also to appreciate the efforts of employees. Based on the above background, the problems to be discussed in this study are as follows: Is there an effect of job promotion on employee morale at the Culture and Tourism Office of Lamongan Regency? and How much influence does promotion have on employee morale at the Culture and Tourism Office of Lamongan Regency?

The purpose of this study was to determine the extent of the influence of job promotion on employee morale carried out by the Culture and Tourism Office of Lamongan Regency. As well as to find out how much influence the promotion of position has on the passion of employees at the Culture and Tourism Office of Lamongan Regency.

2. Study of Learning Outcomes Theory

Management is only a means to achieve desired goals. Good management will facilitate the realization of the goals of the company, employees and society. With management, the usability and usability of the management elements will be improved. According to the opinion of Malayu (2014: 1), management comes from the word to manage which means to manage. Arrangements are made through processes and arranged according to the order of the management functions. The meaning of management expressed by Hani Handoko in Kadar Nurjaman (2014: 17) is a continuous process and is carried out by the organization through the functionalization of these management elements, in which there are efforts to influence each other, direct each other, and monitor each other so that all activities and organizational performance can be achieved in accordance with the objectives. According to the opinion of Malayu (2014: 20), management elements consist of men, money, methods, materials, machines, and market which is abbreviated as 6M.

Human resource management is a strategic area of the organization. Human resource management should be seen as an extension of the traditional view of managing people effectively and for that it requires knowledge of human behavior and the ability to manage it. According to the opinion expressed by Ekawarna (2010: 152-153), human resource management is a management function related to the recruitment, placement, training and development of organizational members. According to Edy Sutrisno (2011: 7), human resource management has a definition as a planning, organizing, directing, and monitoring



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of procurement, development, compensation, integration, maintenance, and termination of employment with a view to achieving integrated corporate organizational goals. Meanwhile, human resource management according to the opinion of Malayu (2014: 10) is the science and art of managing the relationships and roles of the workforce to be effective and efficient in helping the realization of company, employee and community goals.

According to Sedarmayanti (2014: 10), civil servants or civil servants are those who have met the requirements stipulated in the prevailing laws and regulations, are appointed by an authorized official and assigned to a public office or state duties determined based on statutory regulations and are paid a salary according to the prevailing laws and regulations. Meanwhile, employees are those who work for a business entity or company, both private and government, and are given employee benefits in accordance with the prevailing laws and regulations, whether on a daily, weekly or monthly basis. (Sedarmayanti, 2014: 10).

Job promotion is an employee placement program implemented by a company by making adjustments to the company's needs related to planning to get the right person in the right position (right man on the right place). (Kadar Nurjaman, 2014: 312). Promotion can be defined as the process of changing from one job to another in a higher hierarchy of authority and responsibility than the authority and responsibility that has been given to employees in the past. Ekawarna (2010: 183) explains that promotion is the process of increasing the workforce to a more responsible position. According to the opinion of Malayu (2014: 108), promotion is a transfer that enlarges the authority and responsibility of employees to a higher position within an organization so that their obligations, rights, status and income will increase. Malayu (2014: 113) emphasizes that the objectives of promotion are as follows: To provide recognition, position and greater service rewards to employees with high work performance; It can lead to personal satisfaction and pride, higher social status, and higher income; To stimulate employees to be more enthusiastic about work, highly disciplined, and increase work productivity; To ensure employment stability by realizing promotions to employees on the basis of and at the right time and honest assessment; Promotion opportunities can lead to multiplier effects within the company due to chain vacancies; Provide opportunities for employees to develop better creativity and innovation for the optimal benefit of the company; To increase / expand the knowledge and work experience of employees and this is a driving force for other employees. So that the position is not vacant, other employees are promoted; Employees who are promoted to the right position, have increased enthusiasm, pleasure and calm at work so that their work productivity also increases; To facilitate the withdrawal of applicants because the opportunity for promotion is a driving force as well as an incentive for applicants to submit their applications; Promotion will improve the status of employees from temporary employees to permanent employees after graduating during the probation period.

3. Research Methods

Research with the topic of the effect of promotion on employee morale is located at the Department of Culture and Tourism of Lamongan Regency, which is located at Jln. Sunan Giri No.- Lamongan. The type of research used is by using quantitative data analysis, which is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses. (Sugiyono, 2014: 8).

The sampling technique used is population and sample. In this study, the population was taken as a population of the culture and tourism office of Lamongan Regency. According to Sugiyono (2014: 81), the sample is part of the number and characteristics of the population. The sampling method in this research is saturated sampling technique. Saturated sampling is a sampling technique when all members of the population are used as samples. (Sugiyono, 2014: 85). From this population, the research sample is all permanent employees from the Culture and Tourism Office of Lamongan Regency. That is, as many as 46 employees to be invited to participate in this study.

