Effect Of Work Discipline, Ethics, Communication, Job Satisfaction On Employee Loyalty (Case Study Of The Public Relations Protocol Bureau Of The Regional Secretariat Of The Riau Islands Province)

Aludin Andi[1], Jemmy Rumengan[2], Adnan Suhardis[3]
Student of the MSDM Doctoral Program, Faculty of Economics,
University of Batam Batam,29415,Riau Island - Indonesia.
e-mail: andi_protokol@yahoo.com

Abstract

This study uses a causal model survey method using path analysis techniques, based on the reasons this study aims to confirm the theoretical model with empirical data, the study population is employees of the Riau Islands Province Secretariat Public Relations Protocol Bureau, which consists of employees with a sample of 174 employees, because the population limited from all members of the sample population so this study uses saturated samples taken through census techniques using proportional random sampling when collecting technical data using variable measurements using a questionnaire instrument in which each employee is given five questionnaire instruments for the source of the measurement variables studied In addition to research instruments that use questionnaire, the instrument was developed based on theoretical studies, then defined in conceptual definitions, operational definitions, and developed through lattice instruments and technical techniques. Knitted data analysis uses descriptive statistics and statistical analysis to test the significance of path coefficients, descriptive statistics to present data in the form of frequency distribution tables, histograms, and total statistics such as media, modes, averages, variants, and foreign exchange standards. Statistical tests are used to test the significance of path coefficients using Partial Least Square (PLS) which is a Multivariate Analysis in the second generation using structural equation modeling (SEM). PLS can be used for a small number of samples, and of course with a large number of samples will be better able to improve the accuracy of estimates. PLS does not require the assumption that data distribution must be normal or not. The construct form can use a reflective or formative model in which from the results of statistical analysis, the relationship between variables formulated in the formulation of a problem as many as 7 pieces obtained significant results.

Keywords: Work Discipline, Ethics, Communication, Job Satisfaction, Loyalty

1. Introduction

Discipline is an important function in the organization because the better employee discipline, the higher the work performance that can be achieved. Aiming without discipline is difficult for an organization or company to achieve optimal results [1]. Therefore, each organization must have various provisions that must be obeyed and standards that must be agreed upon by its members. Ethics is a reflection of what is called self-control because everything is made and applied from and for the benefit of the social group itself. Ethics is something that is done correctly and well. not doing anything bad but doing something morally and responsibly [2].

Ethics approving human assistance for free freedom can be justified, freedom and responsibility are not the main of moral autonomy which is one of the main principles of morality. Communication is a relationship of two or more reciprocals by using symbols which are symbols or words that can be used to facilitate collaboration, opinions or information so that mutual understanding occurs. Communication is the main tool for resolving relationships in organizations [3]. There is no communication that will lead to misunderstanding, and if left unchecked will affect the life of the organization, both leaders and employees within the government itself. Job satisfaction is a form of one's feelings towards work, work relationships and relationships with coworkers [4].

Job satisfaction is an important thing for employees, where they can help with an environment that is suitable to the job and in accordance with the goals of the company or organization. Job satisfaction is higher than any individual who is positive or negative from the various factors of the task at work [5]. With job satisfaction paid by employees, employee loyalty to the organization will arise. Loyalty means the willingness of employees with the ability, skills, thoughts, and time to participate in achieving organizational goals and keep organizational secrets and not take actions that improve the organization as long as the person is still an employee [6].

Formulation of the problem
1. Does Work Discipline directly determine Job Satisfaction?
2. Does Ethics directly determine Job Satisfaction?
3. Does Communication directly determine Job Satisfaction?
4. Does Work Discipline directly determine Loyalty?
5. Does Ethics directly determine Loyalty?
6. Does Communication directly determine Loyalty?
7. Does Job Satisfaction directly determine Loyalty?

The theoretical framework of this study was developed from the synthesis of theories based on facts, observations and literature reviews, therefore this theoretical framework contains relationships or influences between the variables involved in research based on supporting theories, and clearly explains the interrelationships between intertwined variables, other than that it can be used as a basis for answering problems and the relationship of logical flow between interrelated variables so that it will be very relevant to the problem studied as follows [7]. According to work discipline is defined as the implementation of management to reinforce organizational guidelines. According to Ethics comes from the Greek "ethos" which means character, moral character or custom. In this sense ethics is related to good living habits, both to oneself and to a society or community group [8]. According to that communication is the process of an idea transferred from the source to a recipient or more, with a view to changing their behavior. According to states that job satisfaction is a positive feeling as a result of evaluating the characteristics of the job. This definition is certainly very broad meaning. According to employee loyalty is an attitude emotionally pleasing and loves her work [9].

