



The Effect of Self-Management Practices and Job Satisfaction on Work Loyalty of Telkomsel Orbit Employees in Bandung City

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ABSTRACT

Having loyal workers can provide many benefits for the company in addition to the low turnover of workers also gives the company an impetus to continue to grow. The study was conducted to test the influence of work loyalty through the variables of self-management practices and job satisfaction at the Telkomsel Orbit Office in Bandung City. A total of 134 questionnaires were distributed to selected respondents and used as a static analysis. The results of the calculation of multiple linear regression analysis showed that self-management practices and job satisfaction had a sufficient influence on Worker Loyalty by 32.5%. The observation of the results of the questionnaire calculation shows that the variable of job satisfaction has a greater point than self-management practice.

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1. Introduction

The era of globalization has also created a lot of competition and progress in the economic sphere. One of the most important impacts of globalization on the business world is the rise of companies competing fiercely for market share in their target markets. Therefore, the company needs all forms of excellence to compete, achieve goals, and develop its business. A company or organization needs strong potential or internal strength to face all the challenges, obstacles, and changes caused by globalization. This is because companies that want to develop further must be able to master all problems with the right solution, depending on the situation and situation.

The success of an enterprise in achieving its goals is influenced by several factors. One of the most important is human resources (Sherlie et al., 2020). This statement reflects that people play an important role in the company. The company's ability to achieve its goals depends not only on the maturity of technology, the level of resources, and the corresponding equipment and infrastructure but also on the people of the enterprise. Of course, if the company is looking for qualified employees, they will also show a contribution to the further progress of the company.

Given the importance of human resources in business continuity, every company needs to implement a program that can be used as a tool to improve the quality of human resources. Companies generally run many HR programs, but not all programs can improve the quality of talent. Even if the company already has a big vision and mission, a good organizational structure, and clear work, the company needs to improve the quality of its talents. Employee satisfaction with their work is what can improve the quality of their talents (Prasetya, 2017).

The biggest challenge facing service companies today is HR (Muafi, 2019). The practice of self-management was an important element of the new organizational form in the 1990s. The practice of self-management is at the core of the new economic paradigm in the information age and a key factor in organizational success (Castaneda, T.A. & Aldag, 2015). Self-management skills are important for the

professional success of employees in an organization and the future involvement of the organization and cultural adaptation (King, 2014).

Self-management practices are also related to job satisfaction, and the higher the practice of self-management, the higher the job satisfaction (satisfaction). Some, if not virtual, believe that it is impossible to please employees with different expectations if the practice of self-management is very limited. I think job satisfaction is a relative concept (As'ad, 2018). Shows that self-management practices can increase job satisfaction. This is a key concept that is a prerequisite for forming a relationship between employees and the organization. Job satisfaction includes personal cognitive policies and practices and the work environment regarding employee retirement, employee development, employee salaries, employee retention, communication within the organization, and termination of employment. This is an emotional reaction.

According to Rajput et al. (2016), Employee loyalty is the willingness to stay in the company. Yee et al. (2010) in Egenius et al., (2020) define loyalty as the willingness to stay in the organization, work overtime, feel like a member of the organization, and give more responsibility to employees. Employee loyalty is generally considered a clear positive trait at the individual and group level. However, in difficult or dysfunctional situations, loyal employees can be torn between organizational loyalty and personal response to conflicts and dysfunctions, threatening personal well-being. Yes (Johnson et al., 2017).

The series of theories and descriptions that have been revealed about the factors that can affect employee loyalty, namely self-management practices, and job satisfaction, was chosen as variables that can affect employee loyalty. The purpose of this study is to see the direct influence of the two endogenous variables on exogenous variables (loyalty), the direct influence of self-management practices on employee loyalty, and the direct influence of job satisfaction variables on job loyalty.

2. Methods

This study uses a descriptive quantitative approach to use multiple linear regression processes to self-manage practices and job satisfaction variables for employee job loyalty variables processed in SPSS 25 for Windows applications. Explain the impact. The sampling method used in this study, or target sampling, is a type of sampling that takes into account the considerations of the researcher. The sample size for this survey was calculated using Slovin's formula, so the total sample calculation was for 134 respondents who were asked to complete the survey survey. Each sampled person will be asked to fill out a questionnaire on the Linkert scale at a scale of 15 (very disagree-very agree). Multiple linear regression techniques are used to determine the magnitude of the impact of self-management practice variables and work satisfaction variables on work loyalty variables.

