ENFORCING THE LECTURER PERFORMANCE IN ASEAN ECONOMIC COMMUNITY ERA

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Abstract

ASEAN Economic Community era enhance the development in every single sector in management practice. In education, lecturer are forced to develop their performance to address this challenge. To develop their performance need clear motivation and high satisfaction. The relationship between job satisfaction and motivation have influence on lecturer performance in Manado State University Tondano. This study aim to explain the simultaneous effect of job satisfaction and work motivation on lecturer performance at Manado State University Tondano. The population in this study were all lecturers at Manado State University Tondano totaling 120 respondents, consisting of 76 men and 44 women. By using a purposive sampling method the sample is 80 respondents. Using multiple regression as a data analysis tool, this study found that job satisfaction and motivation have a significant effect on the performance of lecturers at Manado State University Tondano.

Keyword: Lecturers Performance, job satisfaction, motivation.

1. INTRODUCTION

Background

Lecturers are valuable University assets that must be managed properly by the University in order to contribute optimal. One thing that should be a major concern of companies is the job satisfaction of their lecturers, because lecturers in their work they do not feel comfortable, less appreciated, can't develop all the potential they have, then automatically the lecturers are unable to focus and concentrate fully on the job. Lecturer satisfaction by Hariadja (2002: 291) it can be seen that "the work does not only about the job, but also related to other aspects such as interaction with co-workers, bosses, following the rules - the rules and particular work environment is often inadequate or lacking preferred. "

Job satisfaction is essentially an individual thing, each individual has a different level of job satisfaction - different in accordance with the wishes and the value system espoused Handoko (2000: 192). The more aspects of the work in accordance with the wishes and the value system espoused individual, the higher the level of satisfaction obtained. Vice versa, the more aspects of the job that is not in accordance with the wishes and the value system espoused individual, the lower the level of satisfaction obtained. Job satisfaction is an emotional state that is a delight with how workers view their job. Job satisfaction reflects one's feelings toward his

work can be seen from the attitude of lecturers towards work and everything else in the work environment.

Giving a boost in a form of motivation is necessary to improve the morale of lecturers so as to achieve the outcomes desired by management. The relationship between motivation, morale and optimal results in the sense of having a linear shape with the provision of a good motivation to work, then the morale of lecturers will be increased and the work will be optimized in accordance with the performance standards set. Morale as a form of motivation can be seen among others from the level of lecturer attendance, responsibility for working time has been set Mangkunagara (2005: 101) argues that there are two techniques to motivate lecturer, namely: (1) Mechanical fulfillment of the needs of lecturers, meaning that the fulfillment of the fundamental underlying lecturer work behavior. (2) Techniques of persuasive communication are one of the techniques to motivate lecturers to do the work by affecting all lecturers extra logical. This technique is defined by the term "AIDDAS" which are Attention, Interest, Desire, Decision, Action, and Satisfaction.

The problem of motivation in the University should serve as a serious concern in Human Resources Management. Modern enterprises today must make lecturers as assets and not just as a mere means of production. For that companies need to create a conducive environment that can make lecturers feel comfortable, unmet needs, so expect their motivation is also maintained to jointly achieve the vision and mission of the University. The conditions conducive to a wide - range, depending on the characteristics of the University respectively. But in general such facilities can be provided, adequate welfare level, a clear career path, opportunities for self-actualization, comfort and safety at work, old age guarantee and others.

Job satisfaction and motivation will be studied because of the benefits, both for lecturers and for the University, lecturers researched the causes and sources of job satisfaction, as well as efforts to improve lecturer job satisfaction. As for companies, research carried out for the achievement of corporate objectives. Besides that, it will examine whether the motivation is also an effect on lecturer performance.

Human Resource Management

Human resource management leads to policies and actions that are needed someone (the manager) to organize or carry out aspects of human resources in a management task. Thus, human resource management is management that focuses its attention to the human factor of

production with all their activities to achieve University goals. Human resource is an investment that plays an important role for the University. In the absence of human resources, other factors of production cannot be run with the maximum to achieve University goals. The element of HRM is human. Human resource management also involves the design and implementation planning, lecturer, lecturer development, career management, performance evaluation, compensation of lecturers and labor relations are good. Human resource management involves all the decisions and management practices directly affect human resources.

