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Effect of Work Discipline, Career Development, Work Motivation and Work Load on the Loyalty of Women Workers in South Korea Companies

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Abstract: The investment value that has been made by South Korea in Indonesia has increased, companies in the field of textiles and shoes require more female workers than men. Workers' loyalty will have a positive impact on the workers who can be affected by the increase in employee performance in developing the company. The purpose of this study is to analyze the factors that influence the loyalty of female workers who work in Korean companies. This research method is quantitative with data collection techniques using questionnaires, interviews, and direct observation to South Korean companies in Indonesia. The statistical test used is Regression Analysis. The results of this study that work discipline affects loyalty, career development influences loyalty, work motivation affects loyalty and workload has no effect on loyalty.

Keywords: Work Discipline, Career Development, Work Motivation, Work Load, Loyalty of Women Workers.

INTRODUCTION

South Korean companies are still owned by founding family members and authoritative, paternalistic, nationalistic hierarchical corporate leadership traditions and have group awareness [1]. Managers in Korea are mostly men, women are expected to leave work when they marry or give birth [2].

The leadership style of South Korean expatriates working in Indonesia is more dominant in the leadership style of autocracy [3], and prioritizes the achievement of production targets so that South Korean expatriate managers pay little attention to relations with employees [4].

According to statistics center data, the number of people who have worked in Indonesia in February 2017 was 124.54 million with the female labor force participation rate increasing by 2.33 percentage points, while the male labor force participation decreased by 0.41 percent points [5]. Women who work still occupy positions that are not strategic where the role of women is still far behind men [6].

Female workers have higher loyalty than men. Male employees according to Rizki and Lubis [7] are more susceptible to stress and burnout than female employees and female employees are better emotionally in the face of great pressure.

Worker loyalty will have a positive impact on the employee towards an advanced mindset, worker integrity and discipline. Employees who are loyal and high achievers enable them to develop strategies to

improve organizational outcomes, where customer loyalty depends on employee loyalty [8].

It is important to know the factors that influence the loyalty of women workers, which include work discipline, career development, work motivation and workload of women workers who work in South Korean companies. South Korean companies engaged in textiles and footwear in Indonesia employ 700,000 Indonesian workers, where the industrial sector uses more female labor.

LITERATURE REVIEW

Management is the process whereby activities carried out to complete a task and work that involves other people together or to achieve the same goal are needed by a solid and loyal team [9].

Women have great potential in carrying out productive activities to help the family economy. On a national scale if this potential can spread in various fields is the nation's assets [10].

Women's Worker Loyalty

Employee loyalty is much influenced by management's attention to employee needs. One of them is by obtaining a job position that matches his

talents, interests, and abilities. There are still few companies that plan and develop employee careers with clear and measurable bases and considerations, thus impacting the loss of employee motivation to show their best loyalty [11].

The work loyalty found in the individual is expressed by focusing on the work done by the employee [12], covering several aspects including obeying the rules, responsibility to the company, willingness to cooperate, a sense of belonging, interpersonal relationships and liking to work.

Work Discipline

The success of the company in achieving its goals depends not only on technological excellence, available operating funds, facilities or infrastructure, but also depends on aspects of human resources. With human resources who work full of discipline will contribute positively to all company activities in achieving their goals.

According to Fitrahayani [13] work discipline is the awareness and willingness of a person to obey all the rules and norms that are shown by the following attitudes to adherence to working hours, adherence to work procedures and compliance with the supervisor's instructions and decision results.

Career development

Career development is carried out not only oriented towards the company's goals, but to improve the capabilities and competencies of employees, which is beneficial for the employee's own development in his work.

Through career development, an employee has the opportunity to increase their knowledge / experience through training and education that is useful for their careers in the future [14]. The aspect of career development according to Handoko [15] is divided into two, namely: individual career development consisting of work performance, exposure, quitting requests, organizational loyalty, mentors and sponsors, as well as opportunities for growth and organizational career development consists of management support, employee feedback in realizing career goals, and cohesive work groups.

