

WORK ETHIC IN BUILDING PRODUCTIVE BEHAVIORS ON THE SMALL MEDIUM ENTERPRISES DEALING WITH CREATIVE INDUSTRIES DEVELOPMENT IN BANDUNG CITY

Anissa Lestari Kadiyono¹, Hanny Hafiar², Aldi Ardillo³

¹*Fakultas Psikologi Unpad, anissanugroho@gmail.com*

²*Fakultas Ilmu Komunikasi Unpad, hannyhafiar@gmail.com*

³*Fakultas Psikologi Unpad, aardiloaldijoyo@gmail.com*

Abstract: The development of creative industries that occurred in the Bandung city in an attempt to answer the Asean Economic Community (AEC) that also have an impact on the industrial centers, including Cibaduyut Shoes Center. The planning process is needed, especially from the human resources (HR) that should be analyzed so that they can outline the potential of Small Medium Enterprises in The Cibaduyut Shoes Center as one of the region's local economic development in the face of the creative industries development in Bandung. The performance generated by the perpetrators of the SME's Cibaduyut Shoes Center is related to their behavior at the time work. This research aims to get an idea about the role of work ethic in building productive behavior on the perpetrators of the SMEs Sentra Cibaduyut Shoes. Work ethic is a person's attitude towards the meaning of the work which is the driving force for the success of the business which he had hoped for. This is a commitment to the value and importance of hard working. There is an attempt in it to be an independent and strong tendency in expressing himself as well as the willingness to take responsibility, make decisions, and work productively is shown through productive behaviors. The research design used was a non-experimental correlation method using survey data collection methods. The technique of data collection is done through in-depth interviews, observations, questionnaires, and focus group discussions. This research conduct in 71 respondents of SMEs in Cibaduyut Shoes Center. The results showed that there is a significant relationship between work ethic and productive behavior. This study also provides a model relationship between work ethic and productive behavior on SMEs in Cibaduyut Shoes Center. It will provide a mapping of the current condition and can be used as a foundation for work ethic and productive behavior development in the future in order to increase the advancement of themselves, SMEs, and society in general, especially in facing the AEC.

Keywords: Work Ethic, Productive Behaviour, Small Medium Enterprises (SMEs), Asean Economic Community

1. INTRODUCTION

The population of Indonesia from year to year continues to increase. Facing the Asean Economic Community since the end of the year 2015, then the competition will be more strict. This needs to be addressed by the Government wisely. More preparation is required in setting up a community plan in the face of this challenge. It will required the expansion of employment, the improvement of the economy, as well as improved social well-being. West Java Province develop creative industry to increase its economy. Small Medium Enterprises (SMEs) are develop to become industry to accelerating economic growth and job creation.

One of them is Cibaduyut Shoes Industrial Center. Cibaduyut Shoes Industrial Center is also the oldest industrial centers, namely, founded in 1920 by absorbing at least 3000 workforces. As one of the main centers of the industry of footwear in Indonesia, Cibaduyut is one of the important elements that can trigger the growth of the local industry. The entire SMEs perpetrators are residing in it should create competitive advantage, enhance the competitiveness and performance of its

business in order to survive in the midst of the development of the creative industries rapidly growth occurred in the Bandung city.

Perpetrators of Small Medium Enterprises need to have the work ethic in order to display behavior that is productive to prepare themselves to face the heat of competition and competition in the field of employment. The need to harmonize the efforts of the human resources community in West Java belonging to transform themselves into professional, competent, human resources in accordance with the developmental needs of the industry and growing business develops.

Work ethic related to some important things such as the orientation of the future, appreciate the time, respect others, be responsible, even creativity. Thus, it can be said that work ethic is very concerned with hard work, perseverance, loyalty, communication, decision-making, discipline, dedication so that it can eventually create high productivity as well as creating added value to the self, group, organization or community. The behavior shown in the effort of creating added value for the self, group, organization or community called the productive behavior. This will be a productive behavior is directly related to the achievement of the goal of efforts that ultimately can increase competitiveness and ability to face the challenges of development of the AEC.

