

Universitas Islam Malang



2023

**PROCEEDING**  
**THE 3<sup>RD</sup> INTERNATIONAL CONFERENCE ON  
MULTIDISCIPLINARY SCIENCES FOR HUMANITY**



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Universitas Islam Malang

# Proceeding

The 3<sup>rd</sup> International Conference on  
Multidisciplinary Sciences for  
Humanity

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## WELCOME ADDRESS OF THE RECTOR OF UNIVERSITAS ISLAM MALANG

Assalamu'alaikum Warahmatullahi Wabarakatuh

Greeting from Universitas Islam Malang (UNISMA), Indonesia!

- Respectable our keynote speakers from Indonesia, Australia, South Korea, Malaysia, Turkey, Russia, Uzbekistan, and Thailand
- Respectable the conference committee, administrators, faculty members
- Ladies and gentlemen

On behalf of Universitas Islam Malang (UNISMA), I am pleased to welcome our keynote speakers, presenters, and participants of this International Conference on Multidisciplinary Sciences for Humanity (ICOMSH) 2023. Welcome to the Universitas Islam Malang, Indonesia.

Ladies and Gentlemen,

UNISMA Malang is now in the milestone of a entrepreneurial university and moving forward to world-class university milestones. Our Motto is from Nahdlatul Ulama for Indonesia and World Civilization.

We are now entering the era of super-smart society (society 5.0). This society 5.0 is a concept of a human-centered and technology-based society. It is expected to minimize the negative impact of robotic and artificial intelligence. It is as a response to the industrial revolution 4.0, to balance life between technology and more human quality of human life.



UNISMA Malang has strengthened and developed its national and international collaboration and reputation through excellent services, achievements, and joint global programs in this freedom of learning era. Therefore, this international conference is significant for us to share state of the art in religious and educational sciences, engineering, medical, natural sciences, and economic, social, and legal studies for Humanity and Sustainable Development in Society 5.0 Era. It is also a perfect moment for us to develop our networking and collaboration with scholars across the nation and globe.

On behalf of UNISMA Malang, we would like to thank the keynote speakers, presenters, and participants for joining this international conference, especially those coming from overseas: Australia, South Korea, Malaysia, Turkey, Russia, Uzbekistan, and Thailand. We also deliver our appreciation to anyone that I cannot mention one by one who has supported this conference, especially the organizing committee from UNISMA Malang as the Host who have prepared, organized, and conducted this international conference.

We hope we can participate in all the conference programs and benefit from them for personal and professional development purposes. We also look forward to your participation in our next year's international conference at UNISMA in Malang, known as the Paris of East Java, and the City of Education and Tourism in Indonesia. Thank you very much.

Wallahul Muwafiq Ila Aqwamith Thoriq  
Wassalamu'alaikum Warahmatullahi Wabarakatuh

Rector of Universitas Islam Malang  
**Prof. Dr. H. Maskuri, M.Si**



## WELCOME SPEECH FROM THE CHAIR OF THE COMMITTEE

The honourable Rector of UNISMA,  
The respectable deans, vice deans, heads of departments at UNISMA;  
The respectable Plenary Speakers, Parallel Speakers, and Participants;  
The dearest students of UNISMA who join this conference;  
Ladies and Gentlemen.

Assalamu'alaikum War Wab.

First of all, let's bow our head to than Allah SWT, the Almighty, who has granted us with his blessing and mercy so that we can now get together to join this prestigious international conference. Secondly, sholawat and salam should go to out prophet Muhammad SWT, who has guided us with ad dinul Islam.

Ladies and Gentlemen,

This year's International Conference on Multidisciplinary Sciences for Humanity (ICOMSH) is the third one carried out by UNISMA, as the first one was held in 2021 and the second one was in 2022. This conference is held in order to create a forum for academicians, professionals, and researchers to share their knowledge and expertise and to present their research findings related to their field of study. For this third conference, the topics are specified for social sciences, including teacher training and education, Islamic studies and religious education, administrative sciences, economics and business, law, and any other branches of social studies. I am very happy to let you know that there are 44 papers to be presented in this years' ICOMSH conference with presenters coming from 8 (eight) countries, including Indonesia, Australia, South Korea, Malaysia, Turkey, Russia, Uzbekistan, and Thailand.



Ladies and Gentlemen,

Then, on behalf of the committee. I would like to thank the Rector of UNISMA, who has provided us with everything we need to succeed this academic event. I would also like to express my high appreciation and gratitude to the speakers of both plenary and parallel sessions, who have been willing to share their knowledge and expertise for the shake of the development of their related field of study. Your contribution must also be of great significant for community development. Last but not least, I would like to thank the committee, who have been trying hard days and nights to prepare everything for the success of the conference.

Finally, I do hope that this conference be an excellent academic forum for developing our professionalism in our own field. I wish you all the best and enjoy the conference. Thank you.

Wassalamu'alaikum War. Wab.

Malang, 7 December 2023

**Prof. Drs. Junaidi Mistar, M.Pd., Ph.D**

Chair of ICOMSH Committee



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## CONFERENCE SCHEDULE

**The Third International Conference on Multidisciplinary Sciences for Humanity**  
**Online through Zoom Meeting**  
**Zoom Meeting ID: 729 337 3671 | Passcode: unisma**

**Thursday, 7 December 2023**

Time	Activity
08.00 – 08.30	Participant Registration
08.30 – 09.00	Opening Ceremony
09.00 – 11.00	Plenary Session I: Interconnecting Social Sciences for Sustainable Development for Humanity  <b>Speaker 1:</b> Education <b>Dat Bao, Ph.D</b> Monash University Australia  <b>Speaker 2:</b> Indonesian Studies <b>Prof. Je Seong JEON, Ph. D</b> Director of Institute for Southeast Asian Studies Jeonbuk National University, South Korea  <b>Speaker 3:</b> Public Administration <b>Assoc. Prof. Dr. Nor Hafizah Hj. Mohamed Harith</b> Dean of Faculty of Administrative Science and Policy Studies Universiti Teknologi Mara Malaysia  <b>Speaker 4:</b> Islamic Education <b>Prof. Dr. H. Maskuri, M. Si</b> Rector of the University of Islam Malang, Indonesia
11.00 – 12.30	Parallel Session I (Break Out Room)
12.30 – 13.30	Break
13.30 – 15.00	Parallel Session II (Break Out Room)
15.00 – 15.15	Break
15.15 – 17.15	Plenary Session II: Interconnecting Social Sciences for Sustainable Development for Humanity  <b>Speaker 1:</b> Theology <b>Dr. Öğr. Üyesi Nesrin Ünlü</b> Faculty of Theology of Marmara University, Turkey  <b>Speaker 2:</b> Law <b>Prof. Tatiana A. Serebryakova LL.D.</b> Dean, Faculty of Law and Management, Moscow City University, Samara, Russia  <b>Speaker 3:</b> Economics and Business <b>Khusanov Chori Kadirovich</b>  Dean of Faculty of Economics, Politics and Tourism of the East, Tashkent State University of Oriental Studies, Uzbekistan  <b>Speaker 4:</b> Social Science <b>Dr. Yaoping Liu</b> , Director of the Institute of Science Innovation and Culture, Rajamangala University of Technology Krungthep, Thailand
17.15 – 17.30	Closing

PARALLEL SESSIONS SCHEDULE

The Third International Conference on Multidisciplinary Sciences for Humanity

SESSION I  
Time: 11.00 – 12.30 AM

Room / Moderator	Presenter(s)	Institution	Title
<b>A1</b>  Moderator: <b>Noni Mia Rahmawati</b>	<b>Rini Rahayu Kurniati, Karina Utami Anastuti</b>	Universitas Islam Malang	THE ROLE OF MICRO, SMALL AND MEDIUM ENTERPRISES IN REALIZING SUSTAINABLE DEVELOPMENT GOALS WITH DIGITALIZATION
	<b>Siti Saroh, Eny Widayawati</b>	Universitas Islam Malang	INDIRECT INFLUENCE BETWEEN CONSUMER RESOURCES AND PURCHASING DECISIONS WITH THE MEDIATION OF CONSUMER VALUE VARIABLES (STUDY OF SOUVENIR SHOP CONSUMERS IN MALANG RAYA)
	<b>Dadang Krisdianto, Ratna Nikin Hardati</b>	Universitas Islam Malang	CONTRIBUTION OF WORK DISCIPLINE AND JOB SATISFACTION TO EMPLOYEE PERFORMANCE IN THE MEJAKITA STARTUP COMPANY, MALANG
	<b>Afifuddin</b>	Universitas Islam Malang	ANALYSIS OF ACADEMIC SERVICES IN THE PERSPECTIVE OF NEW PUBLIC SERVICE SMA TRENSAINS JOMBANG
	<b>Rio Era Deka, Khoiriyah Trianti, Sri Nuringwahyu</b>	Universitas Islam Malang	GENERATING MSMES BUSINESS THROUGH PENTA HELIX AS A PROGRESSIVE ECONOMY
	<b>Wenquan Ni</b>	Rattana Bundit University	A STUDY ON THE CAUSES AND COUNTERMEASURES OF CORE EMPLOYEE TURNOVER IN COMPANY X
<b>A2</b>  Moderator: <b>Rahmawati</b>	<b>Junaidi Mistar, Alfanzuhairi</b>	Universitas Islam Malang	STRATEGIES OF LEARNING LISTENING SKILLS BY INDONESIAN EFL UNIVERSITY STUDENTS
	<b>Nur Fajar Arief, Oktavia Winda Lestari</b>	Universitas Islam Malang	ANALYSIS OF GENDER-BASED POLITENESS IN INDONESIAN LANGUAGE LEARNING COMMUNICATION AT THE MUSLIM SANTITHAM FOUNDATION SCHOOL IN THAILAND
	<b>Muhammad Yunus</b>	Universitas Islam Malang	EXPLORING PRESERVICE ENGLISH AS A FOREIGN LANGUAGE TEACHERS' PERCEPTIONS OF KWL IN OPTIMIZING READING COMPREHENSION: A CASE STUDY IN MALANG, EAST JAVA, INDONESIA
	<b>Milliana, Akhmad Tabrani, Moh. Badrih</b>	Universitas Islam Malang	THE PHENOMENON OF MORALITY AND CONFLICT OF CHARACTERS IN THE NOVEL PENDOSA YANG SALEH BY ROYYAN JULIAN
	<b>Kurniasih</b>	Universitas Islam Malang	THREE-DIMENSIONAL WRITING ANXIETY: UNCOVERING FEMALE STUDENTS' EXPERIENCE IN EFL WRITING
	<b>Shikai Jin, Wannaporn Siripala</b>	Rajamangala University of Technology Krungthep	TEACHING WITH AUTHORITY IN THE CLASSROOM AND THE VALUE OF ITS CLASSROOM AUTHORITY ON STUDENT OUTCOMES

Room / Moderator	Presenter(s)	Institution	Title
<b>A3</b>  Moderator: <b>Sonny Elfianto</b>	<b>M. Faruq Ubaidillah</b>	Universitas Islam Malang	WHY AREN'T WE ALL RESEARCHING PERSONAL STORIES FOR SUSTAINABLE DEVELOPMENT GOALS IN EDUCATION?
	<b>Luluk Sri Agus Prasetyoningsih, Frida Siswiyanti, Diah Retno Widowati, M. Faruq Ubaidillah</b>	Universitas Islam Malang	THE DEVELOPMENT OF RISE T T O SMARTWEB MEDIA FOR INCLUSIVE LANGUAGE LEARNING: THE CASE OF INDONESIA
	<b>Fitri Merawati, Rina Ratih Sri Sudaryani, Iis Suwartini, Tedy Setiadi</b>	Universitas Ahmad Dahlan	STRENGTHENING THE "PROFIL PEMUDA PANCASILA" THROUGH SOUTHEAST SULAWESI FOLKLORE
	<b>Lestari Budianto, Siti Nafisah Rahantan, Wildan Kemal Andy Fauzie, Muhammad Khayyi Fadhil, Galang Abinaya Praduta</b>	SMPBP Amanatul Ummah	MOBILE LEGENDS ONLINE GAME AND ENGLISH LANGUAGE LEARNING: A DESCRIPTIVE RESEARCH
	<b>Lestari Budianto, Siti Nafisah Rahantan, Erowati Anggun Liaza Putri, Surtikanti Cantika Liaza Putri, Banowati Jelita Liaza Putri</b>	SMPBP Amanatul Ummah	BOARDING SCHOOL STUDENTS' RESPONSES ON TIKTOK AS POP CULTURE IN LEARNING ENGLISH: A DESCRIPTIVE STUDY
	<b>Yan Yang, Daranee Pimchangthong</b>	Rajamangala University of Technology Krungthep	THE INFLUENCES OF DIGITAL MARKETING ON THE CATERING QUALITY COMPETITIVENESS

PARALLEL SESSIONS SCHEDULE

The Third International Conference on Multidisciplinary Sciences for Humanity

SESSION II  
Time: 13.30 – 15.00 AM

Room / Moderator	Presenter(s)	Institution	Title
<b>B1</b> Moderator: <b>Noni Mia Rahmawati</b>	<b>Eka Farida</b>	Universitas Islam Malang	THE INFLUENCE OF BRAND IMAGE, INFLUENCERS, AND INSTAGRAM CONTENT MARKETING ON PURCHASING DECISIONS FOR SCARLETT WHITENING BEAUTY PRODUCTS
	<b>Kartika Rose Rachmadi, Tri Sugiarti Ramadhan</b>	Universitas Islam Malang	ANALYSIS OF AFFILIATE MARKETING BUSINESS ON SOCIAL MEDIA IN THE SHARIA MARKETING PERSPECTIVE OF IMAM AL GHAZALI(CASE STUDY OF TIKTOK AFFILIATE)
	<b>Ahsani Taqwiem, Kartika Rose Rachmadi</b>	Universitas Islam Malang	STRATEGY FOR EMPOWERING DISADVANTAGED VILLAGERS FROM THE PERSPECTIVE OF MAQĀSID AL-SHARĪ'AH IMAM ASY SYATIBI ((CASE STUDY OF PRODUCTIVE ALMS-BASED TOURISM IN JODIPAN VILLAGE, MALANG REGENCY)
	<b>Jeni Susyanti, Ahmad Dahlan, Achmad Ghazi Bagaskara</b>	Universitas Islam Malang; Universitas Gajayana Malang; International Islamic University	THE RELATIONSHIP OF TECHNOLOGICAL DEVELOPMENTS AND INCOME ON LABOR PARTICIPATION AND ITS IMPACT IN THE GIG ECONOMY IN INDONESIA
	<b>Ven. Wenchen Du, Yaoping Liu</b>	Rajamangala University of Technology Krungthep	SAVING THE CHINESE GHOSTS OVERSEAS: A STUDY OF THE YOGACARA ULKĀ-MUKHA RITUAL IN THAILAND
	<b>Pharatt Run, Qiuxin Luo</b>	Rajamangala University of Technology Krungthep	THE FACTORS INFLUENCE ON CONSUMER PURCHASE INTENTION TOWARD GREEN HOTEL IN XINJIANG, CHINA
<b>B2</b> Moderator: <b>Rahmawati</b>	<b>Ety Saraswati, Kartika Rose Rachmadi</b>	Universitas Islam Malang	MILLENNIAL GENERATION'S INTEREST TO INVEST IN THE ISLAMIC CAPITAL MARKET WITH THE THEORY OF PLANNED BEHAVIOR (STUDY ON INVESTORS IN THE INDONESIAN STOCK EXCHANGE INVESTMENT GALLERY UNIVERSITY ISLAM MALANG)
	<b>N Rachma</b>	Universitas Islam Malang	CONSUMERS' BEHAVIOR CONCERNING SUSTAINABLE PACKAGING
	<b>Fahrurrozi Rahman, Ahsani Taqwiem</b>	Universitas Islam Malang	SYSTEMATIC REVIEW OF SYARI'AH STANDARDS IN HOTEL: MARKETING MIX METHODS
	<b>Ahmad Subhan Mahardani</b>	Universitas Islam Malang	OPTIMIZING COMMUNITY EMPOWERMENT PROGRAM GOVERNANCE: RE-DEFINING THE ESSENCE OF CORPORATE SOCIAL RESPONSIBILITY
	<b>Heng Zhang, Pharatt Run</b>	Rajamangala University of	The Influence of China Airline Company Cabin Service Quality on Customer Repurchase

Room / Moderator	Presenter(s)	Institution	Title
		Technology Krungthep	
	<b>Sai Fang</b>	Rajamangala University of Technology Krungthep	The Influence of Confucian Traditional Values on the Cooperation Behavior of Employees: an Empirical Study based on Chinese Aviation Enterprises
<b>B3</b> Moderator: <b>Sonny Elfianto</b>	<b>Dedi Sunardi</b>	Univeritas Islam Negeri Sultan Maulana Hasanuddin Banten	REGULATION OF ISLAMIC PHILANTHROPIC INSTITUTIONS IN POVERTY REDUCTION IN BANTEN
	<b>Maskuri, Dian Mohammad Hakim</b>	Universitas Islam Malang	THE DEVELOPMENT OF HUMAN RESOURCES IN THE HIGHER EDUCATION BASED ON THE VALUES OF RELIGIOUS MODERATION
	<b>Ahmad Syaifudin</b>	Universitas Islam Malang	LEGAL TECHNOLOGY AS A NEW AND MODERN SYSTEM IN STOCK TRANSACTIONS ON THE STOCK EXCHANGE
	<b>Hapizul Ahdi</b>	Univeritas Islam Negeri Sultan Maulana Hasanuddin Banten	IS THE PANCASILA MOSQUE ACCURATE IF CALIBRATED WITH A THEODOLITE?
	<b>Yaoping Liu, Chatchai Rakthin</b>	Rajamangala University of Technology Krungthep	GAZA, THE LATEST BATTLEFIELD OF GLOBAL ANTI-NEOCOLONIALISM: HYPOTHESIZING THE CAUSES OF THE 2023 ISRAEL-HAMAS WAR
	<b>Ven. Yang Li, Yaoping Liu</b>	Rajamangala University of Technology Krungthep	HUMANISTIC BUDDHISM IN CONTEMPORARY CHINA: PRACTICES AND INTERPRETATIONS