Job satisfaction

Job satisfaction is a form of people's feelings toward his work, work situation and relations with colleagues. Thus job satisfaction is something important to be owned by an lecturer, where they can interact with their work environment so that work can be carried out properly and in accordance with University objectives. According to Handoko (2000: 193) "Job satisfaction is an emotional state that is pleasant or unpleasant how the lecturers view their job. Job satisfaction reflects one's feelings toward his work.

Motivation

Robin and Judge (2008: 222), defines motivation as a process that explains the intensity, direction and persistence of an individual to achieve his goal. From these definitions can be observed that the motivation to become a very important part of the underlying individual or a person performing a task or achieve a particular goal desired.

RESEARCH METHODS

Location and Object Research

Location of the study to be studied is Manado State Universityin the city of Tondano, while the object to be studied is to analyzethe influence of job satisfaction and work motivation on lecturer performance at Manado State University Tondano.

Data Collection Methods

Library Research

That is by studying the book - a book, a variety of literature, articles, and written materials that have a relationship to the issues discussed.

Research Fields

Namely to directly examine the object under study by interviewing the parties involved with the issue at hand and providing questionnaires to lecturers.

Data Analysis

This research is quantitative, the data obtained from the respondents through the questionnaire then tabulated using statistical analysis using SPSS. The data collected will be analyzed in several stages, the first validity and reliability test of research instrument, the classical assumption, and the final multiple linear regression analysis.

RESULT AND DISCUSSION

Characteristics of Respondents

Characteristics of Respondents by Age

Based on the results (table 1) of this research is that, lecturers at most performers are those who are in the age range 26-35 years as many as 21 people with a percentage rate of 42%, followed by ages 20-25 years as many as 17 people with a percentage rate of 34%, then age> 46 years as many as 10 people at a percentage rate of 20%, then the age of 36-45 years with a rate of as much as 2 percentage 4%. Where the number of lecturers can be seen in the following table:

Table 1. Number of lecturers according to ages

No	Age	Total	Percentage (%)
1	20 - 25	17	34
2	26 – 35	21	42
3	36 – 45	2	4
4	>46	10	20
	Total	**50**	**100**

Source: custom primary data

Characteristics of Respondents by Gender

Based on gender (table 2), lecturers are divided into two: male and female. From the results of questionnaires distributed was found that male lecturers are more dominant than women. From the data processing can be seen that the lecturers were male sex as many as 28 people with a level of 56% and the percentage of female lecturers 22 people with a percentage rate of 44%. The number of lecturers can be seen in the following table:

Table 2. Number of lecturers based on Gender

No	Gender	Total	Percentage (%)
1	Male	28	56
2	Female	22	44
	Total	**50**	**100**

Source: custom primary data

Characteristics of Respondents Based Work Period

Grouping of lecturers based on years of Working Period (Table 3) the following results: the lecturer who has the most tenure 1 -10 years as many as 37 people at a percentage rate of 74%, lecturers with terms of 11-20 years as many as 6 people with a percentage rate of 12%, lecturers with terms working 21-30 years are as much as four people with a percentage rate of 8%, then the lecturer with tenure> 30 years as many as three people with a percentage rate of 6%. The data can be seen in the following table:

Table 3. Number of lecturers based on Work Period

No	Work Period	Total	Percentage (%)
1	1 – 10 years	37	74
2	11 – 20 years	6	12
3	21 – 30 years	4	8
4	>30 years	3	6
	Total	**50**	**100**

Source : custom primary data

Characteristics of Respondents by Salary

Grouping of lecturers by salary (table 4) gives the following results: the lecturer with a salary <USD 1 million were 3 people with a percentage rate of 6%, then the lecturer with a salary of $ 1 million - Rp 5 million were 42 people with the highest percentage of 84%, then the lecturer with a salary of Rp 6 million - USD 10 million as many as five people at a percentage rate of 10%, while no lecturers who have a salary range between Rp 11 million - Rp 15 million, Rp 16-20 million and> 21 million. The data can be seen in the following table:

Table 4. Number of lecturers based on salary

No	Salary	Total	Percentage (%)
1	<Rp. 1 million	3	6
2	Rp. 1 million - Rp. 5 million	42	84
3	Rp. 6 million – Rp.10 million	5	10
4	Rp. 11 million – Rp. 15 million	0	0
5	Rp. 16 juta - Rp. 20 million	0	0
6	>Rp. 21 million	0	0
	Total	**50**	**100**

Source : custom primary data

Based on the characteristics of the respondents can be concluded that lecturers who have performed at Manado State University Tondano quite varied so as to represent the population of lecturers to determine the effect of job satisfaction and work motivation on lecturer performance

at Manado State University Tondano. Based on the data obtained can be concluded that lecturers who respond to the questionnaire questions about the effect of job satisfaction and work motivation on lecturer performance the most is who has a salary of $ 1 million - Rp 5 million were 42 people with a percentage rate of 84%, with tenure most 1-10 years as many as 37 people with a percentage rate 74%, have a high school education - D3 as many as 26 people with a percentage rate of 52% followed by S1 as many as 24 people with a percentage rate of 48%, the age at range 26-35 years as many 21 people with a percentage of 42% and has a male gender with a percentage of 56% or a total of 28 people.

Test Validity and Test Reliability

Based on the data analysis, value of pearson correlation and alva conbranch show the value above 0.3 and 0.6, indicate that the instruments of this research (indicators) are valid and reliable.

Discussion of Results of Multiple Linear Regression Analysis

Table 5. Summary of Empirical Test

Independent Variable	Coefficient Regression	Constanta
Job Satisfaction (X1)	0.094	8.161
Work Motivation (X2)	0.116	

Source: custom primary data

From the data on the table 5 can be created as a multiple linear regression in following equation:

Y = a + b1x1 + b2x2

Y = 8.161 + 0.94 x1 + 0.116 x2

From the equation it can be concluded that:

- Constants of 8161 states that if there is job satisfaction (x1), and Motivation (x2), the performance of lecturers at Manado State University Tondano amounted -8161.

- The regression coefficient of job satisfaction (x1) of 0094 states that any additions (as a positive sign) 1 point job satisfaction will improve the performance of lecturers at Manado State University Tondano for 0094 on the assumption of work motivation (x2) remain.

- The regression coefficient of work motivation (x2) of 0116 states that any additions (as a positive sign) 1 point work motivation will improve the performance of lecturers at Manado State University for 0116 by the notion a stable of job satisfaction (x1). In this study turned out to work motivation (X2) which is the most dominant variable / influence on the performance of lecturers at Manado State University, Tondano, further influenced by job

satisfaction (X1), in which to determine which are the most dominant sorted to the smallest visible from the regression coefficient value of each variable.

So the regression coefficient that is positive (+) indicates the direction a unidirectional relationship, whereas if the regression coefficient is negative (-) indicate the direction inverse relationship between the independent variable (X) to the dependent variable (Y).

Hypothesis Testing

Partial Test with T- Test

Table 6. Partial Hypothesis test with T-test

Independent Variable	T-Hitung	Probability	Explanation
Job satisfaction (X1)	3.452	0.001	Significant
Work motivation (X2)	5.632	0.000	Significant
T table = 2.052			

Source: custom primary data

Tabel 6 shows the t-test. By using t-test, t values obtained arithmetic variable X1 Job Satisfaction for 3,452 while t table at the level of 95% (significance 5% or 0.05) and degrees of freedom (df) = Nk-1 = 50-2-1 = 47 where N = number of samples, and k = number of independent variables thus amounted to 2,052 T count = 3452> T table = 2,052 and a significance value of 0.001 (sig <0.05). Based on the above analysis concluded that job satisfaction have a significant effect on the performance of lecturers at Manado State University Tondano so that the null hypothesis (Ho) is rejected and Ha accepted, so that this hypothesis has been tested empirically. While to obtained t count X2 work motivation at 5,632 while t table amounted to 2,052 thus count = 5,632 T> T table = 2,052 and a significance value of 0.000 (sig <0.05). Based on the above analysis concluded that motivation significantly influence lecturer performance at Manado State University Tondano so that the null hypothesis (Ho) is rejected and Ha accepted, so that this hypothesis has been tested empirically.