Work motivation

The phenomenon of women working is actually already familiar to us to hear and pay attention in our society according to Melati *et al.*, [16] are economic factors that are the main background plus the customary factors that require women to work, while according to Wantini and Kurniati [17] there are two motives that make women work, namely economic motives and religiosity motives.

Meanwhile, according to Hidayati [18] the entry of women into the public area was caused by various factors, including: higher education of women, because of the desire to progress and develop; because of the demands of the times that have changed and, for reasons of increasing self-existence. The high awareness of women to work, is not a linear constraint they face, especially culture that can never be on their side.

Work motivation according to Hasibuan [19] is the provision of driving force that creates the excitement of one's work so that they want to work together, discipline, work effectively and integrated with all their efforts to achieve high satisfaction and loyalty. According to Saydam [20]. Motivation as a psychological process that occurs in a person is influenced by various factors both internal and external.

Workload

According to Gawron [21] workload is a demand for tasks, as an effort, and as an activity or achievement. Workload consists of three dimensions or factors, namely time load, namely the amount of time available in carrying out a job, mental effort load, namely the amount of mental effort in carrying out a job, and psychological stress load. shows the level of occupational risk, confusion and frustration [22, 23].

Factors that affect the workload in general, the relationship between workload is influenced by various factors that are very complex, both internal factors and external factors according to Soleman are [24]:

- Workload Due to External Factors
- External factors of workload are workloads originating outside the worker's body, including, duties, work organization, and work environment
- Workload due to internal factors
- Internal factors workload is a factor that comes from within the body due to the reaction of external workload that has the potential as a stressor, including somatic factors and psychological factors.

RESEARCH METHODS

Thinking Framework

This research uses survey method, this study uses correlational techniques because this study attempts to investigate the relationship between several variables that affect female worker loyalty, namely the variables of work discipline, career development, work motivation and workload as predictor variables while female worker loyalty variables as criterion variables.

The framework of thinking in research can be explained in Figure-1. Thinking Framework partially influences the relationship between several variables that affect female worker loyalty, namely the variables

of work discipline, career development, work motivation and workload.

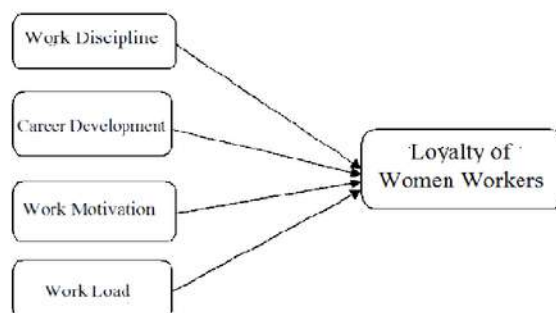


Fig-1: Research Thinking Framework

This research uses quantitative method research, with data retrieval techniques using questionnaires, interviews, and direct observation to the company to measure data variable X (discipline of career management, work motivation and work pressure) and variable Y (Female Worker Loyalty) which will then be processed with research instruments. The statistical test used is Regression Analysis. The population and sample in this study were all female employees who worked in companies totaling 53 people.

Research Hypothesis

From the results of the thinking framework shown in Figure 1, the research hypothesis can be drawn as follows:

- There is a significant influence on work discipline affecting the loyalty of female workers.

- There is a significant influence between career development influencing the loyalty aspects of women's work.
- There is a significant influence between work motivation affecting the loyalty of female workers.
- There is a significant influence between workloads affecting the loyalty of female workers

DATA ANALYSIS RESULTS AND DISCUSSION

Data Analysis Results

Multiple Linear Regression Analysis

Based on the data presented in the table above, it will be analyzed later with the help of SPSS 20.0 application to determine the effect of work discipline, career development, work motivation, and workload on loyalty.