# STRENGTHENING THE "PROFIL PEMUDA PANCASILA" THROUGH SOUTHEAST SULAWESI FOLKLORE

**Rina Ratih Sri Sudaryani, Iis Suwartini, Fitri Merawati\*, Tedy Setiadi, Ratna Prhatiningsih, and Intan Sholeha**

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## ABSTRACT

*The aims of this research are to describe the character of the "Profil Pemuda Pancasila" of Southeast Sulawesi folklore using pragmatic studies. The subject of this research is the book folklore of Southeast Sulawesi which has been rewritten and published by the Pustaka Pelajar publisher (2023). The object of this research is the characters of Southeast Sulawesi folklore figures who reflect the "Profil Pemuda Pancasila". This research data collection method uses note-reading, literature review and descriptive methods. The stages of the research method used are the Miles and Huberman model which consists of several stages, namely (1) data reduction, (2) presentation, and (3) drawing conclusions. The results of the research show that the folklore of Southeast Sulawesi contains the profile characteristics of Pancasila students, namely (1) having faith, being devoted to God Al-mighty, and having noble morals, (2) having global diversity, (3) being independent, (4) working together, (5) reasoning critically, and (6) creative. Therefore, the folklore of Southeast Sulawesi can provide strengthening of student character in accordance with the "Pancasila Student Profile".*

## Keywords:

*Folklore; Pragmatic Studies; Profil Pemuda Pancasila; Southeast Sulawesi*

## INTRODUCTION

BPS Southeast Sulawesi Province recorded that the average length of school for students in Southeast Sulawesi was 8 and 9 years and the twelve year compulsory education program had not yet been achieved. Survey results show indications of educational inequality (Fitri, 2019), poverty (Saputra, 2015), educational facilities (Bustomi, 2012). Apart from that, social deviations still occur in Southeast Sulawesi society. Meanwhile, based on a survey conducted by the Program for International Student Assessment (PISA), which was released by the Organization for Economic Co-operation and Development (OECD) in 2019, Indonesia was ranked 62nd out of 70 countries, or in the bottom 10 countries with low literacy levels.

Based on these problems, it is known that there are problems in character education. Character education in schools is learning that leads to strengthening and developing children's behavior as a whole which is based on values (Binti, 2015). Character education includes three things, namely moral knowing, moral feeling, and moral action. Moral knowing is moral awareness (moral awareness), knowledge of moral values (knowing moral values), determining one's point of view (perspective taking), moral logic (moral reasoning),

courage to determine one's attitude (decision making), and self-knowledge. knowledge). Moral feeling is a feeling about morals, strengthening students' emotional aspects to become human beings with character.

character education has tended to be based on environment and habituation. One effort that can be made is by providing literary literacy. With the existence of literary culture, the moral values contained therein can be conveyed. So far, folklore books have not been oriented towards character development, but have tended to be literacy which sharpens cognition. Therefore, folklore enrichment books are needed that are specifically designed for character development based on digital literature with a cultural perspective.

This aims to ensure that the character education values displayed through the Buton-Wakatobi folklore characters can be implemented in life. In line with the aim of character education which refers to the function of Republic of Indonesia Law No. 20 of 2003 article 3 states that National Education functions to develop and assist the dignified character and civilization of the nation in order to make the nation intelligent.

Character is not inherited but is developed consciously through processes in the family, school and society. Character education cannot be separated from local wisdom as a local idea that is wise, full of wisdom, has good value and is maintained by the local community (Taalami, 2010:26). A result of adaptation from a community from generation to generation (Gunawan, 2003). Thus, the problem is how to identify the character education values contained in the Buton-Wakatobi folklore, compiled into a digital-based Personality Enrichment Book in Indonesian Language Subjects for Elementary School students. Problems can be resolved through collaboration involving local communities. An ethnographic approach is needed to identify the values of character education in Buton-Wakatobi folklore,

## RESULT AND DISCUSSION

The folk tales of Southeast Sulawesi (Student Library, 2023) studied included seven stories each entitled (1) "Wa Ode dari Wangi-Wangi", (2) "Batu Poaro and A Sheikh", (3) "La Laungue and Putri Fruit Skin", (4) "Lasukori from Binangko", (5) "Piri Mohama and Wanci Island", (6) "Princess of the Enau Tree", and (7) "Crocodiles and Love Wa Ode Iriwundu". The results of the Pancasila Student Profile research on seven folk tales are shown in tables 1 below

**Table 1.** "Profil Pelajar Pancasila" on seven Southeast Sulawesi folk tales

No	Title Folklore	"Profil Pelajar Pancasila"					Reasoning Critically and Creatively
		Faith and Devotion to God Almighty	Global Diversity	Working Together	Independent	Responsible	
1	Wa Ode dari Wangi-Wangi	11	8	6	7	10	6
2	Batu Poaro dan Seorang Syeh	2	3	1	7	6	-
3	La Laungue dan Putri Kulit Buah	7	3	1	6	3	2
4	Lasukori dari Binangko	4	3	3	4	1	1
5	Piri Mohama dan Pulau Wanci	6	8	6	9	1	1
6	Putri Pohon Enau	4	2	3	4	5	2
7	Buaya dan Cinta Wa Ode Iriwundu	4	3	2	2	3	1
Total		38	30	22	39	29	13

Research on the profile of Pancasila students in this collection of Southeast Sulawesi folklore is in order to strengthen the government's program in terms of human resources. The Vision and Mission of the Ministry of Education and Culture as stated in the Minister of Education and Culture Regulation Number 22 of 2020 concerning the Strategic Plan of the Ministry of Education and Culture for 2020-2024 is to realize the Pancasila Student Profile (<http://ditpsd.kemdikbud.go.id/hal/profil-Pancasila-students>). The embodiment of being a lifelong learner who has global competence and behaves in accordance with Pancasila values.

Character education in schools is learning that leads to strengthening and developing children's behavior as a whole which is based on values. Character education includes three things, namely moral knowing, moral feeling, and moral action. Moral knowing is moral awareness (moral awareness), knowledge of moral values (knowing moral values), determining one's point of view (perspective taking), moral logic (moral reasoning), courage to determine one's attitude (decision making), and self-knowledge. Moral feeling is a feeling about morals, strengthening students' emotional aspects to become human beings with character. Moral action is a moral act or moral action which is the result of the other two character components. Character education is a deliberate effort to use all character development.

This strengthening is related to the form of attitude that must be felt by students, namely awareness of identity, self-esteem, sensitivity to the suffering of others, love of truth, self-control and humility. Moral action is a moral act or moral action which is the result of the other two character components. Character education is a deliberate effort to use all dimensions of school life to encourage optimal character development (Battistich, 2008).

Apart from the concepts above, there are several relevant studies. Research on character education on novels has been carried out, including the novel *Simple Miracles* by Ayu Utami (Nurhuda, 2018), the novel *Rumah Without a Window* by Asma Nadia (Yulianto, 2020), the novel *Cahaya Penjuru Hati* by Alberthiene Endah (Priyanti, 2020). Research on character education on folklore has been carried out by Setyawan (2017) on Pacitan folklore, Youfika (2016) on folklore from the Pasemah Tribe of Bengkulu, and Alpansori (2014) on Sasak folklore.

We found research on the existence of folklore in the character education of elementary school students in Ubud in the research of Ni Putu Parmini (2015), who stated that folklore needs to be preserved and developed in order to increase the nation's emotional intelligence, especially elementary school students. Ardhyantama (2017) said that using folklore as character formation is easier to accept and far from coercive because it can be told through fairy tales. A child's character can be formed from implicit and explicit messages through the behavior of the characters in the story. The difference is that Ardhyantama's research is only thought about abstractly and has not yet been implicated in research, whereas the design of this research was carried out through research in the field.

Independent character education for early childhood in Buton Regency has a big impact on the character of the next generation (Fitriyani, 2022). The value of character education is local wisdom which is reflected in three folk tales ("*Zaenab te Hamid*", "*Randasitagi te Puteri Waeri*", and "*Raja Indara Pitara*") Kulisusu in North Buton Regency (Sutriasni, 2020). Fitriyani's research is still limited to three Butonese folk tales (and its expansion area Wakatobi) so that the character education values in Butonese folklore have not been maximally obtained.

The literary treasures of Southeast Sulawesi's past are quite numerous and have surfaced even across state borders, while the modern literary treasures of Southeast Sulawesi, although quite numerous, have not spread widely and have not been recorded



(Rosdin, 2004). Therefore, it is necessary to conduct comprehensive research on Butonese folklore and then publish it in the form of an enrichment book so that the young generation of Buton-Wakatobi does not lose their cultural identity.

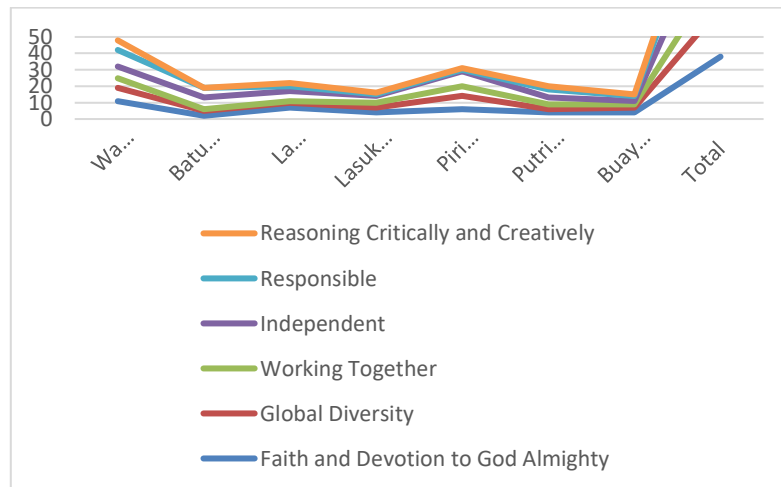


Figure 1. "Profil Pelajar Pancasila" on seven Southeast Sulawesi folk tales

The characters in 7 Southeast Sulawesi folk tales fulfill the 6 characters of the Pancasila Student Profile:

- a. Have faith and devotion to God Almighty and have noble morals including religious morals (2 data), personal morals (17 data), morals towards humans (17 data), morals towards nature (2 data) for a total of 38 data. The most dominant data on the aspect of having faith and being devoted to God Almighty and having noble character is found in the story "Wa Ode dari Wangi-Wangi" which has 11 data. An example of an event in folklore that shows this attitude is as follows.

*Gadis itu pun berdoa memohon perlindungan dari malapetaka akan yang menimpanya jika menolak lamaran. Berhari-hari gadis itu berdoa memohon kepada yang maha kuasa agar diberi petunjuk untuk memutuskan yang terbaik. (The girl also prayed for protection from the disaster that would befall her if she refused the proposal. For days the girl prayed to the Almighty to give guidance to decide what was best.)*

- b. Global diversity, including knowing and appreciating culture (1 data), intercultural communication skills in interacting with others (10 data), reflection (6 data) and responsibility for experiences of diversity (16 data) for a total of 30 data. The dominant data on this aspect of global diversity is in 2 folk tales, namely the stories "Wa Ode from Wangi-Wangi" and "Piri Mohama from Wanci Island", each of which found 8 data. An example of an event in folklore that shows this attitude is as follows.

*Suasana acara rakyat itu sungguh ramai. Banyak permainan dan hiburan bagi rakyat (The atmosphere at the people's event was really lively. Lots of games and entertainment for the people)*

- c. Working together (10 data), being able to work together voluntarily (6 data), being able to collaborate (12 data), and having concern and liking to share (6 data). The most dominant data in the mutual cooperation aspect is being able to collaborate with 12 data. An example of an event in folklore that shows this attitude is as follows.

*Oh...ambilkanlah pakaian perempuan dan sarung di kapal. Berikanlah kepada dia dan bawalah ke sini!" perintah Baginda Ali kepada pengawalnya. Maka pengawal itu pun mengambil pakaian perempuan dan kembali ke gubuk itu menemui Piri Mohama. (Oh... get some women's clothes and sarongs on board. Give it to him and bring him here!" Majesty Ali ordered his bodyguards. So the bodyguard also took clothes woman and returned to the hut meet Piri Mohama.)*

- d. Independent (2 data), responsible for the learning process and results (18 data), awareness of self and the situation faced (7 data) and self-regulation (12 data). An example of an event in folklore that shows this attitude is as follows.

*"Tak perlu merisaukan hatimu, Ayahanda. Aku sendirilah yang akan membawa kapal itu. Aku akan berdandan layaknya lelaki agar tuan dari tanah Jawa itu memberikanku izin membawa kapal tersebut," ("There's no need to worry about your heart, father. I will carry the ship myself. "I will dress up like a man so that the master of the Javanese land will give me permission to take the ship,")*

- e. Critical reasoning, obtaining and processing information and ideas, analyzing and evaluating reasoning, reflecting on thoughts and thinking processes, and making decisions; and (f) creative, generating original ideas and producing original works and actions. An example of an event in folklore that shows this attitude is as follows.

*"Oh, ada yang memasak di dapur ini!" katanya dalam hati. Kembali diperiksa kayu-kayu bekas memasak itu. Benar, masih hangat berarti ada orang yang masuk rumahnya dan memasak untuknya. Hati La Langue semakin penasaran. Ia pun keluar pondok dan berteriak siapa tahu masih ada orang di sekitar pondoknya. ("Oh, someone is cooking in this kitchen!" he said to himself. Checked the wood used for cooking again. That's right, it's still warm, which means someone has entered his house and cooked for him. La Langue's heart became increasingly curious. He came out of the hut and shouted, who knows if there were still people around his hut)*

Based on the research results above, the characteristics of the Pancasila Student Profile found in seven Southeast Sulawesi folk tales are (1) Independent, responsible (39 data), (2) Faithful and devoted to God Almighty and having noble character (38 data), (3) Global diversity (30 data), (4) Critical reasoning (29 data), (5) Working together (22 data), and (6) Creative (13 data). The profile of Pancasila students contained in the collection of Wa ode folklore from Wangi-Wangi is dominated by the attitude of a character who is independent, responsible and has faith in God Almighty. An independent and responsible attitude and an attitude of faith in God are shared by all the characters in all the stories. This shows that the stories from Buton and Wakatobi meet the criteria as good reading material for readers, especially children. These two dominant attitudes are implicit messages conveyed by the author to the reader. In life, the attitudes displayed by the characters give an idea of how dynamic human life is. As God's creatures on this earth, humans are shown as carriers of good messages so that they can be role models for other humans.

The values contained in a folk tale are useful for readers in the form of social, educational, religious and aesthetic values (Lubis, 2020; Permana, 2022). This is in accordance with the usefulness of literary works for readers as stated in the concept of Pragmatics (Gumono, 2017; Ikhwan, 2021). The characters in Buton and Wakatobi folklore

show characters that are worthy of being emulated, like the characters in Pacitan folklore (Setyawan, 2017), folklore from the Pasemah Tribe of Bengkulu (Youpika, 2016), and Sasak folklore (Al Pansori, 2014). The characters of these figures are expected to embody lifelong students who have global competence and behave in accordance with Pancasila values.

## CONCLUSION

Based on studies conducted on folklore in South Sulawesi, the "Pancasila Student Profile" is contained in the folklore. This shows that the concept of Pancasila which the government hopes will be embedded in students has actually been more implemented in folklore in South Sulawesi. In fact, if we look again at the fact that every folk tale has the character of being "didactic" or containing a particular lesson, then every element in the "Pancasila Student Profile" can be taught through folk tales. Therefore, understanding folklore is one form of effort to instill character values in each student in particular or humans in general. This means that reading folklore is gathering messages with the aim of learning and can be implemented in human life.

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# THE ROLE OF MICRO SMALL AND MEDIUM ENTERPRISES IN REALIZING SUSTAINABLE DEVELOPMENT GOAL'S WITH DIGITALIZATION

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## ABSTRACT

*The research aims to analyze the role of Small and Medium Enterprises (MSMEs) in realizing sustainable development goal's digitalization in Pasuruan. This research uses a descriptive qualitative method with data collection using triangulation analytical techniques through the MSME actor unit in Karang Rejo Village, Pasuruan Regency as informants. The research results showed that the role of MSMEs with digitalization: (1) As the main actor in economic activities to build familiarity and mutual benefit between sellers and buyers with digital, (2) Important players in local economic development and community empowerment as well as building trust in customers with digital, (3) Creator of new markets and economic resources, (4) Contribution to the balance of payments, in supporting the Sustainable Development Goals (SDGs) of Pasuruan City. It is proven that the role through the MSME concept and digitalization can build creativity and independence to eradicate poverty, build sustainable prosperity so as to support economic development in Indonesia in general and the City of Pasuruan and especially Karang Rejo Village towards sustainable development goals, in the aspects of creating jobs, sustainable livelihoods, and equitable growth by realizing added value by creating a business environment that supports and encourages entrepreneurship.*

## Keywords:

*MSME's; Sustainable Development Goal's; Digitalization*

## INTRODUCTION

In preparation for 2025, one of the important things in Pasuruan City planning is the Pasuruan City Regional Long Term Development Plan (RPJPD) document for 2005-2025 to unite current conditions with future conditions. Integrating regional development planning into the national development system, all regional governments, both provincial and district/city, are required to prepare regional development planning documents, in the form of regional long-term development plans (RPJPD) and regional medium-term development plans (RPJMD). Planning, implementation, supervision and budgeting as well as synergistic development between regions towards 2025 need to be carried out effectively, efficiently, fairly and sustainably.