This research was conducted to elucidate more about "How can the role of the work ethic in building productive behaviors on the small medium enterprises perpetrators in the Cibaduyut Shoes Industrial Center in dealing with creative industries development in Bandung city?".

2. THEORETICAL BACKGROUND

2.1 Work Ethic

Work ethic can imply the attitude, vision, custom, as well as character towards work owned by someone, a group, nor a nation. According to Max Weber (1930), work ethic is an attitude towards the meaning of work as a success booster for efforts and development. Work ethic is a sociological phenomenon of which its existence is constructed by a productive connection that arise from the cause of economic structure in our society. Work ethic includes the potential and condition of people facing or interacting with nature (Kadiyono, 2014).

Work Ethic Dimensions

Miller, et al. (2002) adopted the concept of Max Weber (1930) about the dimensions that forms work ethic, which can be classified into seven dimensions, as follows:

- a. Self-Reliance. This means flexibility in dealing with stressful or critical problems or situations. There is independence and a strong tendency to express themselves and the willingness to take responsibility, make decisions, and function autonomously.
- b. Morality / Ethic. Morality refer as the assessment of character, habits, and behavior matters. Morality is used to describe how people act, particularly the rules of right and wrong. More often, however, the terms ethic and morality are used interchangeably as a way to refer the method in which people act or are expected to act. In this research, work ethic, "morality and ethic" are combined to describe a belief in a fair and moral existence.
- c. Leisure. Leisure is defined as the flexibility to do whatever activities an individual wants to do. Activities are as a medium of recreational participation in non-work and leisure activities. Meanwhile, orientation is the will to participate in non-work activities. In the context of this study, the reference of leisure is intended for the utilization of spare time, namely the importance of placing recreational activities in the right time.
- d. Hard Work. In the context of this study, hard work is the belief that one can be a better person and achieve one's objectives through a commitment to values and importance of work to them. An individual that is committed to hard work can overcome almost any obstacle, can achieve personal goals, and become a better person. They will have a primary responsibility for fulfilling personal goals such as the desire for success and the accumulation of material wealth.

- e. Centrality of Work. Centrality of work refers to the importance of an individual's opportunity to work. This goes beyond the needs or desire for compensation and is the main frame of reference for identification.
- f. Wasting Time. Wasting time in this context refers to the continuum with one end representing a strong commitment to time management and maximizing productivity while the other end characterizes low commitment to time management. An efficient and constructive use of time is consistent with strong work ethic, and the understanding that increase in performance is inevitably related to an efficient use of time.
- g. Delay of Gratification. Delay of gratification reflects the ability to forget short term rewards in order to reap the long term benefits in the future. It also demonstrates a commitment to the work.