The data collection methods that the authors take in this study are primary data and secondary data. Sources of data were obtained from the relevant agencies either through agency records or by direct interviews with officials of the Lamongan Regency Culture and Tourism Office directly. The techniques used in data collection are as follows: observation, interviews, questionnaires.

Operational Variable is defined as the variable is the object of research, or what is the point of a study. (Suharsimi Arikunto, 2010: 161). Meanwhile, according to Sugiyono (2014: 39), states that "a variable is a thing in any form determined by the researcher to be studied so that information about it is obtained, then conclusions are drawn". The variables that will be used in this study are: the independent variable (X) includes promotion, while the dependent variable (Y) includes work passion. The data obtained will be analyzed in the following way: Simple Linear Regression, Correlation Coefficient, t test, Coefficient of Determination. The main purpose of using simple linear regression is to predict or estimate the value of the dependent variable in relation to the independent variable (Silaen and Heriyanto 2013: 139). The calculation of this value is based on the regression line equation.

Formula :

$$Y = a + bX$$

Information :

Y = Passion

X = Job Promotion

a = constant, if the value of X = 0 then the value of Y = a.

b = regression coefficient

Source: Silaen and Heriyanto (2013: 139).

The correlation coefficient formula according to Sudjana (2010: 382) is as follows:

Information :

r: Correlation Coefficient

X: Independent Variable (Job Promotion)

Y: Bound Variable (Passion)

n: Number of Respondents



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To be able to provide an interpretation of large or small correlation coefficients, it can be guided by the following conditions:

Table 1
Correlation Coefficient Interpretation Table

Interval Koefisien	Tingkat Hubungan
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Moderate
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

(Sugiyono, 2013:231)

To find out further the results of r obtained are significant or not, it is necessary to further analyze according to Sudjana (2010: 382) using the following formula:

Information :

r: Correlation coefficient

n: number of respondents

The criteria for acceptance and rejection of the hypothesis:

Ho is rejected if $t_{test} > t_{table}$

Ho is accepted if $t_{test} < t_{table}$

The coefficient of determination also called the coefficient of determination (KP) is the square of the correlation coefficient value, meaning that the change in the dependent variable (variable Y) caused by the independent variable (variable X) is the square of the correlation coefficient (r^2).

With the following formula:

$$KD = r^2 \times 100\%$$

Information:

KD = coefficient of determination

r = correlation coefficient

(Silaen dan Heriyanto, 2013:159).

4. Results and Discussion

The data description is a description of the research results of the variables that have been defined in Chapter 3 or the operational variables section.

The data description obtained from the calculation of employee characteristics is as follows:

Table 2
Table of Employee Characteristics by Address

Alamat	Jumlah Pegawai	Dalam Persen
Kabupaten Lamongan	36	78
Luar Kabupaten Lamongan	10	22
Total	46	100

Source: Questionnaire Data Processed by researchers

Of the existing 46 employees, 78% came from Lamongan Regency and 22% came from outside Lamongan Regency. So it can be concluded that the employees at the Culture and Tourism Office of Lamongan Regency mostly live in Lamongan Regency, which is 78%.

Table 3
Table of Employee Characteristics by Gender

Jenis Kelamin	Jumlah Pegawai	Dalam Persen
Laki-laki	27	59
Perempuan	19	41
Total	46	100

Source: Questionnaire Data Processed by researchers

Of the 46 existing employees, 59% are male and 41% are female. So it can be concluded that the employees at the Culture and Tourism Office of Lamongan Regency are mostly male, which is 59%

Of the 46 existing employees, 11% with the latest education is SMA / SMK, 17.3% with the latest education is a Diploma, 63% with the latest education is a Bachelor (S1), and 8.7% with the latest education is Postgraduate (S2). So it can be concluded that most of the employees of the Lamongan Regency Culture and Tourism Office are with the latest undergraduate education (S1), which is 63%.