5 Table-1: Results of Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.509	0.212		2.391	0.020
Work Discipline	0.075	0.027	0.303	2.724	0.009
Career Development	0.058	0.025	0.276	2.297	0.026
Work Motivation	0.112	0.035	0.395	3.167	0.002
Work Load	0.438	0.251	0.183	1.745	0.087

Based on the SPSS output in the coefficients table, the regression equation can be formulated as follows:

$$Y = 0.509 + 0.075 X_1 + 0.058 X_2 + 0.112 X_3 + 0.438 X_4 + \varepsilon_i$$

From the above equation can be explained as follows:

- Constants of 0.509 indicate the magnitude of the effect of work discipline (X1), career development (X2), work motivation (X3), and workload (X4) on loyalty (Y), if the independent variable does not change, then loyalty is predicted at 0.509 unit.
- The regression coefficient for work discipline (X1) is 0.075, meaning that if the work discipline (X1) rises by 1 unit, then loyalty (Y) will increase by

0.075 units, assuming other independent variables remain.

- The regression coefficient for career development (X2) is 0.058, meaning that if career development (X2) increases by 1 unit, then loyalty (Y) will increase by 0.058 units, assuming other independent variables remain.
- The regression coefficient for work motivation (X3) is 0.112, meaning that if work motivation (X3) increases by 1 unit, then loyalty (Y) will

increase by 0.112 units, assuming other independent variables remain.

- The regression coefficient for workload (X4) is 0.438, meaning that if the workload (X4) rises by 1 unit, then loyalty (Y) will increase by 0.438 units, assuming other independent variables remain.

Test of Coefficient of Determination (Adjusted R Square)

Test of the coefficient of determination is done to find out how much ability the independent variable explains the dependent variable. The coefficient of determination can be seen in the table summary model. For multiple linear regression, Adjusted R Square is used, because it has been adjusted to the number of independent variables used.

Table-2: Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 ^a	.537	.498	.351

Source: Data processed

Based on table-2, the value of the correlation between the variables of loyalty with the three independent variables in general (R) of 0.733 indicates that the independent variable of the dependent variable has a relationship with the category "very strong" [25].

In table-2 also shows that R Square is 0.537 means that the influence of work discipline, career development, work motivation, and workload affect loyalty by 53.7% while the remaining 46.3% is influenced by other variables that are unknown and not included in this regression analysis.

In table-2 also shows adjusted R Square 0.748 (always smaller than R Square). This means 49.8%

variation of loyalty is explained by variations of the four independent variables. While the remaining 50.2% is explained by other variables not examined in the study.

Hypothesis testing

Simultaneous Test (Test F)

The F test is conducted to test the research model whether work discipline, career development, work motivation, and workload simultaneously have a significant effect on loyalty. F test is done by looking at the significant level less than 5% ($\alpha: 5\% = 0.05$). Data processing results in SPSS 20 can be seen in table 3 below:

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.8736	4	1.7184	13.9367	.000 ^b
Residual	5.9192	48	0.1233		
Total	12.7928	52			

Source: Data processed

Annova table indicates that multiple regression is statistically very significant with a statistical test $F = 13.936$ and degrees of freedom $k = 3$ and $n - k - 1 = 53 - 3 - 1 = 48$. This can be seen in the p-value of $0.000 < \text{significance level that is } 0.05$ which means that H_0 is rejected so that it can be concluded that there is a relationship between independent variables simultaneously (simultaneously) affecting the dependent variable. So the first hypothesis (H1) which states work discipline, career development, work motivation, and workload simultaneously have a significant effect on loyalty received.

Partial Test (t test)

T test is done to determine the effect of each independent variable partially (individually) the dependent variable. The value of the t test can be seen from the p-value or the significant value of $t < \alpha: 5\%$ (0.05) in each independent variable (can be seen in

table-5.14).

