INDIVIDUAL CHARACTERISTICS AND OCCUPATIONAL CHARACTERISTICS IN RELATION TO THE WORK MOTIVATION OF SMALL AND MEDIUM BUSINESS EMPLOYEES DURING THE CORONA VIRUS DISEASE PANDEMIC

P. Edi Sumantri[1], Ady Achadi[2], Sri Sundari[3], Endang Sri Wahyuningsih[4]

[1]Faculty of Economics and Business, Wijayakusuma University, Purwokerto, Indonesia.
ORCID: 0000-0002-1289-9725

[2]Faculty of Economics and Business, Wijayakusuma University, Purwokerto, Indonesia.

[3]Faculty of Economics and Business, Wijayakusuma University, Purwokerto, Indonesia.
ORCID: 0000-0003-3486-2250

[4]Faculty of Economics and Business, Wijayakusuma University, Purwokerto, Indonesia.

Abstract

Limitations in business activities due to the outbreak of the corona virus have made economic businesses slump, including those experienced by Micro, Small and Medium Enterprises (MSMEs). From MSMEs that still survive, it is necessary to know the work motivation of their employees. The study was conducted on a sample of 100 respondents who work in MSMEs. Methods of data collection, conducted by interview, observation and direct observation to the research site and distributing questionnaires to respondents. Determination of the sample is done by random sampling technique. Data analysis was performed by multiple linear regression. The discussion is reviewed by looking at the values of: coefficient of determination, model feasibility test, and significance test of each independent variable. The results showed that the research model was good. Partially individual characteristics and job characteristics contribute to work motivation with the regression coefficient values of the two variables having a positive direction. The findings in this study are that it is necessary to carry out further research related to the ease of internet access needed by MSME actors in encouraging work motivation of employees in order to develop new innovations.

Keywords: individual characteristics, job characteristics, work motivation

1. Introduction

The outbreak of the corona virus, known as covid-19 that has hit the world today, has disrupted and damaged all activities and activities carried out by the community such as education, work activities, lifestyle, culture, economy. In overcoming these situations and conditions, it is necessary to pay attention to human resources to maintain existing conditions so as to increase economic growth. Human Resources (HR) or employees are expected to be able to contribute optimally to their organization even though they must follow government regulations by complying with health protocols in carrying out all their activities.

Every organization will strive to achieve its vision and mission by empowering all elements within the organization, especially the workforce or employees. Quality human resources are expected to support the organization or company to be able to develop and compete with other organizations even in difficult conditions such as during the current Covid 19 pandemic. In order for organizational goals to be achieved, strong motivation is needed from all workers or employees. The process of the emergence of one's motivation can be caused by combining several concepts, namely: the concept of needs, drives, goals and rewards. Motivation is also expressed as encouragement from within and from outside that arises in a person to behave in achieving organizational goals that have been set (Andrew J. Elliot., 2017; Gitosudarmo, 1997; Harmon-Jones E, 2013).

Work motivation can be influenced by individual characteristics and job characteristics. Individual characteristics are individual characteristics that can be seen in terms of their interests, attitudes and needs. Interest is an attitude that makes someone like certain objects, situations or ideas so that there is a tendency to look for the preferred object. Attitude is a mental preparedness that is learned and organized through experience and has a certain influence or a person's responsiveness to other people, objects and situations related to them (J. L. Gibson, John M. Ivancevich, dan James H. Donnely Jr, 2002). High interest, good attitude and the need inherent in the individual will produce motivation in a person. Thus it can be assumed that individual characteristics will be able to encourage the emergence of work motivation of an employee.

Porter and Miles suggest that the factors that influence work motivation are job characteristics that can be used to distinguish that the job can provide satisfaction or dissatisfaction to each employee (Porter & Miles, 1995). Gibson, Ivancevic and Donnely also distinguish job characteristics into two factors, namely satisfying factors (motivator factors) and non-satisfactory factors (hygiene factors) (J. L. Gibson, John M. Ivancevich, dan James H. Donnely Jr, 2002). Job characteristics have a very close relationship to performance, so to improve employee performance, good job characteristics are needed that support employee motivation. Based on this concept, the author tries to investigate further about individual characteristics and job characteristics in relation to the work motivation of employees who work for small businesses in Banyumas Regency, Central Java, Indonesia, especially in situations and conditions that occurred during the covid 19 pandemic.

2. Literature Review

2.1 Work Motivation

Work motivation is an impulse that exists within individuals who are influenced by internal and external conditions in themselves (Gerungan, 2006). Motivation that arises from a person depends on the intensity of the motives (needs, desires and drives) of the person himself. There are two very important influences in motivating a person, namely: intrinsic factors and extrinsic factors.

