

The Influence of Job Satisfaction and Work Motivation on Organizational Commitment in Lecturers of The Faculty of Economics and Business at Swadaya Gunung Jati University

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ABSTRACT

This study aims to determine the effect of job satisfaction and work motivation on the organizational commitment of the Faculty of Economics and Business, Swadaya Gunung Jati University's lecturer. In this type of research, researchers use associative research. The use of this research method uses quantitative methods. Software using SPSS version 23. In taking this sample, the researcher used a saturated sample technique. Because of the Faculty of Economics and Business, Swadaya Gunung Jati University's lecturer population is only 88. The results showed that job satisfaction and work motivation influenced organizational commitment either partially or simultaneously

Keywords: Organizational Commitment, Job Satisfaction, Work Motivation

INTRODUCTION

Along with the progress in the field of education, the management of educational institutions is also experiencing rapid development. Then the demands of users of educational services are even higher. This is due to increased public awareness regarding the quality of education services. In addition, the community also has its assessment of the effectiveness and efficiency of the quality of education services. So fast and accurate service is a must. In terms of substance, educational services must be able to provide services according to needs, provide added value, or build self-image (Ardin & Badarwan, 2017). This demand creates competition in educational institutions, where educational institutions are not just marketing places to study knowledge, but also competition in educational institutions to obtain quality human resources. Human resources are an essential element that cannot be separated from the wheels of organizational activities (Sulistiyawati, 2018).

Gunung Jati Swadaya University is a university that is strategically located in the urban centre of Cirebon City. Gunung Jati Swadaya University is the oldest and largest university in the Ciayumajakuning area. The community's enthusiasm to continue their education at Swadaya Gunung Jati University increases yearly. In the 2021-2022 academic year, the acquisition of new student admissions at Swadaya Gunung Jati University reached 2746 students (Wulandari et al., 2021). This figure is evidence of public trust in the educational

services provided by Swadaya Gunung Jati University. So that in order to maintain and continue to compete with other tertiary institutions, the quality of human resources in educational institutions, especially lecturers, must constantly be improved.

In tertiary institutions, the magnitude of the role of a lecturer in an educational institution can be seen from the organizational commitment of the lecturer. Lecturers committed to educational institutions usually show a working attitude that is attentive to their duties. They are very responsible for carrying out their duties and loyal to the company. Organizational commitment is significant for companies to maintain their human resources so that they always make the maximum contribution to the company. If employee commitment is low, it will disrupt the company's organizational wheels (Rumangkit & Haholongan, 2019).

Organizational commitment can be influenced by job satisfaction, where a person at work will feel comfortable and highly loyal to the company if they get job satisfaction according to what is desired (Utama & Wibawa, 2016). The results of Mwesigwa et al. (2020) also explained that employees who have high job satisfaction would have high organizational commitment. Then the results of Ismail et al. (2016) also found that when employees are satisfied with intrinsic and extrinsic satisfaction from their working conditions, it can lead to more significant organizational commitment to the company. Likewise, the results of Aziz et al.

(2021) show that job satisfaction has a positive relationship to employee commitment, which means that if employees have job satisfaction, they have a high commitment to the organization. However, there were different results in the research by Prasetyo et al. (2018), where job satisfaction does not affect organizational commitment.

Besides job satisfaction, work motivation factors also considerably influence organizational commitment (Oupen & Yudana, 2020). The motivation given by the company to employees will increase morale and organizational commitment (Mutiar Sari & Gede Riana, 2018). The motivation that exists in a person is the driving force that will make behaviour in order to achieve the goal of self-satisfaction. Organizations must be able to motivate employees to master their work correctly according to directions by being oriented towards the results achieved so that later if employees are well motivated, a sense of attachment or commitment to the organization will arise (Utarayana & Dewi Adnyani, 2020). The results of research by Siwi et al. (2020) show that work motivation influences organizational commitment. Then Muraga et al. (2019) found that work motivation positively and significantly affects organizational commitment. Another study by Alve (2017) on employees in Finland found that work motivation significantly impacted organizational commitment. Even research conducted by Nurseha & Yusuf (2021) and Tania & Sutanto (2013), found that work motivation and job satisfaction simultaneously affect organizational commitment.

However, Ariyati & Amelia's research (2018) and Hanafi & Sanosra (2018) found that work motivation does not affect organizational commitment. In this case, the researcher is interested in conducting research titled "The Influence of Job Satisfaction and Work Motivation on Organizational Commitment in Lecturers of the Faculty of Economics and Business, Swadaya Gunung Jati University".