To test each regression coefficient, a t-test is used with the following results:

- $1 \neq 0$. Based on the significance value or p-value = 0.009. Working discipline variables: $H_0: \beta_1 = 0$ to $H_a: \beta_1 \neq 0$. $1 \neq 0$ is accepted. This is evidence of strong resistance $H_0: -1 = 0$ and $H_a: \beta_1 \neq 0$. So the first hypothesis (H1) which states that work discipline affects loyalty is accepted.
- Career development variable: $H_0: \beta_2 = 0$ to $H_a: \beta_2 \neq 0$. Based on the significance value or p-value = 0.026 < 0.05 . This is proof of strong resistance $H_0: \beta_2 = 0$ and $H_a: \beta_2 \neq 0$ is accepted. So the second hypothesis (H2) which states career development influences loyalty is accepted.
- Work motivation variable: $H_0: \beta_3 = 0$ to $H_a: \beta_3 \neq 0$. Based on the significance value or p-value = 0.002 < 0.05 . This is a proof of strong resistance

Ho: $\beta_3 = 0$ and Ha: $\beta_3 \neq 0$ is accepted. So the third hypothesis (H3) which states that work motivation affects loyalty is accepted.

- Workload variable: Ho: $\beta_4 = 0$ to Ha: $\beta_4 \neq 0$. Based on the significance value or p-value = 0.087 > 0.05. This is a strong proof of rejection Ho: $\beta_3 = 0$ and Ha: $\beta_3 \neq 0$ is rejected. So the fourth hypothesis (H4) which states the workload influences loyalty is rejected.

Dominant Test

The third hypothesis states that "work motivation has a dominant influence on loyalty". To test this hypothesis by testing the partial determination coefficient, which is useful to find out how far the contribution of the independent variable to the dependent variable.

The amount of influence of each independent variable on the dependent variable can be known by looking at the partial correlation and partial determination in the following table.

Table-4: Beta Test Results

Variabel	Beta standardize
Work Discipline (X1)	0,3031
Career Development (X2)	0,2764
Work Motivation (X3)	0,3955
Work Load (X4)	0,1830

Source: Data processed

Based on the standardize table-4, can be explained as follows:

- The beta value of work discipline is 0.3031 indicating that the influence of work discipline on loyalty is 30.31%.
- Career development beta value of 0.2764 indicates that the effect of career development on loyalty is 27.64%.
- The beta value of work motivation of 0.3955 indicates that the effect of work motivation on loyalty is 39.55%.
- Beta value of workload of 0.1830 indicates that the influence of workload on loyalty is 18.30%.

The biggest beta value is in the work motivation variable, which is equal to 0.3955, this shows that the work motivation variable has a dominant influence on loyalty.

DISCUSSION

Effect of Work Discipline on Loyalty

Work discipline influences loyalty. The company's success in achieving goals is not only dependent on technological excellence, operating funds available, facilities or infrastructure owned, but also depend on aspects of human resources. With human resources who work full of discipline will contribute positively to all company activities in achieving their goals.

Effect of Career Development on Loyalty

Career development influences loyalty. Career development is carried out not only oriented towards the company's goals, but to improve the capabilities and competencies of employees, which is beneficial for the employee's own development in his work.

Effect of Work Motivation on Loyalty

Work motivation affects loyalty. Work motivation has a very close relationship to loyalty, the achievement motives that need to be possessed by employees must be grown from their own dirt and from work motivation.

Effect of Workload on Loyalty

Workload does not affect loyalty. Workload that is too high will increase psychological burden, so that it can result in an imbalance in physical, and cognitive abilities, as well as the limitations of humans who accept the burden.

CONCLUSIONS AND SUGGESTIONS

From the results of the study, data analysis and discussion can be concluded, that work discipline has an effect on loyalty, career development influences loyalty, work motivation affects loyalty and workload has no effect on loyalty.

A loyal employee will make the company achieve success, and cannot be denied if the employee is an important asset of a company. Because the success of the company depends on employees who work competently and loyal. From the results of this study, several suggestions can be given:

- Supervision of discipline obeying the rules must be increased.
- Career development can be improved through providing space for employees to develop creativity in completing work.
- workload can be reduced by completing work according to Standard Operating Procedures

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