To realize this, Pasuruan City requires development planning long-term as a direction and priority for overall development that will be carried out in stages to create a just and prosperous society. The RPJPD of Pasuruan Regency has the general objective of preparing a development plan that is based on the characteristics of Pasuruan Regency, synergistic,

coordinative and sustainable (Sustainable Development Goals/SDGs) in implementation and directed towards the desired Pasuruan Regency Community to realize the achievements in 2025. The direction of these achievements stated in the mission, namely "a competitive, prosperous and religious Pasuruan Re-gency", with the hope of realizing the wishes and mandate of the people of Pasuruan Regency. The Sustainable Development Goals (SDGs) are a global agenda that con-veys the spirit that the positive impacts of development must be enjoyed by all parties without anyone being left behind. The spirit of sustainable development within the SDGs framework is in line with the national development goal, namely providing prosperity for all Indonesian people. In an effort to achieve the SDGs targets and na-tional development goals contained in the RPJMN.

Pasuruan Regency is competitive and prosperous, which is an indicator of the SDGs, namely creating jobs, sustainable livelihoods and equitable growth. with the aspect of realizing added value by creating a supportive business environment and encouraging Micro, Small and Medium Enterprises (MSMEs). In the context of SDGs, Pasuruan Regency is collaborating with banks to provide easy capital policies to continue to encourage MSMEs to develop their businesses. MSMEs are a type of business that can increase community economic growth. Because MSMEs still able to survive under any circumstances. The existence of the MSME sector today is increas-ingly establishing the roots of how influential the MSME sector is in supporting economy, this was marked by the existence of the MSME sector when this country was hit by the storm of the economic crisis in 1997. The MSME sector is an instru-ment of the state and regional economy. The impact of the multiplier effect on equal distribution of income which leads to poverty alleviation although it is still faced by several problems such as lack of access to capital, lack of skilled quality resources, difficulties in raw materials and difficulty in marketing products amidst the incessant invasion of imported products. However, we must be optimistic in believing in the progress of the MSME sector as a competitive instrument in overcoming poverty and increasing the distribution of people's income as well as supporting economic stabil-ity.

The increasingly rapid development of science and technology strengthens the cul-ture of society, the various dynamics of society. To face global competition and glob-al issues, the City of Pasuruan strengthens the mission of "a competitive, prosperous and religious Pasuruan Regency" to realize synergistic, coordinative and sustainable achievements in 2025. (Sustainable Development Goals/SDGs). Sustainable Devel-opment Goals (SDGs) are a sustainable development agenda that has been agreed upon by world leaders, including Indonesia, to encourage social, economic and envi-ronmental development based on human rights. The SDGs consist of 17 (seventeen) goals and 169 (one hundred and sixty-nine) targets which are expected to be met by 2030. There are four main pillars in the SDGs, including the pillars of social devel-opment, economic development, environmental development, and legal & governance development. The seventeen sustainable development goals include no poverty, no hunger, healthy and prosperous lives, quality education, gender equality, clean water and adequate sanitation, clean and affordable energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequality, sustainable cities and settlements, responsible consumption and production, addressing climate change, ocean ecosystems, land ecosystems, peace, justice and strong institutions, partnerships to achieve goals. To realize the 17 goals in the SDGs, human resources are needed who are able to understand these goals comprehensively. The support of digital tech-nology can also help realize this program.

In the current era of digitalization, everything can be done easily. Through Accel-erated access to information should be utilized by the Indonesian people to learn-science. This knowledge will create innovations that are able to overcome the pro lems that exist in

Indonesia and the sustainable development agenda can be fulfilled. If this sustainable development program is fulfilled, major changes will occur. Indo-nesian society will certainly be prosperous, there will be no more poverty. The emergence of e-commerce, startups, and economic support applications are innovations that can overcome economic problems. The presence of the digital economy can help economic growth, which is one of the goals to be achieved in sustainable development. The emergence of new companies or start-ups can also expand job opportunities and reduce unemployment. On this basis, it can be seen that sustainable development is achieved, namely decent work, healthy and prosperous lives without poverty. Delta Sari Abadi is an MSME in Karangrejo Pasuruan Village, which is one of the innovative villages where they use leftover materials to make items of selling value and are much sought after by people outside Java by using digital.

Digitalization can also meet sustainable development goals in the sector economy due to a series of economic activities that utilize internet connections every day. The development of the digital economy is in line with the government's goal of becoming the largest digital economy country in Southeast Asia by 2020, by utilizing local actors and products. According to data from the Indonesian Internet Service Providers Association (APJII), in 2022 internet users in Indonesia will reach 220 million users, which if we compare it with data from the Ministry of Home Affairs regarding the population of Indonesia which will reach 273 million people. That is, there are approx. 80.6% of internet users from the entire national population, this figure is quite high to be able to support an increase in the digital economy in Indonesia (Sofa, 2022) Research by Rochmawati et al (2023) on "Developing Business Strategy in the Era of Digital Transformation". This research analyzes the development of efficient business strategies in the digital era. The results of this discussion show that in the era of the "new economy" and the digital transformation that accompanies it, an innovative digital business strategy based on advanced IT solutions and aligned with the SDGs is a great opportunity for companies to deviate from competitors and gain a competitive advantage. The novelty in this research lies in the role of micro, small and medium enterprises in realizing sustainable development goals with digitalization. Based on this description, the topic "model of empowering micro, small and medium enterprises in supporting sustainable development goals in Batu City" needs to be studied.

Based on the description that has been presented, the problem formulation in this research is: What is the role of Small and Medium Enterprises (MSMEs) in realizing sustainable development goals by digitalization in Karang Rejo Village, Pasuruan Regency. Based on the problem formulation, the objectives of this research are: to Describe the role of Small and Medium Enterprises (MSMEs) in realizing sustainable development goals by digitalization in Karang Rejo Village, Pasuruan Regency.

### **Micro, Small and Medium Enterprises (MSME's)**

MSMEs in Indonesia are regulated in Law of the Republic of Indonesia No.20 of 2008 concerning MSMEs. Article 1 of the Law states that micro businesses are productive businesses owned by individuals or individual business entities that have the criteria for micro and small businesses as intended in the Law. According to Tambunan (2009:19) Small businesses are productive economic businesses that stand alone, which carried out by individuals or business entities that are not subsidiaries or not subsidiaries that are owned, controlled or part of, either directly or indirectly.

According to Law Chapter VI Article 6 of 2008 concerning MSMEs, the criteria used to define MSMEs as stated in article 6 are net worth or asset value excluding land and buildings where the business is located, or annual sales proceeds. With the following criteria:

- a. Micro Business is a business unit that has assets of a maximum of IDR 50 million excluding land and buildings where the business is located with an-ual sales proceeds of a maximum of IDR 300 million.
- b. Small businesses with an asset value of more than IDR 50 million up to a maximum of IDR 500 million excluding land and buildings where the busi-ness is located have annual sales proceeds of more than IDR 300 million.
- c. Medium businesses are companies with a net worth of more than IDR 500 million to a maximum of IDR 100 billion with annual sales of more than IDR 50 billion

Apart from using monetary value as a criterion, a number of government institutions, such as the Department of Industry and Central Materials Statistics (BPS), have also used the number of workers as a measure to differentiate busi-ness scale between micro businesses, small businesses and medium businesses. For example, according to the Central Statistics Agency (BPS), micro businesses are business units with a number of permanent workers up to 4 people, small businesses between 5 and 19 workers, and medium businesses from 20 to 99 people. Companies with more than 99 employees are included in the large busi-ness category.

According to Tambunan (2017:05) the role of micro businesses is very large in community economic activities. The following are the important roles of Micro Enterprises according to the Department of Cooperatives:

1. As the main actor in economic activities
2. An important player in local economic development and community empow-erment
3. Creator of new markets and economic resources
4. Contribution to the balance of payments

### **Sustainable Development Goal's**

The results of Sarifudin's research (2021) regarding the analysis of "Applica-tion of the Concept of Sustainable Development Goals as an Effort to Improve Community Welfare According to the Perspective Islamic economics". The aim of the research is to determine the influence of the SDGs concept in efforts to improve community welfare (case study of the sand mining industry in Sendang Agung District, Central Lampung Regency). This research is field research using data collection through documentary interviews and questionnaires as research support methods. This research is descriptive analysis, which is analyzed induc-tively. The results of the research show that sand mining on rice field owners' land creates additional income and improves welfare for farmers. However, there are negative impacts such as increased air pollution, noise, polluted river water and damaged roads. In environmental fiqh, the law of destroying and polluting the environment which destroys the balance of the ecosystem is haram and in-cludes acts of jinayat whose punishment can be categorized as jarimah ta'z'yr be-cause these acts are prohibited by the syara' contained in the Qur'an surah al-A'raf verse 56.

The results of research by Al Farisi et al (2022) on "The Role of MSMEs (Mi-cro, Small and Medium Enterprises) in Improving Community Welfare" The re-sults of the research show that MSMEs play an important role as a potential sec-tor and maintaining economic stability. In general, small and medium businesses have very high involvement in the workforce and increase people's welfare.

According to the Central Statistics Agency (2014), the Millennium Develo ment Goals (MDGs) are a millennium declaration resulting from an agreement between heads of state and representatives from 189 countries. Since its agree-ment in September 2000, the MDGs have become a development paradigm for almost all countries in the world. Even though several achievement indicators in their respective countries. The Shows the global

community's commitment to implementing the MDGs. Millennium Development Goals (MDGs) will ended in 2015. In the future agenda to continue the MDGs, a conception was developed in the context of the post-2015 development agenda called Sustainable Development Goals (SDGs). The SDGs concept is needed as a new development agenda that accommodates all changes that have occurred post-2015, especially related to changes in the world situation since 2000 regarding issues of natural resource depletion, environmental damage, climate change, social protection, food and energy security, and development. which is more pro-poor. This SDGs contains a literature review regarding SDGs targets and indicators proposed by several international institutions and forums including the High-Level Panel of Eminent Persons (HLPEP), Open Working Group (OWG) and Sustainable Development Solutions Network (SDSN). From these proposals, matching indicators are carried out to targets in each of the proposed SDG's goals. Apart from that, the availability of these indicators in Indonesia is also displayed. It should be noted that this study is an initial study in identifying data availability and data sources for SDGs indicators in Indonesia.

The SDGs indicators from the High Level Panel for Eminent Persons (HLPEP) for implementing the sustainable development agenda are: (1). Ending poverty, (2). Empowerment of women and girls and gender equality, (3) Providing quality education and lifelong learning, (4). Guaranteeing a healthy life, (5). Ensuring food security and good nutrition, (6). Achieve universal access to water and sanitation, (7). Guaranteeing sustainable energy, (8). Creating jobs, sustainable livelihoods and equitable growth, (9). Manage natural resource assets sustainable (10). Ensuring good governance and effective institutions, (11). Ensuring a stable and peaceful society, (12). Creating a vibrant environment and catalyst for longterm financing globally.

In this research, the observation is indicator number 8, namely creating jobs, sustainable livelihoods and equitable growth with the aspect of realizing added value by creating a business environment that supports and encourages entrepreneurship

## **Digitalization**

Business digitalization is changing communication, interactions and business functions towards digital. Another definition is the process of business transformation from conventional to digital (virtual) and includes various business aspects such as transaction processes and also the implementation of a company's systems. The main orientation of business digitalization is to achieve work efficiency, reduce human involvement to obtain more optimal results and expand business scope to the global stage. As an example, digital advertising is a form of communication to an audience of people, which aims to instill information by influencing consumers in order to create a positive and pleasant impression for consumers by social media networks such as Facebook, Twitter, Instagram, etc. (Suryani, 2013).

WhatsApp is an alternative online digital marketing platform (Zebua, 2021). WhatsApp's opportunities as digital marketing based on internet and information technology can be used to expand and improve marketing functions. WhatsApp makes it easier to communicate with consumers. Every customer can easily contact the business person directly. Business people or consumers do not need to make a telephone call or e-mail first to get in touch because there are certain features to communicate with customers that are maintained. In digital marketing, according to Shinta (2011), there are several important things that are necessary attention to form the product image, namely:



### Style of Delivery of Advertising Appeals.

States that the advertising delivery style is a specific method for conveying the advertising appeal used.

### Aspects of media selection:

- a. **Thoroughness**, namely whether the decision maker really pays attention to all aspects in the media selection process.
- b. **Progressiveness**, namely whether the media chosen has maximum impact.
- c. **Measure-mindedness**, namely whether decision makers consider various aspects of exports, such as audience quality, frequency range and so on.
- d. **Practically**, that is, whether the decision maker is really based on facts, right? based on emotion alone.
- e. **Optimistic**, namely whether the media selection process provides input for decision maker experience.
- b. There are various types of media available in general, namely the selection of advertising media.

### Publicity

Publicity is the use of news values contained in a product to form an image of the product in question. Publicity can also provide more detailed information. Publicity is one part of a larger concept, namely public relations. A company's public relations aims include, among other things, efforts to obtain publicity support for the company, creating a positive company image in the eyes of the public, fighting slander and false stories that are detrimental to the company.

### Framework

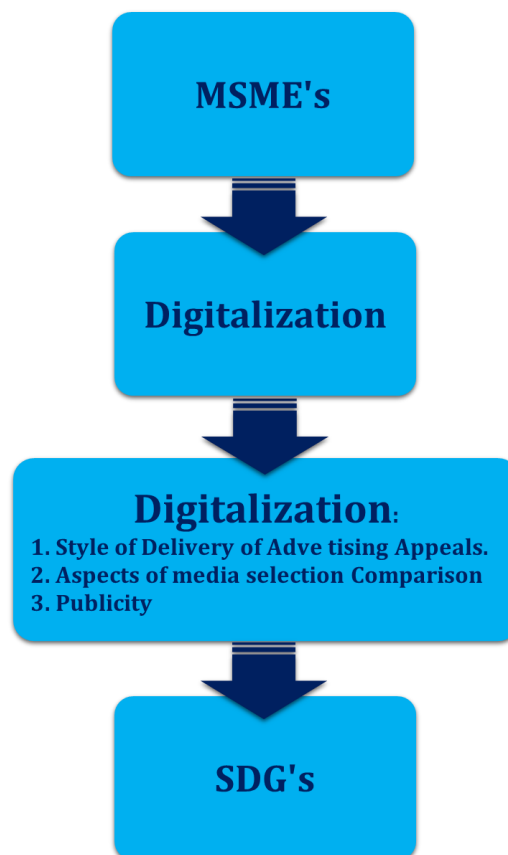


Figure 1. xxx

## **METHOD**

The data collection method used interviews with the informant, Mrs. Anita, who is the owner of the Delta Sari Abadi MSME in Karang Rejo Village, Pasuruan Regency. The data analysis method used is descriptive analysis with a qualitative approach with stages:

1. Data reduction is a process of selecting, simplifying and transforming rough data that emerges from written notes in the field. At this stage, the data obtained from MSMEs is still global in nature regarding the implementation of MSMEs using digital as well as data on the benefits of using digital in running MSMEs to realize Sustainable Development Goals (SDGs).
2. Triangulation, at this stage is analyzing the information obtained from the records which have been reduced to see the truth while looking for supporting data so that the results can be trusted. This stage uses interviews with informants as well as documentation obtained from UMKM Delta Sari Abadi. Apart from that, gathering information and observations about the benefits of using digital in running MSMEs to realize sustainability Development Goals (SDGs).
3. Data presentation is a collection of information composed of the triangulation stage and provides the possibility of drawing conclusions and taking action, whether presented in tabular or narrative form in order to combine structured information into an integrated form. At this stage we have received an overview of the benefits of using digital in running MSMEs to realize Sustainable Development Goals (SDGs).
4. Drawing conclusions is the process of recording regularities, explaining the causal flow of the data presentation process. Then the conclusions are verified during the research, in other words, before the final conclusions are made, they can be preceded by conclusions in the previous process. These temporary conclusions using interactive models give rise to final conclusions that are competent with research propositions. This final stage raises conclusions that can answer the research objective, namely analyzing the role of micro, small and medium enterprises in realizing sustainable development goals by digitalization.

The focus of this research is the role of micro, small and medium enterprises (MSMEs) in realizing sustainable development goal's with digitalization based on: characteristics Delta Sari Abadi MSMEs, Karang Rejo Village, Pasuruan Regency, which concerns the organization and management system as well as SDGs indicator number eight (8), namely creating jobs, sustainable livelihoods and equitable growth with the aspect of realizing added value and creating a business environment that supports and encourages entrepreneurship by digitalization.

