

The Influence of Professionalism and Personality on Employee Loyalty at the Education and Culture Office of Palu City

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ABSTRACT

This study aims to determine and analyze professionalism and personality simultaneously which have a significant effect on the loyalty of employees of the Palu City Education and Culture Office. And to find out and analyze professionalism and personality partially have a significant effect on the loyalty of employees of the Palu City Education and Culture Office. The research results obtained Fcount = 42.070 at a significant level $\alpha = 0.05$ or sig < 0.05. From the table shows that the significance value = 0.000. Thus it can be stated that simultaneously (simultaneously) the independent variables have a significant influence on the dependent variable. Professionalism variable, the calculation results show that the regression coefficient value is 0.383, while the significance level is 0.006. So it can be stated that the professionalism variable has a significant and significant effect on employee loyalty at the Education and Culture Office of Palu City. For the personality variable, the calculation results show that the regression coefficient is 0.391, while the significance level is 0.018. So it can be stated that the personality variable has an influence and is significant on employee loyalty at the Education and Culture Office of Palu City.

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1. INTRODUCTION

UU no. 43 of 1999 concerning the Principles of Article 3 Paragraph 1 of the Civil Service Law defines civil servants as state apparatus whose duty is to serve the public in a professional, honest, fair and impartial manner in carrying out their duties (1). An organization certainly has a good purpose and personality. However, because every employee has a different personality type, this is certainly not an easy task (2). This difference must of course be managed in a way of diversity, namely aiming at the personality of the organization to achieve what it wants to achieve. The Government of Palu City as a service provider that focuses on education, especially the Education and Culture Office of Palu City. As the person in charge of the function of public services aimed at public service, thinks and strives to achieve service goals for all sectors of society without exception, Palu City Government Agencies are obliged to continue to improve the quality of public services. To be provided. Quality services are services that can provide satisfaction, the community can determine the quality of these services, and the community can communicate what and how to communicate the needs of the community itself. (3).

Employee professionalism in providing services to the community in terms of education is the government's responsibility for the activities of educational service interests (4). These activities include elements of attention and willingness and readiness from government employees, which require employee

professionalism so that they can create relatively better services to be provided.

The Palu City Education and Culture Office is one of the government agencies that has the task of administering affairs in the field of education and service to the community, located in Palu City. The Palu City Education and Culture Office has several sections that have their respective duties and responsibilities. The services carried out at the Palu City Education and Culture Office consist of general administration services, administrative services for educators and educational staff, student administration services, services for permits to establish and administer educational units, services for recommendations on the establishment and implementation of educational units and services for requests for educational information.

2. RESEARCH METHODS

This research uses descriptive research and verification research. Data analysis used Multiple Linear Regression analysis with the help of the SPSS for Windows version 16 program.

3. RESULTS

Multiple Linear Regression is a parametric statistical tool that functions to analyze and interpret the relationship between two or more research factors with different names from observations of several observations in different fields of activity. In this study, a parametric multiple linear regression statistical analysis tool was used to determine the effect of the independent variables (X1 and X2) on the dependent variable (Y). In the context of this study, multiple linear regression was used to measure the effect of professionalism (X1) and personality (X2) on employee loyalty.

In accordance with the results of the Multiple Linear Regression analysis using the SPSS For Wind Release 16.0 computer, the results of the research on the influence of the three independent variables (professionalism and personality) on employee loyalty at the Education and Culture Office of Palu City can be seen as follows:

Table 1. Multiple Regression Calculation Results

Dependent Variable Y = Employee loyalty				
Variable	Coefficient Regression	Standard Error	t	Sig
C = Constanta	5,953	1,702	3,498	0,001
X ₁ = Professionalism	0,383	0,133	2,872	0,006
X ₂ = Personality	0,391	0,160	2,438	0,018
R = 0,792	F-Statistics = 42,070			
R-Square = 0,627	Sig. F = 0,000			
Adjusted R-Square = 0,612				

Source: Primary data after processing (2023)

The regression model obtained from the table above is:

$$Y = 5,953 + 0,383X_1 + 0,391X_2$$

The equation above shows, the independent variables analyzed in the form of variables (X1, and X2) have an influence on the dependent variable (Y). The employee loyalty regression analysis model at the Palu City Education and Culture Office can be seen as follows:

From the equation above it can be explained:

For a constanta value of 5.953, it means that employee loyalty to the Education and Culture Office of Palu City before the existence of independent variables (professionalism and personality) was 5.953.