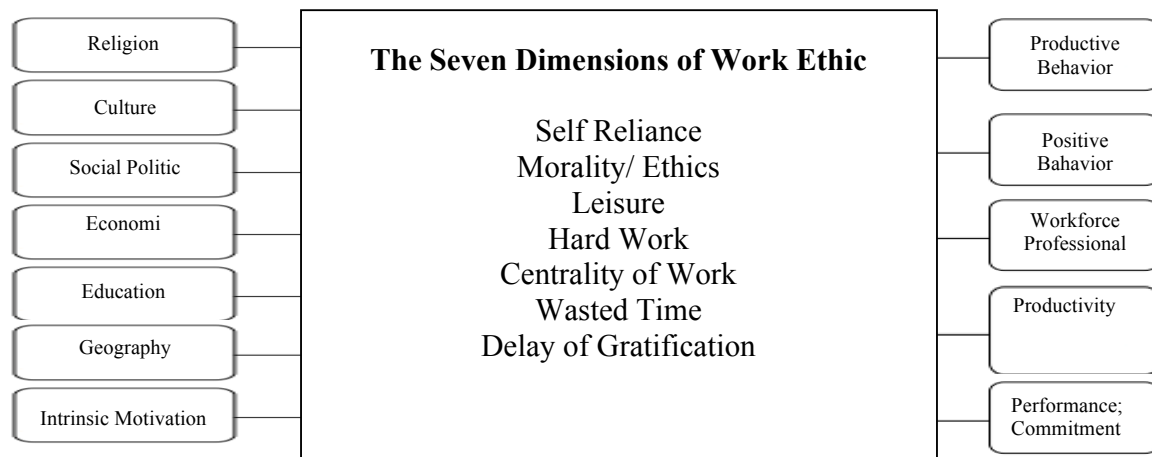


Figure 1 Dimensions Forming Work Ethic
 adapted from Miller et al (2002) and Webber (1930)

2.2 Productive Behavior

The understanding of behavior according to Gibson, Ivancevich, and Donnely (2000) is the function of interactions between an individual and his environment. Productive behavior means a function of the interaction of individuals with the environment that can productively produce outcomes that can help adapt effectively to the challenges of the environment. Litwin and Stringer in Gibson (1987) stated that the emergence of productive behavior is influenced by two things, namely individual and environmental factors. In other words, behavior is a function of people (P) and situation (S), mathematically $\beta = f(P, S)$. Productive behavior of employees can provide a positive influence for organizations seeking to achieve their goals (Kadiyono, 2011). At the same time, productive behavior of individuals will always be responsible and responsive in relation to others. Employees like this are an asset to the organization, because they are more likely to improve themselves so that they could support the achievement of organizational productivity. In its development, productive behavior can show when an individual show his potential on the environment. It can be concluded that the behavior of the positive and productive meant more because of the personal capacity. Individuals must have the ability, skills and passion to be able to adapt to the challenges of a changing workplace and the environment. With such capacity, whatever the working environment and forms of organization where he was, he would always be able to act positively for the organization (Kadiyono, 2011).

Dimensions Shaping Productive Behavior

Robert M. Ranftl in Dale A. Timpe (1989) argued that the key features of productive employees are as follows:

- a. Higher job qualifications. Qualifications are considered fundamentals of work. Considering that high productivity is not possible without the right qualifications. Person with higher job qualification will be able to learn quickly, professionally or technically competent and constantly willing to deepen their knowledge in their field, creative and innovative, understand the job, always looking for improvement, and always improving themselves.
- b. Motivation. This is the driving factor of why individuals direct their energy to act. Person with high motivation will be able to motivate themselves, initiative, drive themselves, and have commitment. Diligent, works productively on a task until completion, as well as quick to rise in the face of obstacles, have a strong will to work, works effectively, sees things that should be done and take necessary action, likes challenges, inquisitive, demonstrate high intellectual level, and always thinking of improvement.
- c. Positive work orientation. They will be proud of their job, setting a high standard, having good work habits, involved in their work, reliable and consistent, respect the management and their goal, having a good relationship with management, accept the challenge and a new task, and able to adapt to change.
- d. Socialize effectively. This means having the ability to establish positive interpersonal relationships, demonstrating social intelligence, good personality, communicate effectively-clearly-open to suggestions - a good listener, able to work together as a team, and demonstrate positive attitude and enthusiasm.
- e. Maturity. This is the ability and willingness of a person to be responsible for execution of work, honest, having a strong sense of responsibility, knowing their own weaknesses and strengths, independent and disciplined, emotionally stable, able to work effectively under pressure, able to learn from experience, and have healthy ambition.

Productive behavior will be inherent if the individual finds meaning in his work. When work gives meaning to the individual and his life as a whole, the productive behavior will be maintained. To find meaning in their work, individuals should be given the opportunity to develop their potential and advantages that is in accordance with their values. This means that human resources management should be strength based, not deficit based.