2. Research Method

In this study, researchers used respondent data, such as gender, age and length of work of the respondent to provide information about the characteristics of the respondents. Of which 174 employees were distributed. The discussion in this chapter is the result of field studies to get answers to questionnaires that measure the five main variables in this study, namely work discipline, ethics, communication, job satisfaction, and loyalty [10]. Data analysis uses parametric and non-parametric statistics using SEM-PLS (Structural Equation Modeling-Partial Least Square) regarding research variables, instrument testing, normality testing, hypothesis testing, and discussion of the results of hypothesis testing and Path Analysis [11]. This study uses path analysis to examine patterns of relationships that reveal the effect of a variable or set of variables on other variables, both directly and indirectly. The calculation of the path coefficient in this study was assisted by Smart PLS Ver 3.0 [12]. To determine the direct and indirect effects between variables, this can be seen from the calculation of the path coefficient, while to determine the significance. The study population was employees of the Riau Islands Province Secretariat Public Relations Protocol Bureau. The sample is determined by the number of sample members (sample size) of 174 people by proportional random sampling technique. 52 civil servants. 31 temporary employees, 91 casual daily employee [13].

3. Results and Analysis
3.1. Internal Consistency Analysis

Internal consistency analysis is a form of reliability used to assess the consistency of results across items on the same test. Internal consistency testing uses composite reliability values with the criteria of a variable said to be reliable if the composite reliability value> 0.600 [14].

Table 1. Internal Consistency Analysis. Source Data Processing (2020)

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1_	0.793	0.816	0.847	0.447
X2_	0.724	0.731	0.806	0.375
X3	0.832	0.849	0.873	0.498
X4	0.822	0.827	0.867	0.484
X5_	0.881	0.887	0.908	0.587

Based on internal consistency analysis data in the above table, the results show that the variables X1, X2, X3, X4, Y have a composite reliability> 0.600, so all questions developed on the 5 variables are reliable meaning cross-item questions developed on the questionnaire of all variables in the test the same has consistency [15].

3.2. Convergent Validity
Convergent validity is used to see the extent to which a measurement is positively correlated with alternative measurements of the same construct. To see an indicator of a construct variable is valid or not, it is seen from the outer loading value. If the outer loading value is greater than (0.4) then an indicator is valid [16].

Table 2. Convergent Validity. Source Data Processing (2020)

Variabel	X1_	X2_	X3	X4	X5_
X1.1	0.733				
X1.2	0.594				
X1.3	0.679				
X1.4	0.771				
X1.5	0.728				
X1.6	0.648				
X1.7	0.480				
X2.1		0.561			
X2.2		0.622			
X2.3		0.698			
X2.4		0.545			
X2.5		0.673			
X2.6		0.535			
X2.7		0.631			
X3.1			0.793		
X3.2			0.754		
X3.3			0.715		
X3.4			0.710		
X3.5			0.734		
X3.6			0.679		
X3.7			0.524		
X4.1				0.718	
X4.2				0.646	
X4.3				0.689	
X4.4				0.725	
X4.5				0.718	
X4.7				0.608	
Y1					0.826
Y2					0.686
Y3					0.852
Y4					0.778
Y5					0.771
Y6					0.729
Y7					0.704

Based on the above table, it can be seen that the outer loading value for variables X1, X2, X3, X4, Y where the value of all item items in the 5 variables tested is greater than 0.4, then all items developed for all variables are declared valid, meaning that the measurement is positively correlated with alternative measurements of the same construct thus the indicators of all construct variables are valid [17].

3.3. Validity Of Diskriminan

Discriminant validity aims to assess an indicator of a construct variable is valid or not, namely by looking at the Heterotrait - Monotrait Ratio Of Correlation (HTMT) <0.90, then the variable has a good discriminant validity (valid) [18].

Table 3. Validity of Diskriminan. Source Data Processing (2020)

Variabel	X1	X2	X3	X4	Y
X1					
X2	0.350				
X3	0.446	0.305			
X4	0.536	0.582	0.589		
Y	0.624	0.634	0.531	0.731	

Based on the above table, the correlation results obtained variables X1 with X2, X3, X4, Y and X3 with X2, X4 with X2, Y with X2 and X4 with X3, Y with X3 and Y with X4 have a correlation value <0.900, thus the value the correlation of all variables is declared valid. Analysis of structural models or (inner models) aims to test the research hypothesis. The part that needs to be analyzed in the structural model is the coefficient of determination (R Square) by testing the hypothesis [18]. Collinearity testing is to prove the correlation between latent / construct variables is strong or not. If there is a strong correlation it means that the model contains problems if viewed from a methodological point of view, because it has an impact on the estimation of statistical significance. This problem is called colinearity. The value used to analyze it is by looking at the value of Variance Inflation Factor (VIF). If the VIF value is greater than 5.00 then it means there is a colinearity problem, and in contrast there is no colinearity problem if the VIF value <5.00 [19].

