

Influence of Commitment in supporting the Innovative Work Behavior of MSME Employees in Bandar Lampung

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Submission date: 21-Oct-2020 09:49AM (UTC+0530)

Submission ID: 1421761011

File name: 3._Ynfluence_of_commitment_in_supporting_the_Innovative.docx (21.65K)

Word count: 2126

Character count: 12634

Influence of Commitment in supporting the Innovative Work Behavior of MSME Employees in Bandar Lampung

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3 **ABSTRACT:** The purpose of this study is to determine the effect **7** of commitment on the innovative behavior of MSME employees in Bandar Lampung. The results shows that there are positive and significant effects between affective commitment, **1** continuance commitment, and normative commitment both partially and simultaneously. This illustrates that the employees of SMEs with a high commitment will encourage innovative work behavior and vice versa. Therefore, the leadership of MSMEs in Bandar Lampung can provide solutions to various problems and motivate employees not to leave the organization, increase loyalty and increase moral obligations to survive.

INTRODUCTION

People who have entered the business world must have an entrepreneurial spirit and spirit to support success in their business. Therefore, it is very necessary for people who are creative and innovative. Innovation is a process of turning opportunities into ideas or ideas that can be sold and are new things or breakthroughs.

The effectiveness of innovative work behaviors can be seen from the worker's perspective in relation to worker observations in anticipating work problems and coworkers' responses to alternative solutions proposed (De Jong & Hertog 2010). The effectiveness of innovative behavior will be achieved if the basic motives of workers, such as competence-autonomy and the desire to build social synergy, are able to provide encouragement for workers to be able to explore new ideas (Deci & Ryan, in Franken, 2002).

Commitment is something that makes a person make strengthen determination, struggle, and sacrifice and be responsible for achieving his goals and the goals of the organization or company that have been agreed or determined in advance.

1 Small industry is a productive economy business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or non-branch companies that are owned, controlled, or become a part either directly or indirectly of medium-sized businesses or large businesses that meet Business criteria Small as referred to in the MSME Act. MSMEs have become the backbone of the economies of Indonesia and ASEAN.

Distribution of the number of MSMEs in Bandar Lampung city based on data collected by the Department of Cooperative Industry and Trade SMEs in Bandar Lampung City. The number of SMEs in Bandar Lampung City spread across 20 districts totaled 39,960 units, consisting of 19,558 micro businesses, 15,091 small business units and 5,311 units medium business unit.

Previous research has been done to determine employee commitment to innovative work behavior. Commitment is a fundamental factor for the success and performance of business organizations. Van Scooter (2000) states that workers with high commitment will be more work oriented. It was also stated that workers with high organizational commitment would tend to be happy to help and be able to work together. **12** Meyer and Allen divide organizational commitment into three types on the basis of its sources, namely *Affective commitment*, *Continuance Commitment*, and *Normative Commitment*.

Innovative work behavior can drive performance and develop organizational competence in its efforts to achieve the set goals. Innovative work behavior is basically the result of interaction between

individuals as workers, groups as a work process, and organizational processes as management practices commonly carried out in organizations. Thus, based on the description above, the problem formulation in this research is: Does the affective commitment, continuous commitment and normative commitment affect the innovative work behavior of MSME employees in Bandar Lampung? This study aims to determine the effect of commitment affective, continuous commitment and normative commitment to influence the innovative work behavior of MSME employees in Bandar Lampung

LITERATURE REVIEW

Organizational commitment is the employee's attitude towards all company policies and activities as a place of work (Long, 1998). Meyer Herscovith (2001) defines commitment as a power or thought setting that binds an individual into an action to be bound to a goal or more. Porter (Cohen and Gattiker, 2001), defines organizational commitment as a relatively stable attitude as a strong belief and acceptance of organizational values and goals, a willingness to try to use all power for the interests of the organization, and a strong desire to remain organization member. According to Allen and Mayer (1990), there are three components in organizational commitment, namely: 1. *affective*, namely commitment that shows the desire of employees to involve themselves and identify themselves with the organization because of the suitability of values in the organization. 2. *continuance*, which is a commitment that arises because there is concern about the loss of benefits that are usually obtained from the organization. 3. *normative*, which is a commitment that arises because employees feel obliged to stay in the organization. An organization that has a committed workforce will add to the organization's excellence.

As a consequence of a number of determinants, theoretically organizational commitment can be influenced by several factors. In this case Greenberg and Baron (1993) states that organizational commitment is a form of attitude that is influenced by the characteristics of individuals or workers, the existence of alternative job opportunities, and organizational treatment. Based on this view, in this study factors that influence organizational commitment are developed. This development is based on the results of research conducted by Simmons (2005).