## **RESULT AND DISCUSSION**

The results of an interview with the informant, namely Mrs. Anita, owner of UMKM Delta Sari Abadi and manager of UMKM Delta Sari, Karang Rejo Village, Pasuruan Regency, show that the production of UMKM Delta Sari is household cleaning tools including: woven glass cloths, kitchen cloths, mops, blankets, mop sticks, hangers, plastic chairs, brooms, and so on. The digital marketing strategy carried out by MSME Delta Sari considers:

### **The style of delivering the appeal**

UMKM Delta Sari Abadi photographed the product and combined it with a real object. This kind of thing belongs to the Symbiotic Association style. The first form of the Symbiotic Association style is combining a product with a real object. Second, with a testimonial style. And the third is in the style of an event trailer. When delivering advertising appeals, we must pay attention to what strategies are used in order to attract consumers' interest in buying

the products we sell. In this era, someone can be interested in buying a product starting from seeing a product in a photo. Apart from that, testimonials can strengthen consumer confidence when they want to buy the products being sold. This is in line with the theory of Shinta (2011) which states that the advertising delivery style is a specific method for conveying the advertising appeal used, namely Symbiotic Association, Testimonial,

### **Media selection**

UMKM Delta Sari Abadi chose WhatsApp as a medium for the reason that it is easier to operate and more flexible, in line with Sinta's (2011) theory that media selection should be objective. However, outdoor media is still carried out, such as banners placed in front of business locations.

### **Publicity**

UMKM Delta Sari Abadi carries out publicity by posting product photos, attractive posters with interesting captions so that consumers are interested. According to Shinta's theory (2011) that in determining when and how to utilize publicity it is necessary to pay attention to: (a) Determine publicity goals. (b) Select messages and publicity vehicles. (c) Implement a publicity plan. (d) Evaluating publicity.

Ms. Anita, owner of MSME Delta Sari Abadi, said that: in carrying out the organization and management system for MSMEs using WhatsApp, in using WhatsApp I can express ideas in the form of images or videos, as well as include prices and load promotions on WhatsApp. To order goods, consumers also use WhatsApp. However, there are still offline purchases. Meanwhile, product orders are delivered via packages. Mrs. Ani also said that WhatsApp can build closeness and mutual benefit between sellers and buyers because sellers can inform buyers if there are new products. Even as a result of good relationships with customers via WhatsApp, sales can increase.

This is in line with the theory that digital marketing builds mutually beneficial relationships between consumers and business owners (Suryani, 2013) Related to what Delta Sari Abadi have done regarding digital. So the role of MSMEs in realizing sustainable development goals is through digitalization.

#### **1. As the main actor in the economic activities**

Delta Sari Abadi, it has been able to carry out economic activities by providing household cleaning equipment products that are needed or in accordance with the wishes of the surrounding community both in terms of quality, model and motif, varying prices adjusted to the quality raw materials and the level of difficulty of the motif.

#### **2. Important players in local economic development and community empowerment.**

Delta Sari Abadi help alleviate poverty by absorbing labor from the surrounding community. According to Mrs. Anita, the owner of the Delta Sari Abadi, the role of her business in absorbing labor is as follows: "With the existence of this UMKM, many of the local residents or residents in Karangrejo Village work as employees or craftsmen who are members of the Delta Sari Abadi. "It is recorded that this MSME has 20 permanent employees."

#### **3. Creator of new markets and economic resources.**

Delta Sari Abadi contributes economic resources to the surrounding community, especially the 20 permanent employees. Mrs. Anita said that their income had increased after joining Delta Sari Abadi.

#### **4. Its contribution to the balance of payments.**

Delta Sari Abadi has not yet exported its products overseas. However, deliveries outside the region have been made, such as outside the city, for example sends to Surabaya,

Makassar, Banjarmasin, Jakarta, Palembang, Medan, Bali, Lombok and a number of other areas."

## CONCLUSION

Delta Sari Abadi are the main actors in economic activities and can build closeness and mutual benefit between sellers and buyers because sellers, because of the effective use of WhatsApp as a means of communication with buyers and a means of promotion, support the Sustainable Development Goal 's (SDGs) Pasuruan City. Delta Dari Abadi are important players in local economic development and community empowerment and can build customer trust. This is because the empowered local community is given learning to use WhatsApp to serve customers well so that it can build trust in customers, thereby supporting the Sustainable Development Goals (SDGs) of Pasuruan City. Delta Sari Abadi Creator of new markets and economic resources, that the income of employees who are empowered in terms of income has increased after joining Delta Sari Abadi so it supports the Sustainable Development Goal's (SDGs) Pasuruan city. Delta Sari Abadi has not yet exported.

Delta Sari Abadi further improve their overseas business and networks so they can export. Delta Sari Abadi consults with the Department of Industry so that there is assistance regarding overseas networks

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# ANALYSIS OF GENDER-BASED POLITENESS IN INDONESIAN LANGUAGE LEARNING COMMUNICATION AT THE MUSLIM SANTITHAM FOUNDATION SCHOOL IN THAILAND

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## ABSTRACT

*This research aims to describe the principles of language politeness in the form of students' compliance and deviation from maxims towards teachers based on a gender perspective in Indonesian language learning communication in class X Muslim Santitham Foundation School. The method used in this research is descriptive qualitative. Data collection techniques through direct observation and recording. The data analysis technique in this research is recording direct observations for three months, namely, identifying, classifying, clarifying data and drawing conclusions. The results of data analysis from this research show that male students obey female teachers more often than male teachers and use normal communication more often with male teachers than with female teachers. Meanwhile, female students obey female teachers more often than male teachers. These two findings are also influenced by the factor of separation or distance between men and women within the scope of the Muslim Santitham Foundation School.*

## Keywords:

*Language Politeness; Communication; Gender; Indonesian Language*

## INTRODUCTION

Language is a manifestation of culture that describes social conditions, value systems, cultural behavior, and aspects of social relations in society. Language is also a communication tool that people use to express ideas. Language activities can never be separated from human life, because language is a tool for communicating or conveying messages to other people. Therefore, language becomes important in social life.

Language is a way of using it that is closely related to two important dimensions in humanity, namely gender (identity) and sexual orientation or more generally sexuality (Kuntjana, 2012). The use of language in everyday life also requires a communicative nature. The main goal of communicative communication is to communicate in order to convey thoughts effectively (Tarigan, 2008). Therefore, as a form of speech that is associated with gender roles in conversations between teachers and students in classroom learning, it can be said to express certain politeness values in the study of language politeness.

Studying a language related to social culture will produce several possibilities. First, social structure can influence and determine the structure or behavior of language. Second,

language structure and behavior can influence and determine social structure. Third, the relationship between the two is reciprocal. Fourth, social structure and language structure are completely unrelated (Hijriyah, 2010). Language discrimination occurs in almost all languages that are patriarchal, so that women experience a dilemma and at the same time experience language discrimination in two ways, namely how they are taught to speak the language and how the language treats women (Kuntjara, 2003). Language itself has been used by men to suppress women. Even if a word is directed at women, it shows the low dignity of women, whereas for men it is more innovative. Gender studies related to language often focus on the differences between the speech used by men and women.

Life in society cannot be separated from communication which requires a way of speaking. So, good knowledge is needed regarding the rules that regulate the use of language in communication. The rule in question is that when communicating, pay attention to the sequence of speech, choosing the right words, emphasis and reasonable intonation that is able to establish an understanding about the topic being discussed. FSLM pays attention to politeness in language (Wida, 2018). When interacting, rules are also needed to ensure that a person's speech can be carried out well. Rules This can be seen in the principles of language politeness proposed by Leech.

The principles of politeness are divided into six, namely the maxim of wisdom, the maxim of generosity, the maxim of praise, the maxim of humility, the maxim of agreement, and the maxim of sympathy. In this way, politeness is an action to fulfill the requirements for fulfilling a conversation contract, a conversation contract determined by someone involved in the conversation. Politeness is behavior expressed in a good or ethical way. Politeness is a term related to modesty, respect, good attitude or appropriate behavior (Qurratul et al., 2018). The relationship between politeness in language and gender as a field of study was only noticed by language experts approximately three decades ago. In general, all languages have ways and systems of politeness, but politeness in language between men and women turns out to be different (Kuntjara, 2012).

The phenomenon of politeness in the learning process can be used as a reference to explain politeness patterns involving teachers and students. This is related to gender. Students' politeness towards teachers becomes more complex in learning because there are different speech participants. These differences can be seen in age, social status, gender and cultural background, resulting in the use of different forms of language.

Research similar to the gender approach study is also entitled "Model for Implementing Gender-Based Character Education in Elementary School Indonesian Language Learning". The aim of this research is to obtain a model for implementing gender-based character education in elementary school Indonesian language learning. The results of this research are school policies with gender-based character, policies for implementing gender-based character education, the grid for implementing gender-based character education in Indonesian language learning, and implementing gender-based character education (Wahyuni, 2015).

Similar research with a gender approach study is also entitled "Reconstructing Writing Learning Based on Gender Discourse Using a Conference Approach". The aim of this research is to find out a model for teaching writing that is based on a gender discourse and conference approach. The result of this research is to produce a teaching model of writing that is based on gender discourse and a conference approach, such as syllabus, lesson plans, learning materials or textbooks, evaluation instruments, and teaching writing guides (Rangga, 2017).

Similar research is also entitled "Study of the Manifestation of the Struggle for Gender Justice in the Most Popular Screen Novel by Sutan Takdir Alisyahbana, The Departure of NK's Work. Dini, and Saman by Ayu Utami, and their Benefits for Teaching Literary Appreciation".

The aim of this research is to obtain an objective description of the manifestation of the struggle for gender justice in literary works. The results of this research show that there are differences between male and female authors in seeing the manifestation of the struggle for gender justice in the fields of work, education and sexuality. Manifestations of the struggle for gender justice in male authors look more at the less equal position between men and women, whereas female authors express that men and women have the same rights and opportunities without distinguishing between one and the other. The benefits for teaching literary appreciation are very important because they are able to shape individual characters to become more humanistic by appreciating that men and women have the same responsibilities in life (Sugiarti, 2017).

Some of the research results above have proven that studies using a gender approach have been carried out by several researchers. This research uses a gender perspective in Indonesian language learning. Thus, this article explains several language politeness based on gender and the factors that influence them,

## **METHOD**

This research includes qualitative descriptive research. Qualitative descriptive research is research that describes research objects based on existing facts. In this case, data in the form of students' language politeness towards teachers in Indonesian language learning communication in class the data in this research is in the form of words or utterances that comply with and violate language politeness used by students towards teachers in Indonesian language learning communication.

The data in this research was collected using observation and recording techniques. The steps in this research were carried out, namely (1) Observing directly the communication process that uses language politeness between students and teachers in Indonesian language learning in classes X/1 and X/3 Muslim Santitham Foundation School. Data was obtained from students' speech to the teacher in official learning communication. (2) In order for the data obtained to be valid, the technique is carried out by recording what students and teachers say during the Indonesian language learning process which takes place in classes X/1 and X/3 with a duration of 40 minutes each. The next stage is the identification process of each data obtained.

The steps in analyzing the data are: first, record the data obtained from the students' speech with the teacher in formal learning communication, and rewrite it neatly. Second, identifying, classifying, clarifying data, and concluding data. The identification and classification process is carried out by referring to the principles of politeness proposed by Leech by considering gender aspects.

## **RESULT AND DISCUSSION**

### **Language Politeness**

Politeness is the result of the affixation of the word 'polite' in the KKBI which is said to be smooth and good (characteristics of language, behavior), then politeness is defined as being polite. Language politeness is part of the study of pragmatics, talking about language politeness is closely related to discussing pragmatics (Department of National Education, 2008). In connection with this definition, if it is related to linguistic matters, it can be concluded that politeness in language is something that shows that language users speak smoothly and well.

According to Zamzani, et al. That politeness is behavior that is expressed in a good or ethical way. The definition of politeness that can be accepted by common sense concerns correct behavior which shows that politeness is not limited to language, but also includes



nonverbal and nonlinguistic behavior (Syahrul, 2008). Language politeness is reflected in the procedures for communicating through verbal signs or language procedures. Politeness in language can be done by means of the speaker complying with the principles of politeness in language that apply in the community that uses that language. So, it is hoped that speech actors when speaking with their speech partners do not ignore the principles of politeness. This is to maintain good relations with the speaking partner.

### **Leech's Principles of Civility**

#### **a. Maxim of Wisdom or Wisdom**

The maxim of wisdom or wisdom in the principle of politeness is that speech participants should adhere to the principle of always reducing their own profits and maximizing the profits of other parties in speaking activities (Rahardi, 2005). This maxim requires reducing other people's losses and maximizing other people's profits. Chaer (2010: 57) adds that someone can avoid jealousy if they implement the maxims of wisdom. Favorable treatment of other parties is carried out to be considered polite and to protect the feelings of the interlocutor (Chaer, 2010).

#### **b. Maxim of Generosity**

This maxim hopes to reduce one's own benefits and maximize one's own sacrifices. The maxim of generosity is self-centered. A person who tries to add burdens to himself for the sake of others, then he fulfills the maxim of generosity.

#### **c. Maxim of Appreciation or Praise**

This maxim assumes that people who are polite in language are those who always try to give appreciation to other people. This maxim of respect requires maximizing respect for others and minimizing insults towards others.

#### **d. Maxim of Simplicity or Humility**

In this maxim of simplicity, it is better for speakers to minimize self-praise and maximize self-deprecation. This maxim means that the speaker can be humble so that the speaker does not show an arrogant impression towards his speech partner.

#### **e. Maxim of Consensus or Agreement**

The maxim of consensus measures a person's politeness if there is a match between the speaker and the speech partner. Then the maxim of consensus or maxim of agreement also demands that each participant in the speech must not directly refute speech that they consider unsuitable or not agreed upon. This takes into account factors such as age and social status so as not to show direct rejection when in a speech situation.

#### **f. Sympathy Maxim**

The maxim of sympathy is a maxim that marks a person as polite if he is able to maximize feelings of sympathy between himself and others and is able to minimize feelings of antipathy towards himself and others. From various speech events, if someone is able to express their condolences to another person who is experiencing a disaster, then that person is considered polite in their use of language.

### **Gender and Sex**

According to Fakhri, gender is a characteristic inherent in men and women which is constructed socially and culturally. For example, a woman is known to be gentle, beautiful, emotional, or motherly. Meanwhile, men are considered strong, rational, manly and powerful. According to Fakhri (2013: 8) gender is an interpretation or division of two biologically determined human sexes that are inherent in certain genders (Fakhri, 2013). Gender refers to the differences in the character of men and women based on socio-cultural construction related to the nature of their status, position and role in society as well as the

occurrence of gender differences that are socio-culturally constructed (Susiloningsih and Agus M. Najib, 2004).

According to Coates, sex refers to biological differences, while gender is a term that describes socially structured categories based on sex. This was also stated by Wardhaugh who defined gender as a social construction that involves all the differences in psychological, social and cultural aspects between men and women. Meanwhile, gender is a person's physical form that has been created biologically.

### Gender and Politeness

Various alternative definitions of politeness in speech have been put forward. Lakoff suggests that people who are polite aim to reduce friction in personal interactions. More recent formulations observe that the extent to which a person is at risk from threats will depend, in part, on the person's vulnerability. Thus, the use of politeness may reflect power relations between speakers. Gumperz stated that politeness does not merely reflect, but also helps produce social relations, stating that it is fundamental in producing social order and preparing conditions for human cooperation (Hijriyah, 2010).

### The Realization of Politeness in Language from Male Students to Male Teachers

#### *Maxim of Wisdom or Wisdom*

Deviation:

Teacher : Try Abisit to answer number 4.

Student 1: **(not answering)**

Teacher : Try another answer.

Student 2: **This is Sir, this is Sir. Mr Ridwan**

Context:

Abisit was silent and could not provide an answer when the teacher asked him to answer the questions that had been provided. When the teacher asked other students to answer, there were several students who shouted while pointing at their friends so that the teacher would give the question to their friend whose name he said.

Analysis:

Abisit's attitude of not responding to the teacher to provide answers violates the maxims of wisdom and discernment. Because as a student, Abisit should not not respond and not answer the teacher. This minimizes profits for the teacher and maximizes profits for himself. The second student's speech also violated the maxim of wisdom or discernment because he asked the teacher to let his friend answer the teacher's question. This is impolite because it gives the impression of ordering the teacher to appoint a friend to answer the question.

#### 1. Maxim of Generosity

Deviation:

Teacher : Rende, look under your table there is trash, pick it up and throw it in the trash.

Student : **Yes Sir (but didn't do it)**

Context:

The teacher ordered to pick up the trash that was scattered under the table.

Analysis:

Rende did not do what his teacher told him to do to pick up the trash under his desk. This violates the maxim of generosity. Because Rende did not

respond to what the teacher ordered, and Rendee should continue to carry out the teacher's orders so that the teacher also feels appreciated.

2. Maxim of Appreciation or Praise

Compliance:

Teacher : For those of you who can answer my question, **I give extra value!**

Siswa1 : **Thank you sir.**

Teacher : For students who have done their homework, I also give more marks than other marks.

Siswa2 : **Thank you very much sir.**

Context:

The male student thanked his teacher that he had received extra marks from his teacher. The male students also thanked the teacher because he had been given extra points, even though he did not answer the questions.

Analysis:

This is included in compliance with the maxim of appreciation or praise because the student maximizes respect for the teacher. So, the subtle choice of words to convey his respect by using the word "thank you" makes the teacher feel appreciated and has given additional value to the students. Male students are also included in compliance with the maxim of appreciation or praise because the student maximizes his respect for the teacher by expressing gratitude because he has been given extra value even if he does not answer questions in class.

3. Maxim of Simplicity or Humility

Compliance:

Teacher : true too, the others?

Siswa1 : Just Ghozali, sir, he's smart.

Teacher : Ghozali answered.

Siswa2 : **I'm not really smart sir.**

Context:

When the teacher asks students who can answer the question. One of the students points to his friend to answer. The student who was appointed said that he did not feel smart.

Analysis:

The speech of a student who says that in fact he is not smart, this speech is compliance with the maxim of simplicity or humility. Because students act modestly or humbly and this reduces praise for themselves.