Simultaneous Test With F-Test (Anova)

Table 7. Hypothesis Testing Results For
Simultaneous Test with F-Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	23.161	2	11.580	26.118	.000[a]
	Residual	20.839	47	.443		
	Total	44.000	49			

Source: Custom primary data

Simultaneous significance test / together (statistical test F) on table 7, yields calculated F value of 26 118. At degrees of freedom 1 (DF1) = number of variables - 1 = 3-1 = 2, and the degrees of freedom 2 (DF2) = nk-1 = 50-2-1 = 47, where n = number of samples, k = number of independent variables, the value of f tables at the level of 0.05 is 3,354 thus count = 26 118 F> F table = 3,354 with a significance level of 0.000. because the probability of significance is much smaller than sig <0.05, the regression model can be used to predict the performance of lecturers at Manado State University Tondano or it can be said that job satisfaction (x1), and motivation (x2) jointly affect the performance of lecturers at Manado State University Tondano.

Coefficient Determination Test (R Square)

Table 8. Testing Results For
Test Coefficient of Determination (R Square)

R	R Square	Adjusted R Square
.726[a]	.526	.506

Source: custom primary data

Correlation means the relationship, as well as correlation analysis is an analysis that used to see the relationship between the two variables. Nugroho (2005), correlation does not distinguish between types of variables (no dependent and independent variable). The correlation value can be grouped into Nugroho, (2005) as follows: 0.41 s / d closeness strong correlation of 0.70, 0.71 s / d very strong 0.90 and 0.91 s / d 0.99 is very strong once and if 1 means perfect, the research found that the relationship between job satisfaction and motivation to work with lecturers performance in Manado State University Tondano is very strong for (r = 0.726). The coefficient of determination or R square figure amounted to 0,526. Nugroho (2005), stating for linear regression should use R square that has been adapted or written Adjusted R square, as adjusted for the number of independent variables used, whereby if the independent variable 1 (one) then use the R-square, and if it has exceeded 1 (a) using the adjusted R-square. Adjusted R square is equal to 0506 this means that 50.6% of the variation of the dependent variable performance of lecturers at Manado State University Tondano which can be explained by the independent variables job satisfaction and motivation while the rest of 0.494 or 49.4% (1- 0.506 or 100% - 50.6%) is explained by variables other than the existing variable. But the value of the other variable is small in the amount of 49.4%. Rated R Square the range of 0 to 1, with a record number R square gets smaller, the weaker the relationship between the two variables (and vice versa).

Conclusion and Recommendation

Conclusion

Based on the description and explanation that has been raised in the previous chapters, it can be concluded as follows:

1. Partially job satisfaction and motivation have a significant effect into the performance of lecturers at Manado State University Tondano.

2. Simultaneously, job satisfaction and motivation have a significant effect on the performance of lecturers at Manado State University Tondano.

3. Variable job satisfaction and work motivation regression coefficient is positive (+) indicates a unidirectional relationship, in other words job satisfaction work and work motivation will improve the performance of lecturers at Manado State University Tondano.

4. The correlation / relationship between job satisfaction and work motivation with the performance of lecturers of Manado State University Tondano is very strong.

Recommendation

To achieve the goals of Manado State University Tondano on the performance of its lecturers are some suggestions to be conveyed as follows:

1. It is suggested to the University to always provide opportunities in the form of a salary increase, to facilitate the lecturers to strengthen the relationship of co-workers, create a work environment that is relatively more comfortable for lecturers, develop the skills and capabilities to its lecturers so that lecturers improve their performance and profitable for the University.

2. It is recommended to the University to always pay attention to the attendance of lecturers, improve the delivery of training, maintaining good welfare, conduct periodic motivation, and provide greater opportunities for promotion to lecturers so that lecturers improve their performance and profitable for the University.

3. To study in the future should expand the variable and variable measurement research so as to further improve the performance of lecturers at Manado State University Tondano.

4. It is expected that further research could examine more deeply about the job satisfaction and motivation in this research influence the performance of lecturers at Manado State

University Tondano in order to obtain a more complete picture again so hopefully the results will come more perfect than this study.

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