Professionalism (X1) with a regression coefficient of 0.383 means that there is a positive influence between professionalism and employee loyalty. This means that the better the professionalism in the Education and Culture Office of Palu City, the better employee loyalty will be.

Personality (X2) with a regression coefficient of 0.391 means that there is a positive influence between personality and employee loyalty. This means that the higher the personality given to employees, the employee loyalty to the Education and Culture Office of Palu City will increase.

3.1. First Hypothesis Testing

The simultaneous test is a test to find out whether the independent variable (X) studied has an influence on the dependent variable (Y) meaning that all independent variables, namely professionalism (X1) and personality (X2) with the dependent variable employee loyalty at the City Education and Culture Office Hammer, that is, based on table 5.5, the calculation results obtained Fcount = 42.070 at the significance level $\alpha = 0.05$ or sig < 0.05. The table shows that the significance value = 0.000. Thus it can be stated that simultaneously (simultaneously) the independent variables have a significant influence on the dependent variable.

Thus, the first hypothesis which states that: "Professionalism and personality have a significant effect on employee loyalty at the Palu Education and Culture Office" based on the results of the F-Test is proven.

3.2. Second and Third Hypothesis Testing

Partial testing is intended to see the effect of each independent variable on the dependent variable, as follows:

3.2.1 Professionalism (X1)

For the professionalism variable, the calculation results show that the regression coefficient is 0.383, while the significance level is 0.006. Thus the sig value <0.05 at the 95% level of confidence. So it can be stated that the professionalism variable has a significant and significant effect on employee loyalty at the Education and Culture Office of Palu City. Thus, the second hypothesis which states "Professionalism has a significant effect on employee loyalty at the Education and Culture Office of Palu City" based on the results of the t-test is proven.

3.2.2. Personality (X2)

For the personality variable, the calculation results show that the regression coefficient is 0.391, while the significance level is 0.018. Thus the sig value <0.05 at the 95% level of confidence. So it can be stated that the personality variable has an influence and is significant on employee loyalty at the Education and Culture Office of Palu City. With the third hypothesis which states "Personality has a significant effect on employee loyalty at the Education and Culture Office of Palu City" based on the results of the t-test it turns out to be proven.

3.2.3 Coefficient of Determination

Meanwhile, the determination test (model reliability) shows the value of Adjusted R-Square = 0.612 or = 61.20%. This means that 61.20% of the dependent variable is influenced by the two independent variables, the rest of the dependent variable is influenced by other variables not examined. Furthermore, the value of R = 0.792 or 79.20%, meaning that the relationship between the dependent and independent variables is in the strong category.

Based on the results of testing the hypotheses that have been carried out, then a discussion of the results of the analysis of the influence of professionalism, work facilities and personality on employee loyalty at the Office of Education and Culture of Palu City will be carried out.

4. DISCUSSION

4.1. The Effect of Professionalism and Personality on Employee Loyalty

Based on the results of the simultaneous test of the influence of professionalism (X1) and personality (X3) with the dependent variable employee loyalty at the Palu City Education and Culture Office, the calculation results obtained $F_{count} = 42.070$ at a significant level $\alpha = 0.05$ or sig <0.05 . This illustrates that the two variables affect employee loyalty.

Based on the results of the research that has been described previously, it is concluded that the professionalism variable has a significant effect on employee loyalty in this study. It can be interpreted that professionalism is the skill and ability of a person to work according to the field and level. Professionalism concerns the suitability of bureaucratic skills with task needs, the realization of suitability of skills and task needs is a prerequisite for the development of competence and skills of professional apparatus, namely equipment. Reflects the direction and goals achieved by the organization. However, this did not become an incentive to increase the loyalty of the Palu City Education and Culture Office employees.

Personality is an individual's psychophysical system that determines that individual's unique behavior and thinking. Personality is also the sum of innate or innate tendencies that have different effects on environment and upbringing, and which shape a person's psychological state and influence his attitude towards life.

The Education and Culture Office of the City of Palu requires the loyalty of its employees so that employees can work for themselves and with other members for the common good of the Office of Education and Culture of the City of Palu. Loyalty in the team can be realized by working together towards team goals and being ready to put a lot of energy into achieving those goals. Effective team members show intense loyalty and commitment to their team and are willing to do whatever it takes to help their team succeed. If the Palu City Education and Culture Office has won the loyalty of its employees, the Palu City Education and Culture Office must provide feedback. The Palu City Education and Culture Office achieves its goals by creating good work loyalty with employee contributions. Therefore, the Education and Culture Office of Palu City must know and integrate the wishes of employees so that they can maintain loyalty.