4. Sympathy Maxim

Compliance:

Student : (noisy and not paying attention to the teacher)

Teacher : Please sit down, don't fight for seats!

Student : **(classroom atmosphere returns to calm)**

Context:

When the computer teacher invited you into the computer room. It was heard that the class became noisy because students were fighting for seats at the back. So, the teacher admonished all students to be quiet and the class atmosphere returned to calm.

Analysis:

The data includes compliance with the maxim of sympathy. Because all students are able to appreciate and give sympathy to the teacher. Students

maximize their sympathetic attitude by giving compliance to their teacher to calm down.

### Realization of Politeness in Language from Male Students to Female Teachers

#### *Maxim of Wisdom or Wisdom*

Compliance:

Teacher : So no one asked any more questions? Everyone understands?

Student : **If no one answers again, it means everyone understands, ma'am.**

Context:

When the teacher asked all the students, only one student answered.

Analysis:

The student's speech was an observance of the maxim of wisdom or wisdom, because of all the male students in the class, he was the only one who answered the teacher's question.

Deviation:

Teacher : I'll add the material, okay?

Student : **(no one answered)**

Context:

The teacher asked all the students, but no one responded to answer the teacher's question.

Analysis:

The attitude of all students violates the maxim of wisdom or wisdom because not a single student answers the teacher's question. The attitude of all students maximizes losses for the teacher because no one answers their questions, they should still respond if they don't want to add material and not just stay silent when asked.

#### 1. Maxim of Generosity

Deviation:

Teacher : Chinapart, give your reasons!

Adirut : **I'm the only one giving reasons.**

Teacher : Wait a minute Adirut!

Context:

When the teacher invited Chinapart to give his reasons, Adirut suddenly interrupted the conversation.

Analysis:

This speech contains a violation of the maxim of generosity, because Adirut is trying to maximize profits for himself by taking the opportunity to speak and interrupting the conversation.

#### 2. Maxim of Appreciation or Praise

Compliance:

Teacher : For that reason, I asked Wattana to read his work.

Student : **Thank you for the time you have given.** My first step was to note it down. Second, I reread it. Third, I work on the questions that I think are easy first, then the difficult ones.

Context:

Male students are asked to read their work by the teacher.

Analysis:

The male student's speech included compliance with the maxim of appreciation or praise. Because this speech maximizes respect for the person

you are saying. Selecting words using the word "thank you" makes the person you are saying feel appreciated or given praise.

3. Maxim of Simplicity and Humility

Compliance:

Teacher : Have students obeyed school regulations?

Surabuddin : **Many students do not obey school rules. Because I myself also don't comply. For example, being late for the ceremony, talking a lot during the ceremony.**

Context:

Surabuddin conveyed his argument regarding students who did not obey school regulations from their teacher's questions. He answered that many students did not obey school rules, including himself.

Analysis:

Surabuddin's speech is a speech that adheres to the maxim of simplicity or humility. Because Surabuddin minimized his praise for himself by saying that he often violated school rules.

4. Maxim of Consensus or Agreement

Compliance:

Teacher : Next week we have daily exams.

Student : **Ready mom.**

Context:

Students have agreed with the teacher that next week there will be daily exams.

Analysis:

This data is in compliance with the maxim of consensus or agreement because students and teachers are able to build an agreement. The utterance is marked with "ready ma'am". This shows that students have agreed with the statement given by the teacher.

5. Sympathy Maxim

Compliance:

Teacher : Please include books other than Indonesian language lessons!

Student : **(all students put in books scattered on the table other than Indonesian books).**

Context:

When teaching and learning activities begin, students are asked to enter books other than the current textbook.

Analysis:

The student's response is to comply with the maxim of sympathy. Because it is shown when students want to carry out what is ordered by the teacher. In this way, students can also maximize their sympathy by providing support to the teacher to carry out his orders.

### Female Students' Realization of Language Politeness towards Male Teachers

1. Maxim of Wisdom or Wisdom

Compliance:

Teacher : You do it (pointing to one of the female students).

Student : **I am sir,**I'll just work on the book, sir.

Context:

When the teacher appoints one of the female students to do the work. Then one of the female students offered to work on the book.

Analysis:

The student's attitude when offering to do work includes compliance with the maxims of wisdom or discernment. Because students try to maximize profits for the teacher by offering themselves to do their assignments when no one else is doing the assignments.

Deviation:

Teacher : I will negotiate with the computer teacher to use his room for a while.

Student : **hahahaha negotiate, sir**

Context:

When the teacher gave a statement, one of the students laughed at the teacher.

Analysis:

The student deviated from the maxim of wisdom or wisdom because the student's speech felt disrespectful to the teacher. This speech became impolite because the speech deliberately laughed at the teacher who was giving a statement.

## 2. Maxim of Generosity

Deviation:

Teacher : Why don't you write material?

Student : **(didn't answer and just looked down)**

Context:

Female students were silent when the teacher asked about writing material.

Analysis:

The student's attitude is a violation of the maxim of generosity. Because he did not provide answers to his teacher's questions. This attitude also does not respect the teacher, thereby minimizing profits for the teacher and maximizing profits for himself because he does not answer the teacher's questions.

## 3. Maxim of Appreciation or Praise

Compliance:

Teacher : Please pay attention carefully!

Student : **(all students face the teacher)**

Teacher : **Thanks for paying attention!**

Context:

When the teacher explains the material and brings media. Students are expected to pay attention to the teacher's demonstration.

Analysis:

This data represents compliance with the maxim of appreciation or praise. Because the students have paid attention to the teacher, and the teacher is grateful because the students are willing to follow orders to pay attention.

## Realization of Politeness in Language of Female Students to Female Teachers

### 1. Maxim of Wisdom or Wisdom

Compliance:

Blue : **Ma'am, I want to add an answer, can I?**

Teacher : Yes please!

Context:

Zila asked and asked the teacher for permission to add to her friend's answer.

Analysis:

This speech includes compliance with the maxim of wisdom or discernment because before giving an answer, he asks permission first if he wants to add to the answer. This shows that Zila is able to maximize profits for the teacher because she is able to respect the teacher and she does not immediately interrupt the conversation to add to her answer.

2. Maxim of Generosity

Deviation:

Student : **Mom, can my friend help me?**

Teacher : Yes, please!

Context:

Students ask their friends for help and tell the teacher.

Analysis:

This speech illustrates that there is a violation of the maxim of generosity. Because students want to get help from their friends and this benefits themselves. Because with the help of his friends, the task was completed quickly.

3. Maxim of Appreciation or Praise

Deviation:

Firhana: Ma'am, why didn't Firda come in?

Teacher : He is sick.

Firhana : **Oohhh...**

Context:

Firhana asked about Firda not coming to class.

Analysis:

Firhana's statement included a violation of the maxim of appreciation or praise because as a student she did not maximize respect for the teacher. This deviation is caused by providing a short response to the teacher's answer.

4. Maxim of Consensus or Agreement

Compliance:

Teacher : Have you brought the materials I told you about last week?

Student : **Yes ma'am.**

Context:

One of the female students answered the teacher's question about materials for making media.

Analysis:

The student has complied with the maximum agreement. Because the student has already answered the teacher's questions and complied with the agreement made last week to bring the materials used as learning media.

5. Sympathy Maxim

Compliance:

Teacher : Please turn to page 50 and do it!

Student : **Okay ma'am.**

Context:

The command given by the teacher is to open the book page and work on it.

Analysis:

Students obey the orders given by the teacher. This includes compliance with the maxim of sympathy because students are able to show sympathy towards the teacher by obeying the orders given by the teacher.

Based on the results of the research explained above, in the realization of the principles of language politeness among students towards teachers based on a gender perspective, it was found that there were compliance and deviations from the principles of language politeness in Indonesian language learning communication in classes X/1 and X/3 Muslim Santitham Foundation School.

From this data, it was found that there are factors that influence the distance between men and women. Because the school environment adheres to previous customs that men and women have different positions and cannot be equalized. This has embedded the idea that male students are polite towards male teachers as usual and more polite towards female teachers, because they feel reluctant towards female teachers whose activities are limited. Meanwhile, female students tend to be more polite towards female teachers because they have more activities with female teachers than with male teachers, where in the school environment there are boundaries between men and women.

### **Language Politeness**

Politeness is the result of the affixation of the word 'polite' in the KKBI which is said to be smooth and good (characteristics of language, behavior), then politeness is defined as being polite. Language politeness is part of the study of pragmatics, talking about language politeness is closely related to discussing pragmatics (Department of National Education, 2008). In connection with this definition, if it is related to linguistic matters, it can be concluded that politeness in language is something that shows that language users speak smoothly and well.

According to Zamzani, et al. That politeness is behavior that is expressed in a good or ethical way. The definition of politeness that can be accepted by common sense concerns correct behavior which shows that politeness is not limited to language, but also includes nonverbal and nonlinguistic behavior (Syahrul, 2008). Language politeness is reflected in the procedures for communicating through verbal signs or language procedures. Politeness in language can be done by means of the speaker complying with the principles of politeness in language that apply in the community that uses that language. So, it is hoped that speech actors when speaking with their speech partners do not ignore the principles of politeness. This is to maintain good relations with the speaking partner.

### **Leech's Principles of Civility**

#### **a. Maxim of Wisdom or Wisdom**

The maxim of wisdom or wisdom in the principles of politeness is that speech participants should adhere to the principle of always reducing their own profits and maximizing the profits of other parties in speaking activities (Rahardi, 2005). This maxim requires reducing other people's losses and maximizing other people's profits. Chaer (2010: 57) adds that someone can avoid jealousy if they implement the maxims of wisdom. Favorable treatment of other parties is carried out to be considered polite and to protect the feelings of the interlocutor (Chaer, 2010).

#### **b. Maxim of Generosity**

This maxim hopes to reduce one's own benefits and maximize one's own sacrifices. The maxim of generosity is self-centered. A person who tries to add burdens to himself for the sake of others, then he fulfills the maxim of generosity.

#### **c. Maxim of Appreciation or Praise**



This maxim assumes that people who are polite in language are those who always try to give appreciation to other people. This maxim of respect requires maximizing respect for others and minimizing insults towards others.

d. Maxim of Simplicity or Humility

In this maxim of simplicity, it is better for speakers to minimize self-praise and maximize self-deprecation. This maxim means that the speaker can be humble so that the speaker does not show an arrogant impression towards his speech partner.

e. Maxim of Consensus or Agreement

The maxim of consensus measures a person's politeness if there is a match between the speaker and the speech partner. Then the maxim of consensus or maxim of agreement also demands that each participant in the speech must not directly refute speech that they consider unsuitable or not agreed upon. This takes into account factors such as age and social status so as not to show direct rejection when in a speech situation.

f. Sympathy Maxim

The maxim of sympathy is a maxim that marks a person as polite if he is able to maximize feelings of sympathy between himself and others and is able to minimize feelings of antipathy towards himself and others. From various speech events, if someone is able to express their condolences to another person who is experiencing a disaster, then that person is considered polite in their use of language.

## **Gender and Sex**

According to Fakhri, gender is a characteristic inherent in men and women which is constructed socially and culturally. For example, a woman is known to be gentle, beautiful, emotional, or motherly. Meanwhile, men are considered strong, rational, manly and powerful. According to Fakhri (2013: 8) gender is an interpretation or division of two biologically determined human sexes that are inherent in certain genders (Fakhri, 2013). Gender refers to the differences in the character of men and women based on socio-cultural construction related to the nature of their status, position and role in society as well as the occurrence of gender differences that are socio-culturally constructed (Susiloningsih and Agus M. Najib, 2004).

According to Coates, sex refers to biological differences, while gender is a term that describes socially structured categories based on sex. This was also stated by Wardhaugh who defined gender as a social construction that involves all the differences in psychological, social and cultural aspects between men and women. Meanwhile, gender is a person's physical form that has been created biologically.

## **Gender and Politeness**

Various alternative definitions of politeness in speech have been put forward. Lakoff suggests that people who are polite aim to reduce friction in personal interactions. More recent formulations observe that the extent to which a person is at risk from threats will depend, in part, on the person's vulnerability. Thus, the use of politeness may reflect power relations between speakers. Gumperz stated that politeness does not merely reflect, but also helps produce social relations, stating that it is fundamental in producing social order and preparing conditions for human cooperation (Hijriyah, 2010).

## **CONCLUSION**

Based on the results of the research on the realization of the principle of politeness of students towards the teacher in the communication of Indonesian language learning in classes X/1 and X/3 Muslim Santitham Foundation School Thailand there is compliance and

deviation of the principle of language politeness based on gender. The gender factor also affects the compliance and deviation of politeness in the language of students to teachers. Speaking politeness male students more often comply with speaking politeness to female teachers compared to male teachers. Meanwhile, the language etiquette of female students is to comply with the etiquette of speaking to female teachers compared to male teachers.

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# THE PHENOMENON OF MORALITY AND CONFLICT OF CHARACTERS IN THE NOVEL GODLY SINNER WORKS OF ROYYAN JULIAN

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## ABSTRACT

*Literary works can be created from various elements, one of which is imagination expressed in language media. Literature not only provides beauty but is able to give birth to many works that are full of meaning. This happens because the author certainly cannot be separated from real life in social society. A novel literary work is a fictional prose story, and also has a certain length, and provides a real life story. Novels are also said to be a view of human life that is bound by the rules and values inherent in every sphere of society. Morality is a sign in society, an individual can be said to have good morals if all of that person's actions are in accordance with the moral rules that apply in society. Conflict is disagreement, disagreement in life. The aims of this research are (1) to describe the phenomenon of character morality in the novel which includes: the relationship between humans and God; praying to God, having faith, giving thanks, praying, blaming fate, and shirk. Man's relationship with himself; self-esteem that must be maintained, and express honesty, individualism, despair, and envy. Human relations with fellow humans; responsibility of parents to children, love of parents to children, advice from parents to children, advice between siblings, advice between friends, caring for others, mutual cooperation, lying, and anger. Human relationship with the universe; natural beauty (2) describes the phenomenon of character conflict in the novel which includes external conflict and internal conflict. External conflicts namely; arguing, bullying, bickering, and teasing. Internal conflicts namely; sadness, depression, confusion, and regret. To achieve the research objectives, the researcher used a qualitative approach. The data collection technique was carried out using reading and note-taking techniques. Checking the validity of the data used in this research was the adequacy of references, peer examination through discussion, and triangulation. Based on the results of the research carried out, it can be concluded that the data obtained was taken from the novel *The Righteous Sinner* Royyan Julian's work and is a direct quote from the novel, about morals and character conflicts. The morals and conflicts that can be realized in this research include (1) Describing the phenomenon of morality as reflected through the behavior and character of the characters in the novel *The Righteous Sinner* by Royyan Julian (2) Describes the phenomenon of character conflict in the novel *The Righteous Sinner* by Royyan Julian.*

## Keywords:

*Green Sukuk; Climate Change; Sharia Green Investment*

## INTRODUCTION

Literary works can be created from various elements, one of which is imagination expressed in language media. Literature not only provides beauty but is able to give birth to many works that are full of meaning. This happens because the author certainly cannot be

separated from real life in social society. Literature as a cultural product means that literature cannot be separated from its surrounding conditions. Literary creation is the result of an author's creativity, namely a combination of uniqueness, art and imagination which makes it beautiful (useful). Whatever form of literary work there must be a side from which benefits can be gained. Both in the form of the beauty of words, implied values, and phenomena.

Phenomenology is the study of the phenomenon of human behavior experienced in consciousness. A phenomenologist seeks someone's understanding in developing meanings and concepts that are intersubjective, (Shofa Syahidah, 2021). Phenomena is a study that is considered to be a trend about the discussion of everything that appears (provides an overview of the exploration of human social life experience that is observed. Phenomena is also described in literary works.

According to Husserl (in Shofa Syahidah, 2021), phenomenology is a combination of psychology and logic. According to him, phenomenology is a system of universal essence, because phenomenology differentiates every object in the imagination until it finds what is no longer distinguishable about it and builds psychological explanation and analysis, to explain and analyze types of subjective mental activity, experience and action.

The aim of phenomenology is exactly the opposite of abstraction: it returns to concrete things, solid foundations, as implied in the slogan 'Back to the things themselves!'. Phenomenology is not a form of empiricism, concerned with the random and incomplete experiences of particular individuals; nor is it a kind of 'psychologism', interested only in the observable mental processes of the individual. Phenomenology claims to reveal the structure of consciousness itself, and in the same act reveals the phenomenon itself clearly, Terry Eagleton (in Shofa Syahidah, 2021).

The phenomenon of literary works has similarities with human phenomena. The complexity of literary works parallels the complexity of human life. This is because literary works basically originate from, talk about, and are for human life. The phenomenon of life as the surrounding ecology plays an important role in the creation of literary works as a source, medium, atmosphere and target of literary works.

Literary works are basically 'notes'. However, what can be recorded can be any event; maybe events that have occurred, have not occurred, or will occur. It is also possible that the actual events only exist in thoughts and imagination. That is why some people think that literary works are inventions, recordings or predictions about life. Thus, the events expressed by writers can be events that they themselves have experienced, other people have experienced, or even ones that no one has actually experienced at all. In this case, the experience expressed by a writer can be direct experience or indirect experience. What is meant by the experience/event itself may be true as an experience that has happened, is happening, or is even imagined to happen (Tabrani, 2018).

The events expressed in literary works are not just historical events, but rather the essence of the events themselves. Basically, writers convey these events not for themselves, but for other people, so the essence of retelling experiences is whether it is meaningful for other people and beneficial for humans and humanity or not. So, the events recorded by writers are not only meaningful for themselves, but also meaningful for other people. In this way, what the writer expresses is the meaning of an event; what was behind the incident (Tabrani, 2018).