According to Wess & Farr (in De Jong & Kemp, 2012) innovative behavior is all individual behavior that is directed to produce, introduce, and apply new things, which are useful at various levels of the organization. Innovative behavior is defined as individual actions that lead to the emergence, recognition and application of something new and beneficial. Something beneficial includes the development of new product ideas or technologies, changes in administrative procedures aimed at improving work relations or the application of new ideas or technologies to work processes that significantly increase their efficiency and effectiveness (Kleysen and Street, 2001).

Ethikariena & Muluk (2014) suggested that there are several factors that can influence the emergence of innovative behavior, namely internal factors and external factors. Internal factors consist of personality types and individual styles in solving problems. External factors consist of leadership, support for innovation, employment in employment and psychological climate.

RESEARCH METHODS

This study uses causal research because this research seeks to determine or prove a causal relationship. The measurement and scale used in this study is the Likert scale. Data collection techniques using survey methods with questionnaires. The population in this study uses MSME employees in Bandar Lampung. The sampling method uses a method *non-probability sampling* with *convenience sampling technique*. The sample size used was 100 respondents. The research instrument test uses the validity test and the reliability test. Data analysis techniques using simple linear

11 regression. Simple regression test is used to test 16 effect of one independent variable on a dependent variable. If the significance value is more than 0.05, it means that the 15 dependent variable does not significantly influence the dependent variable. If the significance value is less than 0.05, it means that the independent variable significantly influences the dependent variable.

RESULTS AND DISCUSSION

9 This study was conducted on MSME employees in Bandar Lampung to determine the effect of commitment on innovative performance behavior. The results of the descriptive variable statistics produce the average perceptions of MSME employees in Bandar Lampung regarding affective commitments (X1), commitments continuance (X2) and normative commitment (X3) and innovative performance behavior (Y). The average respondent has a good perception of commitment and innovative work behavior. 14 This illustrates that MSME employees in Bandar Lampung have a relatively stable attitude as a strong belief and acceptance of the organization's values and goals, a willingness to try to use all power for the interests of the organization, and a strong desire to remain a member of the organization. . Similarly, the average employee's perception of innovative work behavior has good results. This illustrates the individual actions that lead to the emergence of, recognition and application of something new and beneficial. Something beneficial includes the development of new product ideas or technologies, changes in administrative procedures aimed at improving work relations or the application of new ideas or technologies to work processes that significantly increase their efficiency and effectiveness.

3 Quantitative data analysis in this study aims to determine the effect of commitment to innovative work behavior. The result of the calculation is as follows:

$$Y_4 = 2.958 + 0.382X_1 + 0.274X_2 + 0.354X_3$$

The coefficient of determination (R^2) above explains that 67,6% of the variance can be explained by the independent variable (affective commitment, continues commitment, normative commitment) to the dependent variable (innovative performance behavior), while the rest is explained by other variables.

Regression test results 18 initially obtained results are H_0 not supported and H_a is supported, thus partially the variables of affective commitment, continuance commitment and normative commitment influence the innovative work behavior. The higher the level of affective commitment, continuance commitment 8 and normative commitment, the higher the innovative work behavior produced by the employee. The results of this study 5 are supported by previous research conducted by Fatemeh Hakimian (2015) explaining that affective commitment, continuance commitment and normative commitment influence innovative work behavior.

19 Testing the overall hypothesis, which states that simultaneously the variables of affective commitment, continuance commitment and normative commitment 8 together have a significant positive effect on the dependent variable innovative working behavior. The results of this study are also supported by previous research conducted by Fatemeh (2015) which explains that commitment has an influence on innovative work behavior.

9 Statistical results show that commitment has a positive and significant influence on innovative working behavior. This supports research conducted by Fatemeh (2015) which states that employee commitment influences innovative performance behavior. Organizational commitment is the attitude of employees towards all policies and activities of the company as a place of work (Long, 1998). Employees with high affective commitment means that employees have emotional attachment and high involvement in the organization, so that employees will continue to work and decide to stay in the organization because the employee really wants it. Affective commitment encourages employees

to have a better understanding and acceptance of values in organizational goals; they try harder to achieve these goals through innovative work behavior in carrying out their work.

Continuous commitment refers to an awareness of the benefits that are lost if leaving the organization. Employees whose main purpose is in the organization based on continuous commitment, the employee feels the need and need to remain in the organization, so employees with high continuance commitment will produce high innovative work behavior as well. Normative Commitment refers to feelings related to the obligations and responsibilities to remain working in the organization. Employees with high normative commitment will feel they must stay with the organization by showing innovative work behavior.

CONCLUSIONS AND SUGGESTIONS

The conclusions obtained from the results of the analysis and discussion above are that there is a significant and positive influence between commitments consisting of affective commitments, continuance commitments and normative commitments to the innovative work behavior of MSME employees in Bandar Lampung.

Suggestions in this study are the leadership of SMEs in Bandar Lampung should provide solutions, motivate, increase loyalty and increase moral obligations for various problems to employees. UMKM leaders in Bandar Lampung should support innovative ideas made by employees.

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