A person in carrying out his work activities will be more motivated if all the factors have been obtained by each employee. Another similar opinion also suggests that motivation is a desire in an employee that stimulates him to take action. The degree or state of the stimulus depends on

personal expectations of a level of feeling satisfaction that can be achieved (Hadari, 2003; Hasibuan, 2010). Another definition put forward by Wexly and Yulk is a process by which behavior is energized and directed (Wexley, 1997). So, work motivation is something that gives rise to enthusiasm or work motivation.

The definition of work motivation above can explain that an employee is willing to do work at a company because of the encouragement, motive or stimulant in an employee, for example the needs that arise in an employee that must be met by working. The motivational process can be concluded by observing a person's behavior, measuring changes in the performance of his work, or asking him to explain his needs and goals. Porter and Miles provide an understanding that work motivation is a system that is influenced by three factors, namely: individual characteristics, job characteristics and work situation characteristics (Porter & Miles, 1995), while Gibson, Ivancevic and Donnely suggest that motivation theory is grouped into two categories. JL Gibson, John M. Ivancevich, and James H. Donnely Jr, 2002 namely: satisfaction theory and process theory (J. L. Gibson, John M. Ivancevich, dan James H. Donnely Jr, 2002).

2.2 Individual Characteristics

Individual characteristics are interests, attitudes towards oneself, work, and work situations, individual needs, abilities or competencies, knowledge about work, emotions, moods, beliefs and values (Ardana, 2008). Individuals will bring into the organizational structure, abilities, personal beliefs, expectations, needs and past experiences (Miftah, 2002). Individual characteristics play an important role in individual success (Bhatti, 2013).

Every human being has individual characteristics that differ from one another. Therefore, their motivation will also be different. Interest is an attitude that makes people happy about certain objects, situations, or ideas. This is followed by feelings of pleasure and a tendency to look for the object that is liked (As'ad, 2003). Attitude is a learned mental readiness, organized through experience, has a certain influence on a person's responsiveness to other people, objects and situations related to him (J. L. J. Gibson, M. Ivancevich and Robert Konopaske, 2011).

Needs are conditions that indicate a deficiency experienced by a person at a certain time (J. L. Gibson, John M. Ivancevich, dan James H. Donnely Jr, 2002). The deficiency can be physiological (need for food), psychological (need for self-esteem) or sociological (need for social interaction). Needs are seen as driving factors or generating behavior. Thus, if the need due to the deficiency arises, the individual is more motivated to work on motivation. The opinion expressed by Siagian stated that, "Biographical characteristics (individuals) can be seen based on: age, gender, marital status, number of dependents and years of service (Panggabean, 2004; Siagian, 2008). Based on this concept, the following hypothesis was developed: Hypothesis 1: Individual characteristics have a significant effect on employee work motivation in small businesses in Purwokerto, Banyumas Regency.

2.3 Job Characteristics

Job characteristics are the basis for achieving organizational productivity and employee job satisfaction which play an important role in the success and survival of the organization. A well-

designed job will be able to attract and retain workers and provide motivation to produce quality products and services. Job characteristics are an approach to job enrichment (Simamora, 2004).

Job enrichment adds a source of job satisfaction. This can increase responsibility, autonomy, and performance vertically (vertical job loading). Job characteristics show how much decisions are made by employees on their work, and how many tasks must be completed by employees (Panudju, 2003).

Job characteristics are job characteristics that can distinguish whether the job can provide satisfaction or dissatisfaction to individuals as workers. A job that is intrinsically satisfying is more motivating for most people than a job that is unsatisfactory. Herzberg concluded that job satisfaction and job dissatisfaction arise from two separate sets of factors, which are referred to as motivational factors and non-satisfactory factors (hygiene) (F. Herzberg, 1959; House & Wigdor, 1967; Phillipchuk & Whittaker, 1996; Schwab & Cummings, 1970). Satisfactory factors or those that produce satisfaction (Motivation) include: progress, development, responsibility, appreciation, achievement, and the work itself.

Non-satisfactory factors or causes of dissatisfaction (hygiene factors) for example: salary, working conditions, company policies, supervisors, and work groups. A similar view is expressed by Robbins who states that job characteristics are an approach to job enrichment that is specified into five core characteristic dimensions, namely: skill variety, task identity, task significance, autonomy and feedback (Robbins, 2007). Based on this concept, the following hypothesis was developed: Hypothesis 2: Job characteristics have a significant influence on employee motivation in small businesses in Purwokerto, Banyumas Regency

3. Research Method

This research is a survey study, with the subjects of this research are workers or employees who work in small businesses in Banyumas Regency, Central Java, Indonesia. With the object of research, namely: individual characteristics, job characteristics and work motivation. Methods of data collection, conducted by interview, observation and direct observation to the research site and distributing questionnaires to respondents. The types of data in this study are primary data and secondary data. Sampling was done by random sampling technique.