Novels have various characteristics which depend on the characters, present more than one impression, present more than one influence, present more than one sentiment. Novels basically provide a disclosure and fragment/play of human life (over a long period of

time) where conflict occurs and ultimately leads to a change in the way of life between the characters. This problem has shifted from a social problem to a moral problem.

In general, morality refers to the generally accepted understanding (doctrine) of good and bad about actions, attitudes, obligations, etc.; morals, manners, morals. The term "morality", like high morals, means having good and bad judgment, and being fully aware of it. However, in some cases, the meaning of good and bad is relative. This means that what is considered good by one person or an entire country may not be the same for another person or country. A person's views about morals, values and certain tendencies are usually influenced by their outlook on life, *way of life*, his nation (Nurgiyantoro, 2015:429).

Morality is a human-related term that refers to positive human behavior. Humans who are immoral are called amoral, namely people who do not have positive morals in the eyes of other humans. So morality is something that absolutely exists within humans. Explicit morality is a process of personal socialization. Therefore, the character's morality has distinctive characteristics, namely; the character's behavior, views and circumstances regarding good and bad (what is permissible and what is not permissible), what is appropriate and what is taboo, which is described or voiced by the character as well as the conflict which is responded to critically by him.

Conflict refers to the meaning of something unpleasant that happens or is experienced by the characters in the story, if these characters had the freedom to choose, they (they) would not choose that event happen to them, Meredith & Fitzgerald (in Nurgiyantoro, 2015: 179). The existence of conflict in literary works is exactly the same as the existence of conflict in the reality of an individual's personal life.

When the author realizes the need to express morality and conflict in fictional prose, he realizes the necessity to express the phenomenon of morality and conflict (life problems). The author's disclosures help instill a moral image in readers to behave in good ways as they believe, realize, do and understand in their ethical awareness. With the existence of the phenomenon of morality and character conflict in a literary work, it is hoped that it can provide examples of positive values for readers, so that readers are sensitive to problems related to social life and are able to behave well.

Royyan Julian is a young writer and lecturer in Indonesian Language and Literature Education at the University of Madura (Unira). In 2016 he was named writer laureate *Emerging Ubud Writers and Readers Festival*. In 2019 he received a literature award from the Governor of East Java. In 2021 he won the Arts Council Poetry Manuscript Competition. Advantages of novels *The Righteous Sinner* The author writes the story clearly, because each part of the story is related to one part and another, thus arousing the reader's curiosity.

Royyan Julian explains the phenomenon of the Madurese majority. We as viewers/readers don't need to come and research one by one the character of Madurese people. If we only observe one of the literary works born from Madura, we will know what Madura really is. What is Madura's character like on the surface? And what is the character of Madurese people in their hearts?

Researchers are interested in choosing novels *The Righteous Sinner* Royyan Julian's work as the object of this research has several reasons, namely; first, because the literary work presents the phenomenon of morality and character conflict, discussing it various kinds of taboo things At the same time it shakes this faith as it invites us to peek into an exciting/fantasy story about taboos and ambiguity in human behavior. Tells the story about a young man named Mubarak. The son of a kiai and Islamic boarding school owner has another side that seems to be hidden from him, and chooses to study in Pamelang to control himself (a pedophile). Second, there has been no scientific literary research that examines

issues of morality and character conflict using novels *The Righteous Sinner* Royyan Julian's work as the object of his study.

The first research relevant to this research was conducted by Muhamad Doni Sanjaya, et al (2022) entitled "Morality in Novels *About you* Tere Liye's work." This research discusses the moral values contained in the novel *About you* Tere Liye's work and uses qualitative descriptive methods.

Second, research conducted by Santi Wachyuning Lestari (2020) entitled "Analysis of Moral Values in Novels *The champion* Al Kadrl Johan's Work: A Sociological Review of Literature". This research discusses the moral values contained in the novel *The champion* Al Kadrl's work and uses qualitative descriptive methods.

Third, research conducted by Utin Amanda Chandrika Falah, et al (2022) entitled "Conflict Analysis of Main Characters in Novels *Revered Back* Ingrid Sonya's work." This research discusses internal conflict and external conflict in the novel *Revered Back* Ingrid Sonya's work and uses qualitative descriptive methods.

Fourth, research conducted by Tiyas Sukma Melati (2019) entitled "Analysis of Character Conflict in Novels *Missing Work* Tere Liye Based on a Literary Psychology Approach". This research discusses internal conflict and external conflict in the novel *Missing Work* Tere Liye and uses qualitative descriptive methods.

There are probably quite a lot of studies on Morality and Conflict that have done this, all of these studies discuss how character morality and conflict occur in various objects or character activities. This study complements these studies by taking objects that have never been studied before, with the difference being that the research carried out by researchers lies in the objects and data sources used in the research. The research conducted by the researcher used the object "Morality Phenomenon and Character Conflict in Novels *The Righteous Sinner* by Royyan Julian", while previous researchers used the object Morality in the Novel *About you* Karya Tere Liye dan Novel *The champion* Al Kadrl Johan's work, and analysis of the main character's conflict in the novel *Revered Back* works by Ingrid Sonya and Novels *Missing Work* Tere Liye. In this research, the researcher discusses the character of Madurese community figures in their daily lives as the object of their research, while the two previous authors discussed the character of the main character as the object of their research. The similarity between analyzing novels is that they both analyze the morals and conflicts in the novel. Apart from that, the data sources used by researchers are also different from previous authors. Researchers use novels *The Righteous Sinner* by Royyan Julian, while previous researchers used novels *About you* work Tere Liye, novel *The champion* Al Kadrl Johan's work, novel *Revered Back* Works by Ingrid Sonya, and novels *Missing Work* For you.

## METHOD

This research uses research that uses a descriptive qualitative approach. A qualitative approach was taken to analyze descriptive data in the form of sentence descriptions in the novel *The Righteous Sinner*. The form of description in this research is in the form of words or sentences from reading the novel, which are used to describe in detail the morality and conflict of the characters in the novel. *The Righteous Sinner* by Royyan Julian.

The presence of researchers in this research acts as a reader, observer, data collector and analyzer. The advantage of the presence of a researcher is that as a key instrument or main instrument, the researcher can collect information and provide decisions related to the research so that they can be taken quickly and directedly. The main key in expressing meaning and at the same time as a data collection tool is the responsibility of the researcher. The data that has been collected is then analyzed by paying attention to research procedures.

Data collection techniques namely. Literature study, primary data sources, data collection steps, and reading the novel to be researched. The data source is a novel *The Righteous Sinner* the work of Royyan Julian published by Cantrik Pustaka, first printed edition in 2021, and the book is 128 pages thick.

## RESULT AND DISCUSSION

The results of the analysis are presented sequentially, namely; (1) the phenomenon of character morality which includes; morality in the relationship between humans and God, morality in the relationship between humans and themselves, morality in the relationship between humans and fellow humans, and morality in the relationship between humans and the universe. (2) conflict phenomena figures which include; external conflict, internal conflict.

### Morality

#### 1. Morality in Man's Relationship with God *Pray to God (Positive)*

The relationship between humans and God is a very special relationship. Humans as creatures created by Him cannot be separated from the Creator. In conscience, humans' relationship with God always has a greater share compared to other creatures. Practically all human needs will always be directed to the Creator.

1) Mubarak wanted to help, but refused. He is confident that no one will deny his request for help. He was just curious, how long he was unconscious. And he couldn't guess what time it was that night. From a distance, he caught the echoes of Asygil's prayers in a chorus of tired mothers:

*Wa asygil al-zalimin bi al-zalimin*

*My brother is very salimin.*

Mubarak groaned, then whispered in a broken voice, "And keep the wrongdoers busy with other wrongdoers." His lips trembled. Salty bitterness had seeped from his swollen lips, coating his numb tongue. He was worried that his teeth would fall out of his sore gums, because they felt loose. "Save us from their evil." (PYS/H.10-11).

In the data presentation (1) there is a Morality Phenomenon, a sub-value of human relationship with God with indicators of praying to God carried out by the character Mubarak. In quotes "*Wa asygil al-zalimin bi al-zalimin. My brother is very salimin*(And keep the wrongdoers busy with other wrongdoers)." The phenomenon of praying to God carried out by the character Mubarak, he regretted having done an act that should not be done/repeated again, people who had hit his shell and body repeatedly from all directions made him unconscious. He prayed and groaned asking God for help to be saved from their evil. Due to the fact, the phenomenon that occurs in society now is that sometimes people pray or ask for help from Almighty God when they need it, who should pray to Him at all times. Apart from that, to provide lessons related to the phenomenon of morality, the sub-value of human relations with God, with the indicator of praying to God to Mubarak, that remembering Allah SWT is not only when you need it, but at all times.

Based on the data evidence above, it can be concluded that there is a phenomenon of morality in human relations with God with the indicator of praying to God "*Wa asygil al-zalimin bi al-zalimin. My brother is very salimin*(And keep the wrongdoers busy with other wrongdoers)." Asking God for help by praying has shown that he is devoted to the laws that God has given him with the aim of protecting himself from people who want to hit him, even though he cannot fight them. In line with Mangunwijaya's opinion in (Nurgiyantoro, 2015) that religion is more directed towards worshipping the Almighty Creator with his laws.

### ***Blaming Fate (Negative)***

Destiny is the decree of Allah SWT. Sometimes we find it difficult to accept the fate that happens to us, especially if that fate is in the form of difficulties or failure. Something we hope or desire is not necessarily good for ourselves, that's when we often forget the existence of the Creator. Of course, the Creator knows better what is best for His creation. We, as His creation, Allah SWT has promised not to burden anyone except according to their ability "*Laa yukalifullahu nafsan illa wus'aha*". The following is a quote that shows the relationship between humans and God, especially blaming fate.

1) "Mubarak was not able to control his feelings, not his will, not under his control. The feeling came suddenly without being invited. He had been desperately denying his feelings for a long time. But that feeling never went away. If anyone condemned his actions, he would love to tell them that fate was the one to blame. And dismissing iradat (will) is the same as questioning its creator." (PYS.H.12).

In the data presentation (1) there is a Morality Phenomenon, a sub-value of human relationship with God with indicators of blaming fate carried out by the character Mubarak. In quotes "*Mubarak was not able to control his feelings, not his will, not under his control. The feeling came suddenly without being invited. He had been desperately denying his feelings for a long time. But that feeling never went away. If anyone condemned his actions, he would love to tell them that fate was the one to blame. And dismissing iradat (will) is the same as questioning its creator.*" The phenomenon of blaming Mubarak's fate that happened to him, he blamed fate because he had been desperately denying his feelings so as not to have pedophilic traits. But in reality, that feeling always arises in him. He was aware of Zainal's words that his feelings were nothing to regret, even though his friend's explanation referred to Rosiana, Mubarak interpreted it for himself that it was okay if he loved children. Mubarak thought whether partners should be adults too, this is the first time someone (Mubarak) has accepted his oddness as something that is okay.

Based on the data evidence above, it can be concluded that there is a phenomenon of morality in the relationship between humans and God with indicators of blaming fate "*Mubarak was not able to control his feelings, not his will, not under his control. The feeling came suddenly without being invited. He had been desperately denying his feelings for a long time. But that feeling never went away. If anyone condemned his actions, he would love to tell them that fate was the one to blame. And dismissing iradat (will) is the same as questioning its creator.*" Mubarak's treatment that befell him, he blames fate for the fact that from the beginning he desperately denied his feelings so as not to have pedophilic traits. But in reality, that feeling always arises in him.

### **2. Morality in Man's Relationship with Himself *Self-Esteem that Must Be Maintained (Positive)***

Self-esteem is an individual's overall view of himself. Self-esteem is formed due to various factors experienced by humans, and provides insight into how to respect, appreciate and like oneself. Positive relationships with the immediate environment can form better self-esteem. The self-esteem that must be maintained can be seen in the following quote.

1) Now Pandak understood why Sheikh Kidam sent him to teach the Lembana people to farm. He remembered his father's sermon that feeding the hungry was more noble than building a thousand mosques, praying at night and fasting all year round. Agriculture will end the famine in the village. (PYS/P.48)



In the data presentation (1) there is a Morality Phenomenon, a sub-value of human relations with oneself with indicators of self-esteem that must be maintained by the Pandak character. In quotes *"Sheykh Kidam sent him to teach the Lembana people to farm. He remembered his father's sermon that feeding the hungry is more noble than building a thousand mosques, praying at night, and fasting throughout the year. Agriculture will end the famine in the village."* The phenomenon of self-respect that must be maintained by the character Pandak is reminded of Sheikh Kidam's words that for the sake of his self-respect, Pandak remembers and understands what his father meant, teaching Lembana residents to farm will end the famine. Whatever his father orders, Pandak must obey. The phenomenon that occurs is impossible if a father does not have love and compassion for his child, therefore Sheikh Kidam wants Pandak to teach Lembana people to farm.

Based on the data evidence above, it can be concluded that there is a phenomenon of morality in human relations with themselves with indicators of self-esteem problems that must be maintained *"Sheykh Kidam sent him to teach the Lembana people to farm. He remembered his father's sermon that feeding the hungry is more noble than building a thousand mosques, praying at night, and fasting throughout the year. Agriculture will end the famine in the village"*. Pandak's character obeyed what his father ordered, and gave himself proof that he did not want the people of Lembana to starve to death. In line with the opinion of (Nurgiyantoro, 2015), human problems with themselves are of various types and levels of intensity, which cannot be separated from the relationship between problems within themselves.

### **Hopeless (Negative)**

Despair is a mental condition in which one feels and assumes that what one wants will not be achieved, which will cause a feeling of hopelessness and indifference towards oneself and others. Despair in the novel can be seen in the following data excerpt.

1) "Mubarak started sobbing. He was about to burst into tears. He didn't try to suppress it. The lumpy emotions made the sobs become more intense. He would hate it if someone reprimanded him for disturbing the peace of the night. He wants someone's sympathy to grow when they see his miserable condition. He wants to be pitied. He is drowning in an attention crisis." (PYS/H.17).

In the data presentation (1) there is a Morality Phenomenon, a sub-value of human relations with oneself with indicators of despair carried out by the character Mubarak. In quotes *"Mubarak started sobbing. He was about to burst into tears. He didn't try to suppress it. The lumpy emotions made the sobs become more intense. He would hate it if someone reprimanded him for disturbing the peace of the night. He wants someone's sympathy to grow when they see his miserable condition. He wants to be pitied. He is drowning in an attention crisis."* The phenomenon that occurred with Mubarak's condition is worrying. He cried because his condition needed attention. He remembered the face of his fiancée Suhairiyah, he hoped that the girl would curse him with the most painful words, he wanted to be destroyed by the girl's torrent of swearing. Suhairiyah has the right to do so and has the right to receive it. However, Suhairiyah was a steadfast person who would never do it, because the girl's heart was filled with strong love for Mubarak. Suhairiyah's affection for Mubarak actually became very problematic.

Based on the data evidence above, it can be concluded that there is a phenomenon of morality in human relationships with themselves with indicators of despair *"Mubarak started sobbing. He was about to burst into tears. He didn't try to suppress it. The lumpy emotions made the sobs become more intense. He would hate it if someone reprimanded him*

for disturbing the peace of the night. He wants someone's sympathy to grow when they see his miserable condition. He wants to be pitied. He is drowning in an attention crisis. "Mubarak's condition is worrying. He cried because his condition needed attention. He remembered the face of his fiancée Suhairiyah, he hoped that the girl would curse him with the most painful words, he wanted to be destroyed by the girl's torrent of swearing. Suhairiyah has the right to do so and has the right to receive it.

### 3. **Morality in Human Relations with fellow Humans** *Parents' Responsibilities to Children (Positive)*

Responsibility is human self-awareness of their intentional and unintentional behavior and actions. Responsibility arises because someone is in society with others. Humans must create balance, follow the rules of the surrounding environment and not do as they please. Parents' responsibilities to their children are mandatory. The responsibility of parents to children in the novel can be seen in the following data excerpt.

- 1) Kiai Sattar had planned for Mubarak to study religion in Yemen after school. He hopes that his only child will continue his work. But Mubarak had a different vision (PYS/H.25)

In the data presentation (1) there is a Morality Phenomenon, a sub-value of human relations with other humans with indicators of parental responsibility towards children carried out by the figure Kiai Sattar. In quotes "*Kiai Sattar had planned for Mubarak to study religion in Yemen after school. He hopes that his only child will continue his work. But Mubarak had a different vision.*". The phenomenon of parental responsibility towards children carried out by the figure Kiai Sattar wanted and made Mubarak continue his work (desire) to study religion in Yemen after school. However, Mubarak preferred to continue his studies in Pamelangan. The phenomenon that describes Kiai Sattar's character is that he wants to be responsible as a parent and wants Mubarak to go to college which he considers comfortable for Mubarak. Although Mubarak has his own wishes in choosing where he wants to study.

Based on the data evidence above, it can be concluded that there is a phenomenon of morality in human relations with fellow humans with indicators of parental responsibility towards children "*Kiai Sattar had planned for Mubarak to study religion in Yemen after school. He hopes that his only child will continue his work. But Mubarak had a different vision.*" The figure Kiai Sattar was happy to put Mubarak's future interests first. He wants to give his only child freedom in choosing a place to study and their future.

### **Lie (Negative)**

Lying is stating something that is untrue, dishonest, fraudulent, with the aim of making someone believe the lie, to protect themselves and avoid other people's statements. Lying is a way to solve problems instantly. Lying can be seen in the following quote.