A description of the results of variable X (Job Promotion) can be seen in the following section:

To calculate the distance between the criteria used the following calculations:

Where n = the number of indicators in the variable, the following calculations are obtained:

So that the distance between one criterion or interval is 0.8 regarding whether the score is included in the Very Influential, Influential, Moderately Influential, Less Influential, Unaffected criteria, then the intervals of the assessment criteria are as follows:

Table 4
Description variable x

Weight of Opinion	Range of Weight	Interpretation
5	4,21 – 5,00	Sangat Berpengaruh
4	3,41 – 4,20	Berpengaruh



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Weight of Opinion	Range of Weight	Interpretation
3	2,61 – 3,40	Cukup Berpengaruh
2	1,81 – 2,60	Kurang Berpengaruh
1	1,00 – 1,80	Tidak Berpengaruh

Based on the distribution of questionnaires for 46 employees, the results of employee responses to promotions are as follows:

Table 5

Data Table of Employee Responses to Job Promotion

Pertanyaan	Jumlah pegawai berdasarkan pilihan terhadap skor					Rata-rata tiap pertanyaan
	SB	B	CB	KB	TB	
1	19	22	5	0	0	4,30
2	15	18	12	0	1	4
3	15	23	7	0	1	4,11
4	11	27	6	1	1	4
5	24	11	11	0	0	4,28
6	21	9	16	0	0	4,11
7	26	14	5	1	0	4,41
8	21	19	4	1	1	4,26
9	11	22	13	0	0	4
10	16	16	14	0	0	4,04
Mean keseluruhan						4,15

Source: Researcher processed data

Based on the table above, it is known that 46 employees gave ratings of 1 to 5 with an average value of 4.15. This shows that the employee's assessment of questions regarding promotion is influential. It is said to be influential because the value of 4.15 is in the interval 3.41 - 4.20.

The description of the results of the variable Y (Passion) can be seen in the following section:

Based on the distribution of questionnaires for 46 employees, the results of employee responses to work passion are as follows:

Table 6

Data Table of Employee Responses to Work Passion

Pertanyaan	Jumlah pegawai berdasarkan pilihan terhadap skor					Rata-rata tiap pertanyaan
	SB	B	CB	KB	TB	
1	13	14	17	2	0	3,83
2	8	24	12	1	1	3,8
3	7	20	17	0	2	3,65
4	13	16	15	2	0	3,87
5	6	19	19	2	0	3,63
6	8	24	13	1	0	3,85
7	21	17	5	3	0	4,2
8	16	21	2	6	1	3,96
9	9	20	13	2	2	3,7
10	7	25	9	1	4	3,65
Mean keseluruhan						3,81

Source: data processed by researchers

Based on the table above, it is known that 46 employees gave an assessment of numbers 1 to 5 with an average value of 3.81. This shows that the employee's assessment of the question of work passion is influential. It is said to be influential because the value of 3.81 is in the interval 3.41 - 4.20.

From the results of the above research, the following results are obtained: from the results of the simple linear regression equation, it can be interpreted as follows: $Y = 16.487 + 0.522 X$ means that if the value of promotion increases by 1, then the average value of work passion will increase by 0.522 or each value. promotion increases by 10, then the average value of work passion will increase by 5.22.

After processing and getting the final results of rxy, there is a positive relationship (+) between the independent variable and the dependent variable, which is 0.464, this means that the direction is positive (+) and the strength of the relationship is 0.464, and the level of relationship between variable X and variable Y is classified as moderate or influential because the value is between 0.40 - 0.599.

From the calculation results show that $t_{count} 3,472 > t_{table} 1,680$. So from these circumstances it can be concluded that H_0 is rejected and H_1 is accepted, which means that the promotion variable (X) has a significant effect on the work passion variable (Y).

The value of the coefficient of determination (r^2) is 21.5%. This means that if the influence of the job promotion variable (X) on the work passion variable (Y) contributes 21.5%, then the remaining 78.5% is influenced by other independent variables outside of job promotion.

5. Conclusions

Based on the results of research conducted by the author regarding the effect of promotion on employee morale at the Culture and Tourism Office of Lamongan Regency, it can be concluded as follows:

From the results of the calculation of simple linear regression, it is found that $Y = 16.487 + 0.522 X$. There is an influence



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between the variable of promotion to the variable of work passion. From the calculation of the t test shows that $t_{count} 3,472 > t_{table} 1,680$. So from this situation it can be concluded that H_0 is rejected and H_1 is accepted, which means that the variable of promotion has a significant effect on the variable of work passion.

From the calculation of the correlation coefficient analysis, the result is 0.464 which is in the interval 0.40 - 0.599. This shows that the variable of job promotion has a strong enough effect on the variable of work passion.

To further increase employee morale, it is recommended that the workforce to be promoted has the ability or expertise in accordance with their fields and fulfills the terms of promotion set by the agency in order to achieve the desired goals.

The next researcher who is interested in conducting research in the same field can use independent variables that are not used in this study, so that other independent variables that affect the dependent variable are known, because there may be other variables that affect the dependent variable.

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