LITERATURE REVIEW

1. Job Satisfaction

Rivai (2015) suggests that job satisfaction is an evaluation that describes a person's feelings of being happy, unhappy, or satisfied at work. The indicators of job satisfaction, according to Rivai (2015), namely: 1) Job content, 2) Supervision, 3) Organization and management, 4) Opportunity for advancement, 5) Salary and benefits, 6) Co-workers, and 7) Working conditions.

2. Work motivation

Sutrisno (2016) states that motive is a mental state that encourages, activates, or moves and that motive directs and distributes the behavior, attitudes, and actions of a person which is always associated with achieving goals, both organizational goals and personal goals of each member of the organization. According to Sutrisno (2016) Indicators of motivation from internal factors and external factors, namely: 1) Desire to be able to live, 2) Desire to be able to own, 3) Desire to gain appreciation, 5) Desire to gain recognition, 6) Desire to have power, 7) Working environment

conditions, 8) Adequate compensation, 9) Good supervision, 9) Job security, 10 Status and responsibilities, and 11) Flexible regulations.

3. Organizational Commitment

Umm (2018) argues that commitment to organization as a psychological construct is a characteristic of the relationship between members of the organization and its organization and has implications for individual decisions to continue membership in organizations. Indicators of organizational commitment according to Umm (2018), namely: 1) Emotional connection, 2) Identification, 3) Member involvement, 4) Member awareness, 5) Having needs, 6)

Attachment, and 7) Continue to be in the organization.

RESEARCH METHODS

This type of research researchers use associative research. The use of this research method using quantitative methods. software using SPSS version 23. In taking this sample the researcher used a saturated sample technique. This is done because the Faculty of Economics and Business, Swadaya Gunung Jati University's lecturer population is 88 people.

RESULTS AND DISCUSSION

Characteristics of Respondents

The results of data processing show that respondents with a total of 88 people have the following characteristics.

Table 1. Characteristics of Respondents

Category	Alternative Answers	F	%
Gender	Man	42	47,7%
	Woman	46	52,3%
Age	< 25 Years	4	4,5%
	25-35 Years	42	47,7%
	36-45 Years	28	31,8%
	>45 Years	14	15,9%
Education	Magister	81	92%
	Doctor	7	8%
Years of service	< 1-2 Years	2	2,3%
	2 -3 Years	5	5,7%
	3 – 4 Years	11	12,5%
	4 – 5 Years	24	27,3%
	> 5 Years	46	52,3%

Source: Results of Data Processing, 2022

Table 1 shows that most of the respondents were women, with 46 (52.3%). Most respondents have an age range of 25-35 years, namely as many as 42 respondents (47.7%). Then most of the respondents had a Masters's level of education (S2), as many as 81 respondents (92%) and

the majority of respondents had a working period of > 5 years, with a total of 46 respondents or 52.3%..

Instrument Test

The research instrument test consisted of two tests, namely the validity test and the reliability test. The results are as follows:

Table 2. Validity test

Job satisfaction		Work motivation		Organizational Commitment	
No Statement	rcount	No Statement	rcount	No Statement	rcount
1	0.479	1	0.615	1	0.634
2	0.633	2	0.402	2	0.644
3	0.389	3	0.505	3	0.559
4	0.551	4	0.325	4	0.610
5	0.396	5	0.604	5	0.498
6	0.459	6	0.700	6	0.622
7	0.406	7	0.537	7	0.318
		8	0.564		
		9	0.444		
		10	0.513		
		11	0.526		

Source: Results of Data Processing, 2022

Table 2 shows the results of validity testing, where validity test items are said to be valid if r count \geq r table (0.232). The test yielded r counts of job satisfaction variables (0.389 to 0.633), work motivation variables (0.325 to 0.700) and

organizational commitment variables (0.318 to 0.644). So it can be concluded from the table that all items are declared valid because the r count is greater than the r table. Then the results of the validity test data analysis are as follows:

Table 3. Reliability Test

Variable	Cronbach's Alpha	N of Items	decision
Job satisfaction	.754	7	Reliable
Work motivation	.840	11	Reliable
Organizational Commitment	.824	7	Reliable

Source: Results of Data Processing, 2022

Based on the results of the reliability test in table 3, all variables can be declared reliable because Cronbach's Alpha \geq 0.70.

Classic assumption test

The classic assumption test consists of two tests, namely the normality test and the multicollinearity test with the following results:

Table 4. Classic assumption test

Variable	asympt. Sig. (2-tailed)	tolerance	VIF
Job satisfaction		.999	1,001
Work motivation	0.333	.999	1,001
Organizational Commitment			

Source: Results of Data Processing

Table 4 shows that the Asymp. Sig. (2-tailed) of 0.333 $>$ 0.05, which means that the data is normally distributed. Then from the results of the multicollinearity test, the VIF value in the Statistical Collinearity column is 1.001, which means the VIF value is less than 10 and the

Tolerance number is 0.999 $>$ 0.10. Thus it can be stated that the model formed has no symptoms of multicollinearity between the independent variables in the regression model.