3. THE RESEARCH METHOD

This research approach is non-experimental research approach. The method used is descriptive and verificative research method. According to Sugiyono (2012), the descriptive method is a method that is used to describe or analyze research results but is not used to make broader conclusions. While the verificative method according to Mashuri (2009), that is checking validity when explained to test a way with or without the improvements that have been implemented elsewhere with similar resolve problems with life. To determine the sample that will be used in the study, researchers used a non-probability sampling. The population of this research is the entire perpetrators in the Cibaduyut Shoes Industrial Center, Bandung. Sampling techniques used is convenience sampling.

Participants

The participants consisted of 71 people (18.3% female and 81.7% male) from Cibaduyut Shoes Industrial Center. They ranged in age from 17 years to 54 years with a mean age was 23,20 years (SD=1.27). Their educational background, mostly in senior highschool (53,52%).

Measures

Work Ethic. Work Ethic was assessed using questionnaire constructed by Furnham. Responses to each item were made on a 5-point Likert scale (1- strongly disagree to 5 – strongly agree). Scores for each of the dimensions, were calculated as the average of the responses to each the items corresponding to the dimension. For summary purposes, an overall work ethic score was also computed as the average of the dimension scores. This score in essence represents a unit weighted composite of the subscale scores.

Productive Behavior. Productive behavior was assessed using questionnaire constructed by Ranftl. Responses to each item were made on a 4-point scale (1- strongly disagree to 4 – strongly agree). The verificative method is done to test the hypothesis by using statistical tests, which is the correlation Simple Linear Regression Analysis. In this study, data collection is conducted by using a measuring instrument main questionnaire and supporting data in the form of open-ended questions to broaden the discussion of research.

4. RESULT AND DISCUSSION

Based on calculation, Work Ethic and Productive Behavior of Small Medium Enterprises in Cibaduyut Shoes Industrial Center can be define as a figure below :

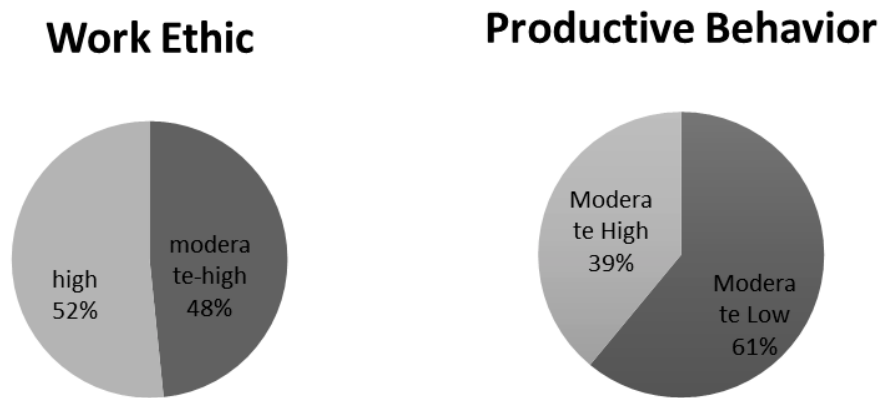


Figure 2. Work Ethic and Productive Behavior’s Small Medium Enterprises in Cibaduyut Shoes Industrial Center

This shows that work ethic’s SMEs is in high category (52%) and their productive behavior are in moderate-low category (61%). The dimensions of work ethic can be seen in the following chart:

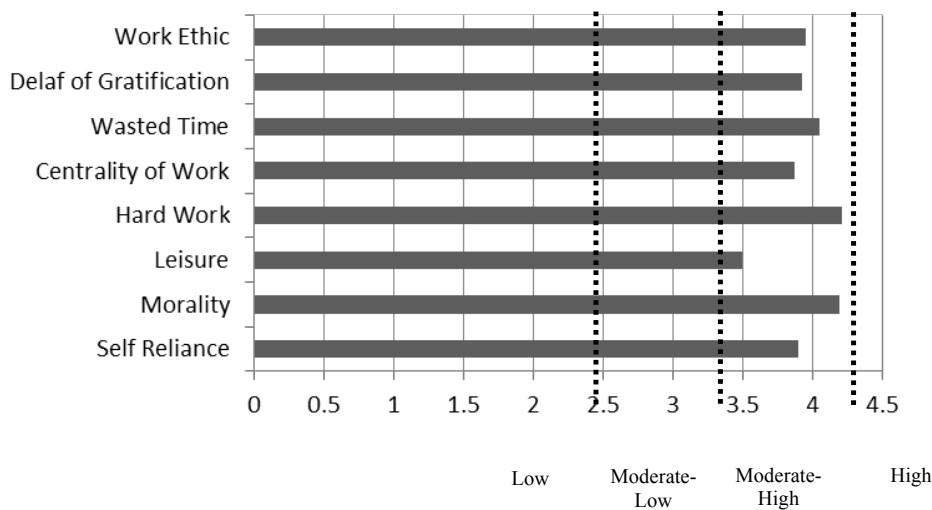


Figure 3. Work Ethic’s Dimension

The figure above shows that SMEs have a Leisure as the lowest Work Ethic Dimension. They have desire to utilize the time to be able to work and relax. Rules utilization of the tight time in the shoe industry, while the average age of workers who are at the age of 23 years and are at an age young

adults indicate that in achieving the developmental tasks early adulthood. Adolescence is marked by the search for identity. Various problems also arise with age in early adulthood. Early adulthood is a transition from dependence into independently, both in terms of economy, freedom of self-determination, and vision of the future (Havighurst, 1961 in Ali, Mohammad and Mohammad Asrori, 2005). Utilization of leisure time has an important role in shaping the interest, attention, and personality traits of each SMEs. Hard Work and Morality are work ethic dimension that high in shaping work ethic. Morality describes the character, habits, and standards of ethical behavior that has a certain moral standard. In terms of hard work, it shows that the perpetrators have committed SMEs the importance of values and work hard on themselves. Embedded in them that hard work is an important value in business and a commitment in the work. The SMEs have the primary responsibility to meet personal goals, and believes to be successful they have to work hard.

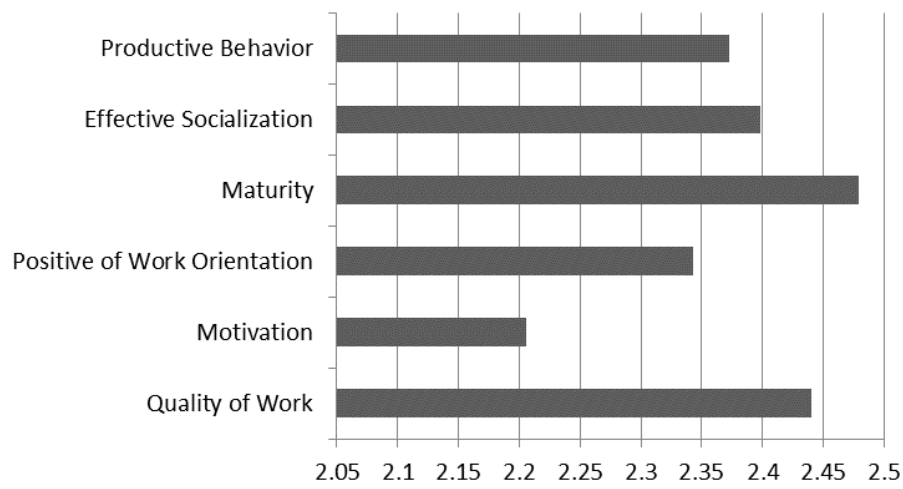


Figure 4. Productive Behavior Dimensions

SME's productive behavior categorized as moderate-low. Their motivation to demonstrate constant behavior in creativity, focus on quality orientation, and product development are not stabil. Based on correlational hypothesis testing, it's has following results:

Correlations			WorkEthic	ProdBehav
Spearman's rho	WorkEthic	Correlation Coefficient	1,000	,638**
		Sig. (1-tailed)	.	,000
		N	71	71
	ProdBehav	Correlation Coefficient	,638**	1,000
		Sig. (1-tailed)	,000	.
		N	71	71