- 1) "In the dense sky, the pictures of the people he loved appeared one after the other. The dark room was brightened by Suhairiyah's smile that bloomed on her sweet lips. Mubarak feels like he is staring at the girl he loves. How is his fiancée? Is he still patiently waiting for him for so long? The man is often haunted by his sins when he remembers that he proposed to a virgin in his hometown, a flower that continues to survive so as not to wither, while he is engrossed in sailing on his bachelor ship, never looking at his future, never going aside, and not knowing a way of anchoring his non-stop life. Giver of false hope." (PYS/H. 16).

In the data presentation (1), there is a Morality Phenomenon, a sub-value of human relations with fellow humans, with indicators of lying committed by the figure Mubarak. In

quotes "In the dense sky, the pictures of the people he loved appeared one after the other. The dark room was brightened by Suhairiyah's smile that bloomed on her sweet lips. Mubarak feels like he is staring at the girl he loves. How is his fiancée? Is he still patiently waiting for him for so long? The man is often haunted by his sins when he remembers that he proposed to a virgin in his hometown, a flower that continues to survive so as not to wither, while he is engrossed in sailing on his bachelor ship, never looking at his future, never going aside, and not knowing a way of anchoring his non-stop life. Giver of false hope." The phenomenon of lying occurred to the character Mubarak who had violated the agreement and he also lied and gave false hope to Suhairiyah as his fiancée. Often he was haunted by his sins when he remembered that he had proposed to a virgin in his hometown and promised that he would marry her. But who knows how long he will marry Suhairiyah, what he did in Pamelangan was to date a Christian woman named Rosiana. Mubarak was too comfortable sailing on his bachelor ship, he forgot what his future goals were.

Based on the data evidence above, it can be concluded that there is a phenomenon of morality in human relations with fellow humans with indicators of lying "In the dense sky, the pictures of the people he loved appeared one after the other. The dark room was brightened by Suhairiyah's smile that bloomed on her sweet lips. Mubarak feels like he is staring at the girl he loves. How is his fiancée? Is he still patiently waiting for him for so long? The man is often haunted by his sins when he remembers that he proposed to a virgin in his hometown, a flower that continues to survive so as not to wither, while he is engrossed in sailing on his bachelor ship, never looking at his future, never going aside, and not knowing a way of anchoring his non-stop life. Giver of false hope." Mubarak had violated the agreement and he also lied and gave false hope to Suhairiyah as his fiancée. Often he was haunted by his sins when he remembered that he had proposed to a virgin in his hometown and promised that he would marry her. But who knows how long he will marry Suhairiyah, what he did in Pamelangan was to date a Christian woman named Rosiana.

#### **4. Morality in Human Relations with the Universe**

##### *Nature Needs Humans to Take Good Care of It (Positive)*

Nature needs human intervention to be cared for properly. It's not just humans who want attention but also nature. We as humans must protect nature, so that we can survive. Nature needs humans to take good care of it, which can be seen in the following quote.

1) "Agriculture, my son," said Sheikh Kidam once, "is an ancestral heritage that must not be abandoned. Agriculture has many advantages, the most important among human works. Sweating, you will seek your food until you return to the ground, for from there you were taken, for to dust you will return to dust." (PYS/P.47).

In the data presentation (1), there is a Morality Phenomenon, a sub-value of human relations with the universe with indicators that nature requires human intervention to be cared for properly, which is carried out by the character Sheikh Kidam. In quotes "Agriculture, my son," said Sheikh Kidam once, "is an ancestral heritage that must not be abandoned. Agriculture has many advantages, the most important among human works. Sweating, you will seek your food until you return to the ground, for from there you were taken, for to dust you will return to dust." Natural phenomena require human intervention to be cared for properly, which is done by the character Sheikh Kidam explaining to Pandak that agriculture is a legacy of ancestors or customs that must be maintained, because true customs are traditions based on a philosophy of life that draws on wisdom, experience and teachings. From nature, agriculture provides many benefits to humans. As His creation we must protect and use it well. This phenomenon of protecting nature is the duty of humans

on earth. If nature is damaged, animals lose their natural habitat, especially animals that live in forests.

Based on the data evidence above, it can be concluded that there is a morality in human relations with the universe with natural indicators requiring human intervention to be maintained properly. "Agriculture, my son," said Sheikh Kidam once, "is an ancestral heritage that must not be abandoned. Agriculture has many advantages, the most important among human works. Sweating, you will seek your food until you return to the ground, for from there you were taken, for to dust you will return to dust." Sheikh Kidam explained to Pandak that agriculture is a legacy of ancestors or customs that must be maintained.

## External Conflict

### 1. Debate

Debating is exchanging ideas about something by giving each other reasons to defend their respective opinions. The debate can be seen in the following quote.

- 1) "What does he want?"  
"Like you." (PYS/P.65)

In the data presentation (1) there is a Conflict Phenomenon sub-value of external conflict with indicators of arguing carried out by the figures Mubarak and Zainal. In quotes "What does he want?" "Like you." The debating phenomenon carried out by Mubarak asked his friend what the criteria for a guy Rosiana liked were. With a blushing face, Mubarak listened to Zainal's explanation that Rosiana liked men who were broad-minded, critical, open-minded and cosmopolitan. This debate phenomenon meant that Mubarak was provoked by Zainal's words and discussed Mubarak's criteria. Zainal knew that his friend couldn't argue with him and was embarrassed by the words he said.

Based on the data evidence above, it can be concluded that there is an external conflict phenomenon with arguing indicators "What does he want?" "Like you." Mubarak asked his friend what the criteria for a guy Rosiana liked were. With a blushing face, Mubarak listened to Zainal's explanation that Rosiana liked men who were broad-minded, critical, open-minded and cosmopolitan. Mubarak has these criteria. in line with the opinion of (Nurgiyantoro, 2015) if external conflict occurs between the character and something outside himself or his environment.

## Internal Conflict

### 1. Sadness

Sadness is an emotion characterized by feelings of disadvantage, loss, and helplessness (lack of enthusiasm) that everyone experiences. Sadness can be seen in the following quote.

- 1) "I don't know since when you kept these things. Did someone give it to you? Or buy it? I'm sad that you waste it on insignificant things." (PYS/P.77)

In the data presentation (1) there is a Conflict Phenomenon sub-value of external conflict with an indicator of sadness carried out by the character Rosiana. In Quotes "I don't know since when you kept these things. Did someone give it to you? Or buy it? I'm sad that you waste it on insignificant things." The phenomenon of sadness carried out by Rosiana, she is a woman who is open in thinking, even about things that are considered deviant and taboo. However, he was sad to see his girlfriend owning and keeping things like giant dolls, barneys, and so on. According to Rosiana, Mubarak only spent money on things that were less

significant. However, for Mubarak, having all these objects is very meaningful for his survival and for his mental well-being.

Based on the data evidence above, it can be concluded that there is an external conflict phenomenon with indicators of sadness "I don't know since when you kept these things. Did someone give it to you? Or buy it? I'm sad that you waste it on insignificant things." Even though Rosiana is an open person, even about things that are considered deviant and taboo, it saddens her to see her lover owning and keeping items such as giant dolls, barneys, and so on. According to Rosiana, Mubarak only spent money on things that were less significant. In line with the opinion of (Nurgiyantoro, 2015) that internal conflict is a human's internal problems, namely conflicts that occur in his heart and mind.

## CONCLUSION

Literary works can be created from various elements, one of which is imagination expressed in language media. Literature not only provides beauty but is able to give birth to many works that are full of meaning.

The phenomenon of literary works has similarities with human phenomena. The complexity of literary works parallels the complexity of human life. This is because literary works basically originate from, talk about, and are for human life. The phenomenon of life as the surrounding ecology plays an important role in the creation of literary works as a source, medium, atmosphere and target of literary works.

When the author realizes the need to express the phenomenon of morality and conflict in fictional prose, he realizes the necessity to express the phenomenon of morality and conflict (problems of life). The author's disclosures help instill a moral image in readers to behave in good ways as they believe, realize, do and understand in their ethical awareness. With the existence of the phenomenon of morality and character conflict in a literary work, it is hoped that it can provide examples of positive values for readers, so that readers are sensitive to problems (conflicts) related to social life and are able to behave well.

Novel *The Righteous Sinner* Royyan Julian's work as a whole tells about stories with a background in Madura and Pamelang. the literary work presents the phenomenon of morality and character conflict, talking about itvarious kinds of taboo thingsAt the same time it shakes this faith as it invites us to peek into an exciting/fantasy story about taboos and ambiguity in human behavior. Tells the story about a young man named Mubarak. The son of a kiai and Islamic boarding school owner has another side that seems to be hidden from him, and chooses to study in Pamelang to control himself (a pedophile).

This research provides an overview to every reader that in the novel *The Righteous Sinner* we can learn from the attitude of the characters in living life in a state of deprivation, even though the characters remain steadfast, don't give up easily, work hard, and always strive for Almighty God to give them ease in living life and there is no word of giving up from them because they feel This is the way of life given by God Almighty. 1) the phenomenon of morality based on the behavior of the characters in the novel *The Righteous Sinner* Royyan Julian's work covering the relationship between humans and God; praying to God, having faith, giving thanks, praying, blaming fate, and shirk. Man's relationship with himself; self-esteem that must be maintained, and express honesty, individualism, despair, and envy. Human relations with fellow humans; responsibility of parents to children, love of parents to children, advice from parents to children, advice between siblings, advice between friends, caring for others, mutual cooperation, lying, and anger. Human relationship with the universe; natural beauty 2) conflict phenomena based on the behavior of the characters in the novel *The Righteous Sinner* Royyan Julian's work which includes external conflict and

internal conflict. external conflict namely; arguing, bullying, bickering, and teasing. Meanwhile, internal conflicts are; sadness, depression, confusion, and regret.

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# THE RELATIONSHIP OF TECHNOLOGICAL DEVELOPMENTS AND INCOME ON LABOR PARTICIPATION AND ITS IMPACT IN THE GIG ECONOMY IN INDONESIA

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## ABSTRACT

*Technological advances that have been achieved today really provide convenience and comfort for human life. This convenience is one of the popular keys to provide opportunities to improve the economy and people's welfare through the gig economy. This study aims to analyze the relationship between technological development and income on labor participation in the gig economy. The methodology used is descriptive quantitative by describing the formulation of the problem which is then followed by a regression of the model using the ordinary least squares (OLS) method. In this test, it was found that the development of technology infrastructure can increase labor participation in the gig economy, while increasing income can have a negative impact on this participation.*

## Keywords:

*Gig Economy; Technological Development; Income; Digitalization; Labor Market*

## INTRODUCTION

According to Kalleberg and Dunn (2016), the gig economy is a media to promote entrepreneurship and innovation without limits with a form of service that is flexible, autonomous, and can provide life balance and opportunities for individuals to generate income through services and also expertise that they have to fulfill the purpose of customer demand. In addition, some jobs in the gig economy are short-term and there are also workers who use the gig economy to highlight their talents. Companies that connect employees with jobs through websites and phone applications are a new development (Hogan et al., 2016).

According to research from Edison Research (2018), the gig economy is a labor market that has evolved from the traditional work style that is full-time tied to office hours. The gig economy is driven by technological advancements that highlight a person's ability to use computers, smartphones, various applications, and online payments to meet customer demands. Among the factors that attract the interest of young people in particular to dabble in the gig economy is that it is flexible in terms of working hours. A study from Ai Group (2016) found that a job model characterized by entrepreneurship and business that is flexible in terms of working hours is increasingly in high demand, especially among young people.



### **Advantages of gig economy**

The Gig Economy offers workers a novel employment arrangement that diverges from traditional full-time employment models. Gig workers, often referred to as independent contractors or freelancers, engage in temporary, project-based work, allowing them greater control over their schedules and working arrangements. According to research conducted by Priyanka & Nasution (2020), the flexibility has been widely touted as a significant advantage of the Gig Economy, offering workers the freedom to choose when, where, and how much they work. By enabling individuals to tailor their work hours to accommodate personal commitments, such as family responsibilities or further education, the Gig Economy provides a level of autonomy and work-life balance that is highly valued by many (Bulian, 2020).

Another advantage associated with the Gig Economy is the entrepreneurial opportunities it presents to workers. Gig workers often have the autonomy to select projects that align with their skills and interests, enabling them to showcase their talents and build their own personal brands (Priyanka & Nasution, 2020). From Priyanka & Nasution's article (2020), citing McKinsey's research, independent workers in the gig economy sector have higher levels of job satisfaction and freedom for creativity than traditional full-time workers. This entrepreneurial aspect of gig work can foster creativity, innovation, and self-motivation, as individuals take charge of their careers and actively pursue multiple income streams. Moreover, the Gig Economy provides a global marketplace for services, facilitating the expansion of entrepreneurial ventures and the potential for scalability (Gussek and Wiesche, 2022).

Additionally, the Gig Economy has been linked to job creation and economic growth. By breaking down geographical barriers and connecting workers with job opportunities on a global scale, the Gig Economy expands the labor market and creates employment opportunities for individuals who may have struggled to find traditional employment. According to Carlos et al. (2021), the benefits are not just for the workers but also contribute to overall economic growth by leveraging previously untapped talents and resources. Furthermore, gig work has been associated with increased productivity, as workers are motivated by the direct correlation between their efforts and the outcomes they achieve.

According to a survey conducted by McKinsey in the Priyanka & Nasution article (2020), in several countries (United States, United Kingdom and several European Union countries), independent workers in the gig economy sector have a fairly high level of satisfaction with their lives as gig economy workers. Workers in this sector who make the gig economy their main source of livelihood are reported to have a higher level of satisfaction than workers who do the gig economy on a casual basis or workers who are forced into this sector. This level of employee satisfaction can indicate the potential of the gig economy sector as a potential alternative sector in an effort to improve the quality of life of an individual.

Technological advancements and digital connectivity have played a pivotal role in enabling and expanding the Gig Economy. Online platforms and mobile applications have simplified the process of connecting gig workers with potential clients or customers, streamlining the gig work experience. These technological tools have reduced transaction costs, increased accessibility for both workers and employers, and facilitated remote work arrangements (Bulian, 2020).

### **Disadvantages of gig economy**

The advancement of technology is one of the keys of the gig economy to be popular and gives the opportunity to increase the economy, along with social welfare among people. But,

the advancement also brings other effects, as most of the time, the market-driven economy possibly allows exploitation from the companies to the workers to get the profit as much as possible, instead of increasing welfare and social economic equity. Based on this problem, Renny et al. (2020) argues that as a result of globalization and digitalization, the gig economy developed and advanced then allows to informalize of the traditional works through the platform economy in the gig economy system, but also comes along with the downside of the exploitation that causes the work quality decreasing, and conclude that the platform economy in this gig economy system threatens the quality of work and the job market.

De Stevano (2015) also discusses how the gig economy about the impact of the gig economy to the workers as a whole, and talks about the gig-economy phenomena, and argues that it was not a separate silo of the economy, and even with the differences in many things from regular work, like the flexible working hour and non-standard employment forms, he argues and advocates for full recognition of gig-economy activities as a real work too, but he also talks about how the gig economy grows high in recent years, but most of the time the impact of the gig economy to the labor rights was overlooked.

Similar to that, Balwant (2020) explores the prospects and challenges of gig work in India, after observing the changes of the nature of work from the developments in technology and industry 4.0 technologies; how it make the companies hiring freelancers as a common, he explains several challenges and proposes some policy suggestion to keep the growth and improvement to the gig economy.

But along with the flexibility of the gig economy, it brings uncertainty and work risks with the contract system that can be severed at any given time possible in most cases. Kurniati (2023) discusses on how the gig economy make the work hour disrupted, where in most cases as the work time and place are become flexible, the companies, if not most of the gig workers are forcing themselves to work beyond the working hours, disrupting the work life balance and making several workers to resign, as they cant keep up with the absurdly high work hour, and making the workers stressful and exhausted. She discusses how the work systems in several countries like France and Italy are renewing their work policy and giving the “right to disconnect”; where workers could not be disturbed from the job outside the work hour, and discusses the urgency of the similar policy in Indonesia.

### **Gig Economy in Pandemic Crisis**

Economic instability forced many companies to lay off some of their employees, and some of them were then more interested in hiring casual workers than full-time workers. This trend is increasingly driven by the increasingly rapid industry 4.0 with the freedom of remote access making informal sector jobs increasingly attractive. Joo & Shawl (2021) tries to evaluate whether the Covid-19 pandemic has had a significant impact on the gig economy in India, despite the fact that there has been an increase in the number of gig workers there. The Online Labour Index (OLI) data from the Oxford University's iLabor Project is used as the dependent variable in this study, and Our World in Data data on the rise in Covid-19 cases in India is used as the explanatory variable. The study found that the Covid-19 pandemic has had a significant positive impact on India's gig economy so it is hoped that the government can provide support to this sector as well as protection for its workers.

The Covid-19 crisis has caused some people to lose their jobs, thus encouraging them to get involved in the gig economy in order to survive. Rahim et al. (2021) has an objective to analyze existing practices and regulations and recommend a digital workforce platform framework to strengthen the gig economy. This study uses the library research method by obtaining important data from books, journals, documents, manuscripts, papers, proceedings and internet sources regarding information related to the research study and

analyzing it using content analysis. In order to achieve the objectives of inclusive and sustainable economic growth, it was discovered that it is crucial to strengthen governmental policies regarding the digital workforce. As a result, the government must make a stronger effort to support a broad policy framework and encourage the development of gig workers' skills.