Hypothesis testing

Hypothesis testing was carried

out using two methods, namely by testing the hypothesis partially (t test) and simultaneously testing the hypothesis (f test). Researchers also tested the coefficient of determination

to determine the influence of the independent variable on the dependent variable. The results are as follows:

Table 5. Hypothesis Test Results

Variable	t	Sig.	f	Sig.	Adjusted R Square
X1 against Y	2,344	0.023			
X2 against Y	3,402	0.001			
X1 and X2 against Y			9,529	0.000	0.254

Source: Results of Data Processing, 2022

From the results of partial hypothesis testing in table 5, it can be concluded that job satisfaction has a significant effect on organizational commitment because the sig value <0.05 and t count (2.344) is greater than t table (1.676). Then work motivation also has a significant effect on organizational commitment because the sig value <0.05 and t count (3.402) is greater than t table (1.676). Then from the results of the simultaneous test, the p-value (Sig) <0.05 was obtained, namely 0.000 <0.05 and the Fcount $>$ Ftable value was $9.529 > 3.19$ meaning that H_a was accepted and H_o was rejected, which means that the variables of job satisfaction and work motivation collectively have a positive and significant influence on organizational commitment, and when viewed from the value of Adjusted R square or coefficient of determination of 0.

DISCUSSION

The data processing results show that the variable job satisfaction (X1) positively and significantly influences organizational commitment. This indicates that the higher the job satisfaction, the organizational commitment of the lecturer at the Faculty of Economics and Business, Swadaya Gunung Jati

University increases nicely. These results are from research conducted by Mwesigwa et al. (2020), where it was found that employees with high job satisfaction will have high organizational commitment. The same goes for findings (Ismail et al., 2016), where employees are satisfied with intrinsic and extrinsic satisfaction from their working conditions can lead to more outstanding organizational commitment to the company. Likewise, with research results of Aziz et al. (2021) where job satisfaction has a positive relationship to employee commitment, which means that if employees have job satisfaction, they have a high commitment to the organization.

The work motivation variable (X2) has a positive and significant influence on organizational commitment from data processing results. This shows that the better the work motivation, the organizational commitment of the lecturer at the Faculty of Economics and Business, Gunung Jati Swadaya University will increase nicely. These results align with research by Siwi et al. (2020), which shows that work motivation influences organizational commitment. Utarayana & Dewi Adnyani (2020), in their research, also suggests that the effect of work

motivation on organizational commitment shows that work motivation has a positive and significant effect on organizational commitment. Then Muraga et al. (2019) also found that work motivation positively and significantly affects organizational commitment. Likewise, Alve (2017) in his research on employees in Finland, found that work motivation significantly impacts organizational commitment.

Simultaneous test results also show that the variables job satisfaction (X1) and work motivation (X2) together have a positive and significant influence on organizational commitment. This shows that the higher job satisfaction (X1) and work motivation (X2) than the organizational commitment of Lecturers of the Faculty of Economics and Business, Swadaya Gunung Jati University will increase nicely. These results are the same as those of research conducted (Nurseha & Yusuf, 2021), where job satisfaction and work motivation significantly influence organizational commitment. The same goes for findings (Silaban & Andri, 2018) and (Nurlaely & Riani, 2016) that work motivation and job satisfaction significantly influence organizational commitment.

CONCLUSION AND SUGGESTION

From the results of the research and discussion, the following conclusions were obtained:

1. The job satisfaction variable partially has a positive and significant effect on organizational commitment. It means that the higher the lecturer's job

satisfaction, the more organizational commitment to the Faculty of Economics and Business, Swadaya Gunung Jati University will increase.

2. Work motivation variable has a positive and significant influence on organizational commitment. It means that the higher the lecturer's work motivation, the organizational commitment to the Faculty of Economics and Business, Swadaya Gunung Jati University will increase.
3. Variables of job satisfaction and work motivation simultaneously or together have a positive and significant influence on organizational commitment at lecturer's in The Faculty of Economics and Business, Swadaya Gunung Jati University. The effect of job satisfaction and work motivation on organizational commitment is 0.254 or 25.4% while the remaining 74.6% is influenced by other factors outside those studied. This proves that job satisfaction and work motivation simultaneously or together can affect organizational commitment.

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