** . Correlation is significant at the 0.01 level (1-tailed).

Table 2. Work Ethic and Productive Behavior Correlations

The table above shows a positive correlation between work ethic and productive behavior. Through the test as follows:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,647 ^a	,418	,410	,31289	,418	49,649	1	69	,000	1,270

a. Predictors: (Constant), WorkEthic

b. Dependent Variable: ProdBehav

Table 3. Model Summary of Work Ethic and Productive Behavior Correlations

Result showed that Work ethic influencing productive behavior by the coefficient of determination 0.418. The coefficient of determination work ethic will effect 41% of the SME's productive behavior, while the remaining 59% indicates that the productive behavior of SMEs will be affected by other sources variables which are not examined in this study. By analyzing Work Ethic dimension, then it will figure as the following data:

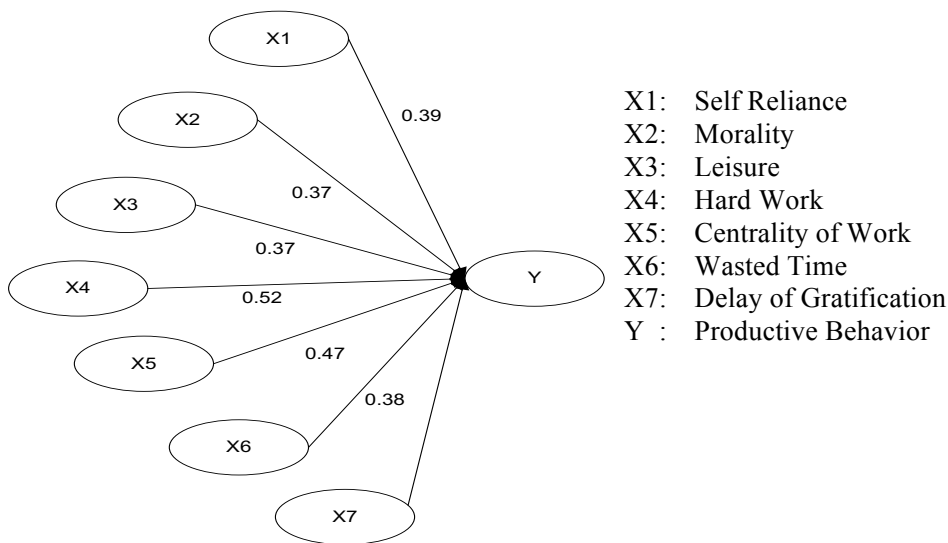


Figure 5. Work Ethic Dimension Correlation to Productive Behavior

Based on the test results, it was found that Hard Work has a highest role in the shaping of Productive Behavior. This is followed by Centrality of Work to shaping productive behavior. The role to work hard and focus on the implementation of tasks will form productive behavior to be expected to adapt to the work environment. Due to these changes and increasing global competition, SMEs should keenly aware of the importance of managing human resource effectively across borders and cultures. There is a strong need to understand differences in work-related values and attitudes across cultures.

5. CONCLUSION

The present research examined people's attitudes toward SMEs, which is correlation between work ethic and productive behavior. The results of this study indicate that there is a significant relationship between work ethic and productive behavior. This research provide a model of work ethic and productive behavior in SMEs so it can provide a SMEs' mapping condition and can be used as a foundation for work ethic and productive behavior development in the future in order to increase self actualization, SMEs, and society in facing Asean Economy Community (AEC).

There are at least seven dimensions forming the work ethic of SMEs in facing Asean Economic Community : (1) a readiness to think and act independently from the others, (2) the ownership of the limits of what can be done and what should not be done, (3) readiness to participate and utilization of spare time, (4) the habit of living in the demands of hard work, (5) the awareness that their results are highly dependent on the work performed, (6) a habit and readiness in working with time management, and (7) the ability to delay short-term gratification to promoting optimal work ethic. Future research may want to study how culture and collective behavior can perform a productivity in SMEs.

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