This research is supported by Putra, et al (2022) with the results of the hypothesis test it was found that simultaneously Professionalism and Personality have a significant effect on Employee Loyalty, but partially

Professionalism does not have a significant effect on Employee Loyalty. For Agencies to pay more attention related to Professionalism applied by Employees, so that in the work process these factors can become driving factors to increase employee loyalty (5).

4.2. The Effect of Professionalism on Employee Loyalty

Based on the results of multiple regression calculations on the professionalism variable with a regression coefficient of 0.383 and a significant level of 0.006. This illustrates that professionalism has a positive and significant effect on the loyalty of employees of the Palu City Education and Culture Office.

The results of this study indicate that professionalism influences employee loyalty. In this case, when the Palu City Education and Culture Office is managed with high professionalism, employees will show maximum loyalty. Reliable human resources, work programs that are always well realized with the appropriate time allocation.

The professional staff of the Palu City Education and Culture Office can be seen from the attitude of struggle, dedication, working full time, ability, and discipline in order to have work performance in carrying out tasks and to become more efficient and effective. Therefore, every apparatus is required to be able to carry out their duties and functions in a professional manner, namely by providing an increase in the quality of work that is good for the community.

This indicates that the professionalism variable is an important thing to pay attention to. The reason why professionalism is so important is because if someone is able to complete the workload, manage facilities and infrastructure, coordinate well with colleagues. Professionalism is an ability or expertise to carry out or carry out a job or task that is based on skills and knowledge and is supported by the work attitude demanded by the job. (6).

4.3. The Effect of Personality on Employee Loyalty

For the personality variable, the calculation results show that the regression coefficient is 0.391, while the significance level is 0.018. Thus the sig value <0.05 at the 95% level of confidence. So it can be stated that the personality variable has an influence and is significant on employee loyalty at the Education and Culture Office of Palu City.

Personality at the time in the organization or at work requires a certain level and amount required, which does not always have to be high or strong in order to be loyal. Personality as one of the assessment criteria does not always demand high. For example, replacement of leadership or transfer of positions, selection of school principals. A person will be selected based on personality aspects, if his sincerity is in accordance with the required position requirements which in general do not always have to be high, but must be appropriate and optimal.

Loyalty grows from the employees themselves, this comes from the awareness that between employees and the Education and Culture Office of the City of Palu are two parties who need each other, employees need the Office of Education and Culture of the City of Palu as a place to make a living and needs in social activities, while the Office Education and Culture of the City of Palu also has an interest in employees, especially employees who have a large contribution to the Office of Education and Culture of the City of Palu.

Work loyalty at the Palu City Education and Culture Office is synonymous with loyalty that should be carried out under various conditions without conditions and without expecting anything in return. The psychological condition that binds employees to the Palu City Education and Culture Office, because loyalty is not just physical loyalty which is reflected in how long a person has worked but how much his thoughts, ideas and dedication are devoted to the Palu City Education and Culture Office. Employee loyalty is a very important factor to maintain the performance of the Palu City Education and Culture Office effectively and efficiently.

Personality is a system of all behavior in a person. Unique, integrated and organized (7). Behavioral systems include complex regards such as how a person sees the world around him, how he solves problems, how he feels about the situations of other people, and how he wants to live his life (8). In this case, employees need to be disciplined in a way that will increase loyalty to the Education and Culture Office of Palu City.

In this case personality also influences the loyalty of the Palu Education and Culture Office employees. Personality is an important factor influencing work behavior. In the Education and Culture Office of Palu, personality can lead to the expected behavior of employee loyalty, and every employee has the same opinion at work. Employees of the Palu City Education and Culture Office also have a disciplined attitude in doing a job well. This proves that employees have high effectiveness in completing each job given in a timely manner.

5. CONCLUSION

This study concludes that the calculation results show that the regression coefficient is 0.391, while the significance level is 0.018. So it can be stated that the personality variable has an influence and is significant

6. SUGGESTION

Recommendations suggest, it is necessary to improve the personality of the employees of the Palu City Education and Culture Office, it is hoped that they will always be calm and patient in dealing with the workload given by the leadership.

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