The indicators used to measure work motivation are: physical needs, social needs, appreciation, security, self-esteem needs, and self-actualization needs (Maslow, 1981). Individual characteristics are measured by indicators: employee placement is adjusted to the employee's age, employee placement is adjusted to employee gender, employee placement is adjusted to employee marital status, employee placement is adjusted to employee tenure(Siagian, 2008). Job characteristics are measured by indicators: skill diversity, task identity, task meaning, autonomy, and feedback (Robbins, 2007).

The method of analysis is carried out by descriptive analysis, which aims to describe or describe a data in variables seen from the average (mean), minimum, maximum, and standard deviation values. Before testing the hypothesis, first, testing the validity of the data and the reliability of the measuring instrument used (Ghozali, 2011).

In this study, a regression model was used, in order to produce a good model, the classical assumption was first tested which included tests of normality, multicollinearity, and

heteroscedasticity. The regression model is then used to analyze the effect of various independent variables on one dependent variable. Multiple regression analysis is used to determine how much influence the independent variables (independent) have, namely: individual characteristics (X1) and job characteristics (X2) on the dependent variable (dependent) work motivation (Y).

The accuracy of the regression function to the sample in estimating the actual value is measured by its Goodness of Fit. Statistically, this research model can be measured through the value of the coefficient of determination, the value of the F test statistic and the statistical value of the t test. The coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation of the dependent variable by using the adjusted R^2 value. The F statistical test is used to show whether all independent or independent variables included in the model have a joint effect on the dependent variable (Ghozali, 2011). The next test is: statistical test t (t-test) to show how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable.

4. Research Results

The samples analyzed were 100 respondents were employees who worked in MSMEs, especially small businesses in Banyumas Regency, Central Java, Indonesia. The results of the descriptive analysis provide the following information:

Table 1: Respondents' tenure as MSME employees

No	Years of service	Man	Woman	Total
1	< 5 years	23	19	42
2	5 - 10 years	11	12	23
3	> 10 - 15 years	10	8	18
4	> 15 years	8	9	17
Total		52	48	100

Source: Processed primary data, 2021

Table 2: Education level of respondents

No	Level of education	Man	Woman	Total
1	Primary school	7	6	13
2	Junior high school	13	12	25
3	Senior High School	30	28	58
4	Diploma Program	2	2	4
Total		52	48	100

Source: Processed primary data, 2021

The validity test in this study was carried out using a bivariate correlation between each indicator score and the total construct score. The test results obtained all values of r count > r table. Thus, the measuring instrument used in this study is declared valid.

Reliability analysis was performed using the Alpha Croncbach method. The test results obtained the following values:

Table 3: Reliability test results

Variable	Reliability Value	Minimum value of r	Information
Individual Characteristics	0,788	0,70	Reliabel
Job Characteristics	0,780	0,70	Reliabel
Work motivation	0,720	0,70	Reliabel

Source: Processed primary data, 2021

The reliability value in table 3 shows a value greater than 0.70. Thus, it can be said that this measuring instrument has met the reliability requirements.

In the classical assumption test, the normality test is performed using the Kolmogorov-Smirnov test. The results obtained in the test show a significance value greater than 0.05 (0.055 > 0.05), so the regression model is considered to have met the assumption of normality.

To find out the correlation between the independent variables in the regression model, the multicollinearity test was used. The test results of the two independent variables have a tolerance value greater than 0.1 (> 0.1) and a VIF value of less than 10 (< 10). So, it can be concluded that from the two variables there is no multicollinearity or multicollinearity free.

To test whether there is an inequality of variance from the residuals in one observation to another, or detect the presence or absence of heteroscedasticity, a test is carried out by looking at the probability value. Based on the probability value of the two variables, the resulting value is greater than the alpha value (0.05). So, it can be ascertained that the model does not contain elements of heteroscedasticity.

The results of multiple linear regression testing obtained the estimated value of the regression model as follows: $Y = 11,164 + 0.453 X_1 + 0.206 X_2 + \varepsilon$

The value of the coefficient of determination (R^2) obtained a value of 0.513. This means that the dependent variable, namely: employee work motivation, can be explained by the independent variable consisting of individual characteristics and job characteristics, amounting to 51.3%. The remaining 48.7% are factors other than the two independent variables studied, which affect employee work motivation.