Table 4. Collinierity. Source Data Processing (2020)

Variabel	X1	X2	X3	X4	Y
X1				1.207	1.310
X2				1.082	1.300
X3				1.164	1.401
X4					1.831
Y					

From the above data it can be described as follows:The VIF value for the correlation of X1 with Y, X2 with Y, X3 with Y, X4 with Y is <5.00 (there is no colinearity problem). Therefore, from the data above and the development of structural models in this case there is no problem [20]. colinearity In this test there are two stages, namely testing the direct influence hypothesis and testing the indirect effect hypothesis. The coefficients of the hypothesis testing path are in the figure below:Test the significance of the structural coefficient of the path model (Structural Model Path Coeffisient). This test is to determine the path coefficient of the structural model, the aim is to test the significance of all relationships or hypothesis testing [21].
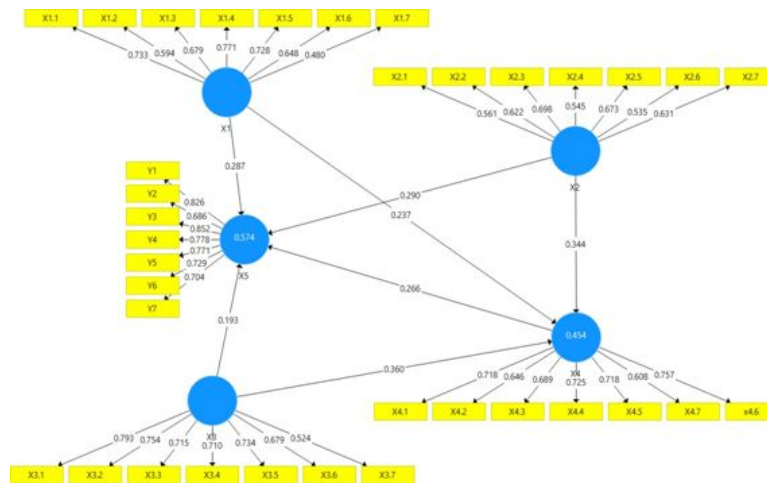
Figure 2. Hypothesis Testing

Direct influence hypothesis testing aims to prove the hypotheses of the influence of a variable on other variables directly (without intermediaries). If the value of the path coefficient is positive indicates that an increase in the value of a variable is followed by an increase in the value of another variable [22]. If the value of the path coefficient is negative indicates that an increase in a variable is followed by an decrease in the value of other variables.If the probability value (P-Value) <Alpha (0.05) then Ho is rejected (the effect of a variable with other variables is significant). If the value of probability (P-Value)> Alpha (0.05) then Ho is rejected (the effect of a variable with other variables is not significant) [23].

Table 5. Hypothesis of Direct Effect. Source Data Processing (2020)

Variable	Real Sample	Sample Average	Standard Deviation	t- Statistik	P Values
X1 -> X4	0.237	0.238	0.063	3.746	0.000
X1 -> Y	0.287	0.288	0.068	4.239	0.000
X2 -> X4	0.344	0.360	0.057	6.057	0.000
X2 -> Y	0.290	0.299	0.054	5.356	0.000
X3 -> X4	0.360	0.355	0.056	6.411	0.000
X3 -> Y	0.193	0.196	0.065	3.983	0.003
X4 -> Y	0.266	0.256	0.071	3.742	0.000

1. The direct effect of variable X1 on variable X4 has a path coefficient of 3.746 (positive), then an increase in the value of variable X1 will be followed by an increase in variable X4. The effect of the variable X1 on X4 has a P-Values value of 0.000<0.05, so it can be stated that the influence between X1 on X4 is significant.
2. The direct effect of variable X1 on variable Y has a path coefficient of 4.239 (positive), then an increase in the value of variable X2 will be followed by an increase in variable Y. The effect of variable X1 on Y has a P-Values value of 0.000<0.05, so it can be stated that the influence between X1 on Y is significant.
3. The direct effect of variable X2 on variable X4 has a path coefficient of 6.057 (positive), then an increase in the value of variable X2 will be followed by an increase in variable X4. The effect of variable X2 on X4 has a P-Values value of 0.000<0.05, so it can be stated that the influence between X2 on X4 is significant.
4. The direct effect of variable X2 on variable Y has a path coefficient of 5.356 (positive), then an increase in the value of variable X2 will be followed by an increase in variable Y. The influence of variable X2 to Y has a P-Values value of 0.000<0.05, so it can be stated that the influence between X2 to Y is significant.