3. Results and Discussion

This study also presents validity and reliability tests by presenting the validity of convergent data as in table 1.

Table 1.
Validity and Reliability Test Results

Construct	Correlation Value	Description	Cronbach's Alpha	Description
Self-Management Practice				
X1.1	0,612			
X1.2	0,558			
X1.3	0,731	Valid	0,716	Reliable
X1.4	0,712			
X1.5	0,703			

Construct	Correlation Value	Description	Cronbach's Alpha	Description
X1.6	0,521			
Job Satisfaction				
X2.1	0,741			
X2.2	0,654			
X2.3	0,571	Valid	0,757	Reliable
X2.4	0,614			
X2.5	0,584			
Work Loyalty				
Y1.1	0,712			
Y1.2	0,594			
Y1.3	0,645			
Y1.4	0,739	Valid	0,77	Reliable
Y1.5	0,822			
Y1.6	0,569			

The results of the questionnaire were analyzed using multiple regression techniques to determine the influence of self-management practice and job satisfaction variables on job loyalty. The calculations from the SPSS 25 Application will provide an overview of the numbers that will be outlined in the Multiple Linear Regression model equation which can be seen in the table below.

Table 2.
Multiple Linear Regression

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.546	2.432		3.103	.002
TOTAL_X1	.278	.091	.244	3.054	.003
TOTAL_X2	.526	.100	.419	5.247	.000

$$Y = 7,546 + 0,278X_1 + 0,526X_2$$

The constant value of 7.546 means that the dependent variable which is a work loyalty variable is worth 7.546 if the self-management practices variable and the job satisfaction variable are considered constant (value 0). In other words, if the value of self-management practices and the variable of job satisfaction does not change, the value of the work loyalty variable also does not change.

If the value of the regression coefficient of the self-management practices variable shows 0.278, this means that the self-management practices variable increases by one (1), and another independent variable, the job satisfaction variable, is considered constant (value 0). The variable whose dependent variable is the work loyalty variable is 0.278. A positive sign for the value of the regression coefficient indicates that self-management practices have a positive effect on work loyalty. This means that the higher the self-management practices, the higher the work loyalty, and vice versa.

If the value of the regression coefficient of the job satisfaction variable shows 0.526, this happens when the job satisfaction variable increases (1) and another independent variable, namely the self-management practices variable, is considered constant (value 0). The bound variable, the work loyalty variable, rose by 0.526. A positive sign for the value of the regression coefficient indicates that job satisfaction has a positive effect on job loyalty. In other words, the better the job satisfaction, the higher the value of job loyalty, and vice versa.

Table 3.
Simultaneous Hypothesis Testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	408.150	2	204.075	31.567	.000 ^b
	Residual	846.903	131	6.465		
	Total	1255.052	133			

Based on the analysis in the table above, based on the significant value in the following case if it is below < 0.05 is called an effect. In the table above, it can be seen that its important value is 0.000. Therefore, from the value of its importance, we can conclude that self-management practice and job satisfaction affect the work loyalty of employees at the same time.

Table 4.
Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.570 ^a	.325	.315	2.54262

From the results shown in the table above, the square of R in the study was 0.325 or 32.5%. This means that employee work loyalty is affected by self-management practice and job satisfaction of 32.5%. The remaining 67.5% or 0.675 was influenced by other variables or factors that were not studied.

4. Conclusion

The combination of the variables of self-management practice and job satisfaction has a significant influence on efforts to build work loyalty in the Telkomsel Orbit work environment in the city of Bandung. Variable self-management practice has a role in determining the ideal worker's personality so that it can better control emotions and behaviors to create a stable work atmosphere and job satisfaction variables as indicators related to how the current condition of workers is if satisfaction decreases or is not good, the company can evaluate the dimension that has the lowest points as a priority.

In the end, loyalty will be built strongly because each employee has an ideal and comfortable personality for all workers, and also the company can monitor the level of job satisfaction and always improve through Human Resource Management strategies. In terms of the accumulation of the two variables of self-management practice and job satisfaction in building loyalty, it was 32.5%. However, if further studied in the multiple linear regression equation, the value of the variable coefficient is the largest job satisfaction so the second conclusion is that companies can prioritize job satisfaction by designing strategies according to the dimensions of the variable. Then periodically hold internal training or seminars on self-management practice and even companies can hold a consultation division for workers related to emotions/atmospheres that can stimulate independence in managing themselves and work behavior.

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