The F statistical test basically shows whether all independent or independent variables included in the model have a joint effect on the dependent/bound variable (Ghozali, 2011). This test is intended to test whether there is an effect of individual characteristics and job characteristics on employee motivation simultaneously. The results of the F test obtained a value of: 53,193 with sig = 0,000. Based on the significance value, it shows that the test results obtained a value smaller than 0.05 or 0.000 < 0.05. Thus, it can be concluded that the model in this study can be said to be feasible or good.

Testing through the t-test, basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable. This is intended to test whether the regression obtained has a positive, negative, or no significant effect, which aims to

determine: whether the proposed hypothesis is rejected or not rejected. The test results obtained statistical values t1 = 4.872 (0.000) and t2 = 5.121 (0.000). So, it can be concluded that individual characteristic variables have a significant influence on employee motivation. Thus, H1 in this study: accepted. The results of the t-statistical test for the job characteristics variable obtained a t2 value of 5.121 with a sig value of 0.000. These results indicate that the value obtained is smaller than 0.05 (0.000 < 0.05). Thus, it can be concluded that the variable of job characteristics has a significant influence on employee motivation. Thus, H2 in this study: accepted.

From the regression equation, the regression coefficient value of X_1 is positive, meaning: if the perception of individual characteristics increases with the assumption that other variables are considered constant, then the employee's work motivation is predicted to increase. This happened because most of the respondents gave a choice of answers from the statements submitted, in the categories: agree and strongly agree. The indicators used to measure the individual characteristic variables are: interest in current work, positive attitude towards work, current job to meet the needs of life, and good knowledge in completing work. The results of this study are in line with the results of research showing that individual characteristics have a positive and significant effect on work motivation (Gani, 2006; Mathews, 2016).

The regression coefficient for the job characteristics variable (X_2) is also positive, meaning that if the perception of job characteristics increases with the assumption that other variables are considered constant, then employee motivation is predicted to increase. This happened because most of the respondents gave a choice of answers from the statements submitted, in the categories: agree and strongly agree. The indicators used to measure the variable characteristics of work are: employees use a variety of skills at work, employees complete the work as a whole from beginning to end, the work done by employees affects the work of other employees, employees are given the freedom to plan the work to be done, and employees are given direction by the leadership so that their performance increases.

5. Discussion

Based on interviews conducted by researchers with respondents related to individual characteristics, there are several things that need to be considered, namely in terms of interest in the current job, most of the respondents agreed and strongly agreed. They argue that: with a high school education level, operational work that is undertaken every day is not perceived as something heavy, but is felt as a pleasant thing, because it can relate to many people. They also think positively about the work they do because they think that work in MSMEs is a very flexible job. The respondents also realized that they really needed their current job to fulfill their daily needs. They realize that many businesses have stopped because of limitations and obstacles caused by covid 19. The knowledge possessed by the respondents is also perceived as good in terms of completing the given work, because various information, knowledge, they can get more easily through internet access.

Regarding the characteristics of the job, the respondents stated that they use a variety of skills at work, so they can do various tasks well. They also always try to complete the work as a whole from start to finish, because they want to complete the day's work so that it doesn't become a

burden for the next day. The work done by the respondents as employees also affects the work of other employees, so they will cooperate well. Based on strong social ties among employees and more flexible work, the respondents also stated that they strongly agree with being given the freedom to plan the work to be done. Leaders also always provide direction to respondents or their employees so that their performance always increases.

So, based on these findings, it is necessary to conduct further research related to the ease of internet access felt by MSME actors in encouraging work motivation of employees and new businesses and innovations carried out by MSME leaders.

6. Conclusion

The results of research on respondents who work in MSMEs related to individual characteristics indicate a positive and significant influence on work motivation. Similarly, in relation to job characteristics, it shows a positive and significant influence on work motivation. The results of this study are expected to be a consideration, especially for MSME actors and interested parties in developing MSMEs. The results of this study are also expected to contribute to the development of science.

7. Research Limitations

The limitation of this research is that it only examines individual characteristics and job characteristics in relation to work motivation in MSMEs with a sample of only 100 respondents. This research was conducted during a pandemic so that the situation that occurs is a situation that occurs in the short term. Thus, the results of this study may be different if the situation has entered normal conditions without any social restrictions due to the pandemic caused by the COVID-19 virus.

8. Suggestion

From the information obtained from the respondents as well as the answers given by the respondents through the questionnaire, it shows that the interest in the current job of most of the respondents gives the lowest perception of assessment compared to other indicators used to measure individual characteristic variables. Therefore, efforts are needed to foster higher interest so that the work motivation of MSME employees can increase. Regarding the characteristics of the work, the respondents gave the lowest score on freedom in planning the work to be done. Therefore, MSME leaders need to provide greater flexibility to their employees so that their work motivation increases.

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