5. The direct effect of variable X3 on variable X4 has a path coefficient of 6.411 (positive), then an increase in the value of variable X3 will be followed by an increase in variable X4. The effect of variable X3 on X4 has a P-Values value of 0.000<0.05, so it can be stated that the influence between X3 to X4 is significant.
6. The direct effect of variable X3 on variable Y has a path coefficient of 3.983 (positive), then an increase in the value of variable X3 will be followed by an increase in variable Y. The effect of variable X3 on Y has a P-Values value of 0.003<0.05, so it can be stated that the influence between X3 on Y is significant.
7. The direct effect of variable X4 on variable Y has a path coefficient of 3.742 (positive), then an increase in the value of variable X4 will be followed by an increase in variable Y. The effect of variable X4 on Y has a P-Values value of 0.000<0.05, so it can be stated that the influence between X4 on Y is significant.

Testing the hypothesis of indirect effects aims to prove the hypotheses of the influence of a variable on other variables indirectly (through intermediaries). If the value of the indirect effect coefficient> direct effect coefficient, then the intervening variable is mediating the relationship between one variable with another variable [25]. Conversely, if the value of the indirect effect korfisien <coefficient of direct effect, then the intervening variable does not mediate the relationship between one variable with another variable [26].

Table 6. Hypothesis of Indirect Effect. Source Data Processing (2020)

Variabel	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
X1 -> X4 -> Y	0.063	0.062	0.026	2.436	0.016
X2 -> X4 -> Y	0.092	0.092	0.030	3.096	0.002
X3 -> X4 -> Y	0.096	0.091	0.031	3.082	0.002

1. Based on the table above, the coefficient of indirect effect X1 to Y is 4.239>2.436 (direct effect X1 to Y), thus it can be stated that X4 mediates the effect between X1 and Y.
2. Furthermore, the value of the indirect effect coefficient of the X2 variable on Y is 5.356>3,096 (the direct effect X2 on Y) so it can be stated that X4 mediate the effect of X2 on Y.
3. Then, the coefficient value of the indirect effect of the variable X3 on Y is 3.983>3.082 (the direct effect X3 on Y) so that it can be stated that X4 mediates the effect of X3 on Y.

The coefficient of determination (R Square) aims to evaluate the accuracy of the predictions of a variable. In other words, to evaluate how the variation of the value of the dependent variable is influenced by the variation of the value of the independent variable in a path model [27].

Table 7. Coefficient of Determination. Source Data Processing (2020)

Variabel	R Square	Adjusted R Square
X4	0.454	0.444
Y	0.574	0.564

In the table above the results obtained (e1) amounted to 0.454 or 45.4% , e2 is 0.574 or 57.4 %.

4. Conclusion

in this study all the path analysis relationships between variables formulated in the formulation of the problem and the hypothesis of the calculation results are significant, this illustrates that the relationships that occur between the construct variables are in accordance with the theory developed or postulated in the grand frame of the theory are in line in accordance with the theories or opinions of experts. Therefore, each organization is expected to have various conditions that must be obeyed and standards that must be met by its members where discipline is a management action to encourage its members to meet these demands accompanied by Ethics which is a reflection of what is called self control because everything is made and applied for the benefit of the social group (profession) itself where ethics is an important factor in uploading human consciousness to act autonomously and not heteronomically and intends to help humans to act freely but can be accounted for, freedom and responsibility are the main elements from moral autonomy which is one of the main principles of morality including work ethics on the other hand it is also expected that leaders and employees must have good communication, communication is the process of an idea transferred from the source to a receiver ma or more, with a view to changing their behavior where good communication in every employee will provide harmony in the organizational environment which will lead to job satisfaction is a form of one's feelings towards their work, work situation and relationships with colleagues. Thus job satisfaction is something that is important to be owned by an employee, where they can interact with the work environment so that work can be carried out properly and in accordance with the goals of the company or organization with loyalty. Non-physical loyalty such as mind and attention, with employee loyalty can cause a sense of responsibility and a sense of belonging will grow.

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