The gig economy has emerged as a result of the pandemic's rapid global spread, which led many businesses to request that their employees work from home. Omar et al. (2021) attempts to examine the impact of the Covid-19 pandemic on the gig economy. Two secondary data are used, namely data on the Online Labor Index (OLI) from the iLabor Project of Oxford University and data on an increase in Covid-19 cases taken from Our World in Data. This study uses the GARCH and VAR models to understand the relationship between the Covid-19 pandemic and the gig economy. According to this study, there are now significantly more people working in the gig economy as a result of the pandemic. Therefore, this study suggests that in order for the gig economy to be a viable alternative in getting through this difficult time, the government should adopt policies that support it.

There will probably be meaningful cooperation between full-time employees and independent contributors as a result of the pandemic. Mahato et al. (2021) seeks to explore a mixed workforce model between the traditional workforce and also the gig workforce in the post-pandemic period to ensure fairness. The methodology used in this study is library research, namely by collecting data and information through the help of various materials found in books, journals, the internet and other sources of related information. According to the study, in the future, it will be possible to meet short-term needs for specialized skills and scale operations while achieving a fair balance by utilizing the multilateral activities of gig workers and the regular workforce.

In general, all studies agree that the Covid 19 pandemic has driven labor force participation into the gig economy, perhaps the reason could be due to work from home programmes and also job termination, which forces them to join the gig economy to survive. On top of that, some studies found that the gig economy was one of the saviors of the economic downturn. However, in this case the role of the government is also needed in strengthening regulations on the gig economy in order to increase the comfort and safety of workers in this sector.

## **METHOD**

This study uses a descriptive quantitative method guided by a problem formulation to explore or photograph social situations that will be thoroughly, broadly, and in-depth examined. The information and data needed can be found in various sources such as journals and websites. The data used in this study are the Online Labor Index (OLI), Indonesian Information, Communication and Technology Development Index (ICT-DI) and Indonesia's Per Capita Gross Domestic Product. The Online Labor Index is used to estimate the number of online gig workers in Indonesia, and then used as the dependent variable for the hypothesis of this study; Indonesia's Information and Communication Technology Development Index is used to measure technological progress in Indonesia, while GDP is used to measure the average income of Indonesia's population. This study then uses these data as the basis for seeing the correlation between technological progress and people's income on the number of online workers in Indonesia. To see the correlation, a regression was performed using the ordinary least squares (OLS) method on the existing model.

## **RESULT AND DISCUSSION**

### **Gig Economy in Indonesia**

In Indonesia, the development of the gig economy has also grown rapidly. This is due to the development of various digital platforms, such as sribulancer, fastworks, project.co.id, and so on. Companies are the main actors in the gig economy. However, not all companies are actors in the gig economy. The main characteristics of this company are setting flexible work schedules for each worker, providing online payments from platforms, providing transaction facilities to consumers and producers directly, as well as online profiles and reviews from producers to consumers.

In the gig economy, workers are divided into two, namely service provider workers and goods supply workers. As for those who are classified as service provider workers are couriers, drivers, handymen, and others. While goods supply workers are craftsmen, artists, clothing retailers, and so on. Consumers are parties who enjoy the goods or services offered in the economic market. Consumers are one of the actors of the gig economy. Without them, economic transactions will not work.

Data from the Central Statistics Agency, in May 2019 noted that there were 4.55% or 5.89 million of the workforce who were gig workers. Fairwork Indonesia noted that at least the number of motorbike-based gigs reached 2.5 million workers. Finally, in 2021, a survey by the Demographic Institute, Faculty of Economics and Business, University of Indonesia, showed that for one Gojek platform, there are at least 2.6 million driver partners. From the available data, the overall Gojek system itself managed to contribute around 249 trillion rupiah to the country's economy.

It is estimated that the number of gig workers will increase not only in Indonesia, but throughout the world, following the development of digital technology and the many digital platforms. Especially during the last Covid-19 pandemic, where the virtual world became much busier and busier than before. A study found that gig workers in Indonesia work an average of 12 hours a day. Another study stated that the majority of workers surveyed in Jakarta, Yogyakarta and Banyuwangi work 9-12 hours a day. This figure is far above the working hours allowed by the Labor Law, namely 7-8 hours per day, with a maximum limit of 40 hours per week.

In terms of income, research has found that the income of gig platform driver partners in Indonesia has continued to decline from 2018 to 2020. This shows that the gig platform honeymoon period in Indonesia is over. As a result, driver income is no longer controlled by the promos provided by the platform. Another problem with the partnership relationship concept is the normalization of piece-work or wages per job.

Previously, this scheme was widely used in the garment industry in the late 19th and early 20th centuries, before being abolished by the struggle for standardization of wages through the minimum wage policy. Because workers in partnership relationships are not bound by minimum wage provisions, the practice of piece-work which should be obsolete is something that cannot be avoided.

Moreover, various studies have criticized the use of partnerships in the gig economy. Court decisions in several countries even clearly state that relationships that occur on gig economy platforms, such as Uber, should not be classified as partnership relationships but as working relationships. This is because service provider platforms have great control over their "partners", for example through the use of algorithms that "force" workers to continue taking orders if they want their work performance to be maintained.

There has been no significant regulatory development related to partnership relations in Indonesia. In fact, the growth of gig economy workers in Indonesia is quite rapid. Although there is no exact data yet, a Fairwork Indonesia report believes that there are at least 2.5

million motorcycle-based gig workers, and one-fifth of Indonesia's population has used one of these services. So far, the term partnership relationship is not covered in Law (UU) Number 13 of 2003 concerning Manpower and its implementing regulations. The term "partnership" actually exists in Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. However, keep in mind that the partnership context regulated in this law is different from the partnerships that are currently happening in the field.

This means that there is a legal vacuum regarding partnership relations which are currently being implemented in Indonesia. The impact of the legal vacuum of this partnership relationship is diverse. First, the absence of regulation regarding partnership relations causes this term to be used freely without certain restrictions. For example, the term partnership is now not only used by gig economy platforms such as Gojek, Grab or Maxim, but is also commonly used by e-commerce companies such as Shopee Express which employs its couriers under a partnership scheme.

## **Model Development and Analysis**

### ***Hypothesis Development***

This study tried to develop a model to analyze the relationship between the technological advancement in Indonesia and GDP per capita to the increase in the online labor supply in the market. Then, this study look for the data required from 2017 to 2021, taken from Indonesian Statistic Bureau (BPS), The World Bank Data and Online Labor Observatory, and after that this study tried to formulate and proposed the hypothesis:

H1: The number of Gig Workers in Indonesia is positively influenced by the advancement of technology in Indonesia.

H2: The number of Gig workers in Indonesia negatively influenced by the rising number of gross domestic product per capita.

### ***Dependant Variable***

#### **Indonesia's Online Labor Index**

Online Labor Index, according to its definition, was the economic indicator similar to conventional labor market statistics, but instead it provides the data of the online gig economy workers. The data was gathered by tracking the projects and tasks from various online labor platforms, tracking five largest English websites, and several non-english websites; three Spanish and three Russian websites. This Index was gathered and processed by the researchers from Oxford University, which later can be used for several purposes, in this case it could help this research to measure the gig economy workers in Indonesia specifically.

The graph shows the data taken from the Online Labour Index, which shows the growth of online gig economy workers in Indonesia from 2017 to 2021. In 2017, the data recorded in the index for Indonesia was approximately 0.054% from the total global worker shares. In 2018, the numbers are reduced from 0.054% in 2017 to 0.356% from the global worker shares; but in the few years after that, the trends for the online gig economy was significantly increased; mostly during the COVID-19 Global Pandemic that mostly forces people to work online, especially for those who lost their job and in urge of income. The numbers in 2019 recorded approximately 1% of the total global worker share, and this number keeps going up each year, where in 2020 it rises to 1.506%, and 2021 to 1.636% from the global worker shares.

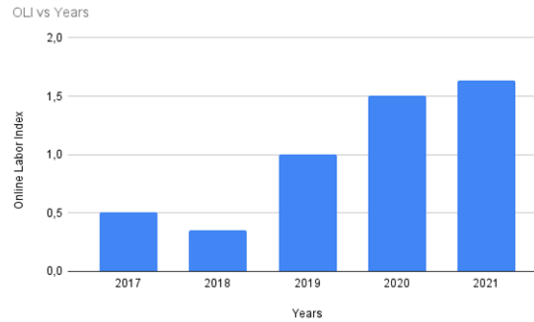


Figure 1. The Growth Of Online Gig Economy Workers In Indonesia

### Explanatory Variables

#### Indonesia’s Information, Communication and Technology Development Index

According to its definition, as the name says, it is an index for the information, communication and technology development in Indonesia, and also measures the growth of ICT development, measures the digital gap between regions, and measures the potential for ICT development in Indonesia. The relevant data was gathered and processed by the Indonesian Central Statistic Bureau or BPS (Badan Pusat Statistik), and the report released per year. This data later will be used in this research as an one of the explanatory variables to know how it related to the gig economy workers growth.

In 2017, the Index of ICT Development in Indonesia was recorded at 4.99, and the trend of ICT Development steadily increases each year, where in 2018 it was recorded to grow to the point of 5.07 percent, and this number keeps going up, where in 2019 it grow to the point of 5,32 percent, and even during global pandemic, the number of growth were still increasing, recorded 5,59 percent, and the latest number recorded in 2021 was reaching 5,76 percent in growth.

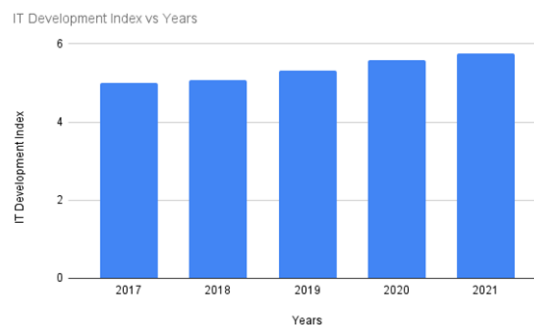


Figure 2. The Index Of ICT Development In Indonesia

#### Indonesia’s Gross Domestic Product Per Capita

Gross Domestic Product (GDP) per capita which is the average income of the population in a country can be used as a measure of welfare and prosperity. Based on data from the world bank, Indonesia's GDP per capita continues to increase. It is noted that the GDP per capita income of Indonesia's population in 2021 has increased by around US\$ 438.4 compared to the previous year or an increase of around 11%. It is noted that Indonesia's GDP per capita in 2021 is US\$ 4,332.7.

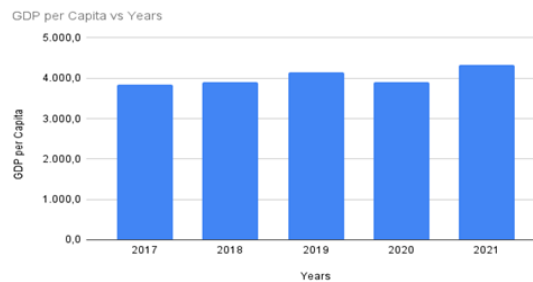


Figure 3. Indonesia's GDP Per Capita in 2017-2021

Oftenly, the level of income is a point of concern for companies in high-income countries in exploring human resources that are spread globally. In the current digital economy era, many of these companies then employ quality human resources who are in other parts of the world, especially from low-income countries, to work remotely so that in this way these companies can save more on their budgets. According to Beerepoot and Lambregts (2015), the digitization of services allows job offers from high-wage countries to move their jobs to countries with much lower wages, which enables cost reduction through offshoring.

For workers in low-income countries, this is certainly a positive thing because the salary offered is high enough for them. Increased labor productivity and higher wages are two major factors that encourage participation among workers in low-income countries (Gomes-Herrera et al., 2017). With the difference in salary standards between high-income countries and low-income countries, accompanied by differences in spending levels, of course this situation benefits both parties. This will certainly encourage these workers to accept the job offer in order to help them achieve economic prosperity.

### Model

This study proposes an econometric model to test the hypothesis of the economic model of the relationship between the technological advancement in Indonesia and GDP per capita to the increase in the online labor supply in the market. This model is then formulated to study the determinants of the online labor index as a measurement of gig economy labor supply; which are Indonesian Technological Advancement and Development and Gross Domestic Product Per Capita:

$$OLL_i = \beta_0 + \beta_1 ICT_i + \beta_2 \log(GDP_i) + \varepsilon_i$$

Where:

- OLL<sub>i</sub> : Indonesia's Online Labor Index
- ICT<sub>i</sub> : Indonesia's Information and Technology Development Index
- GDP<sub>i</sub> : Indonesia's Gross Domestic Product Per Capita

**Table 1. Multiple Regression Model of ICT Index, GDP Per Capita to The Increase In The Online Labor Supply In The Market**

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1.107617	16.31712	0.067881	0.9521
ICT	1.834553	0.329539	5.567026	0.0308
LOG(GDP)	-1.194692	2.106689	-0.567094	0.6278
R-squared	0.962619	Mean dependent var		1.000400
Adjusted R-squared	0.925237	S.D. dependent var		0.574735
S.E. of regression	0.157149	Akaike info criterion		-0.579539
Sum squared resid	0.049391	Schwarz criterion		-0.813876
Log likelihood	4.448847	Hannan-Quinn criter.		-1.208477
F-statistic	25.75125	Durbin-Watson stat		3.041592
Prob(F-statistic)	0.037381			

From the multiple regression model, this study derived the initial test result by using EViews. As stated in the result above,  $\beta_1$  equals to 1.8345, while  $\beta_2$  equals -1.1947. The negative sign of  $\beta_2$  means that GDP Per Capita has a negative impact on the number of online workers, in contrast with the positive sign of  $\beta_1$  which means that there is a positive impact on information and technological development to the number of online workers. So it can then be interpreted that the development of technological infrastructure can increase labor participation in the gig economy, while an increase in income can reduce their participation.

## CONCLUSION

The gig economy, no doubt, has been growing ever since, especially during these recent years, and its workers have also grown in size along with its trends. The findings shows that the technology development was one of the determinants of the growing size of online gig workers in Indonesia. The advancement of technology increases the online gig workers, especially during these recent 5 years from 2017 to 2021, while the GDP was the negative factor of the growing number of gig economy workers in Indonesia based on the data observed in 2017 to 2021; where the income can impact the numbers of gig economy workers in Indonesia. Overall, both technology advancement and income could impact the gig economy workers number, based on the observation of the data of online labor workers to the technology advancement and GDP in Indonesia.

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# INDIRECT INFLUENCE BETWEEN CONSUMER RESOURCES AND PURCHASING DECISIONS WITH THE MEDIATION OF CONSUMER VALUE VARIABLES: STUDY OF SOUVENIR SHOP CONSUMERS IN MALANG CITY

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## ABSTRACT

*Malang is one of the most visited tourist destination cities in Indonesia. As a tourist city, Malang has huge potential for souvenir shop sales. This research aims to examine the influence of consumer resource variables on purchasing decisions through consumer values at souvenir shops in Malang City. This research is quantitative research using statistical data analysis. The independent variable is consumer resources which are measured using indicators of time, money and effort, the dependent variable is purchasing decisions which are measured using indicators of rational considerations (information and planning) and emotional considerations (feelings and impulses), while the mediating variable is consumer values which is measured by indicators of benefits and expectations. The population in this study were visitors to souvenir shops in the city of Malang. With a sampling method using accidental sampling, a sample of 156 people was obtained. Data was obtained using a questionnaire. The data analysis technique uses the Sobel test. The results of this research show that consumer resources influence consumer value, consumer resources do not directly influence the purchasing decision process, and consumer value is able to mediate the influence of consumer resources on purchasing decisions.*

## Keywords:

*Consumer Resources; Consumer Value; Purchasing Decisions*

## INTRODUCTION

Malang city is surrounded by mountains which have very beautiful natural scenery, cool air. The natural conditions in Malang Raya provide tourist attractions that can be enjoyed, both natural tourist attractions, artificial tourist attractions and historical tourism. The various facilities that support tourist attractions are very adequate, so they become the characteristics of holiday destinations and become a special attraction for tourists to visit. Regional potential conditions like this make Malang Raya one of the tourism destinations in East Java. This potential forms a chain that supports each other and is closely related to each other, so that it becomes a business arena that makes an important contribution to the progress of the regional economy. Various businesses can develop in Malang Raya, including in the goods and services trade sector such as restaurants, hotels, vehicle rentals, craft industries and souvenir product businesses.

The souvenir product business is usually located on the side of the main roads leading to urban areas and routes taken by tourists to tourist attractions. The shops selected in this research fall into the category of specialty shops that sell various types of souvenir products, with the criteria of having a travel network in each region. The tourist travel network that is being built takes the form of giving premiums to tourist travel drivers, giving bonuses to tourist travel committees and giving member cards that can be used for repeat purchases at discounted prices. The souvenir product business is mushrooming in the city of Malang, so competition between them is very tight in fighting for the consumer market. To win consumers, this souvenir shop must be able to capture the values that consumers expect so that consumers can be interested and decide to make purchasing decisions. One of the purchasing decision processes is influenced by consumer resources. According to Engel et al. (1994) Consumer resources are resources that consumers have and are usually present in every exchange involving something of value received from the seller. Purchase choice behavior is related to how individual consumers make decisions to spend available resources, namely time, money and effort with consumption (Hemanth and Shruthi, 2013).

A consumer is someone who identifies their needs or desires to make purchasing decisions and determines a product during the consuming process. Consumers have competitive power because consumers have needs, desires and means of purchasing which are part of consumer values for determining choices and making decisions. Consumer value began to be developed in the 1990s, as an important issue that emerged in business activities, especially in the field of marketing. This concept is considered as one of the main factors in demonstrating the success of marketing and has been used as a source of achieving competitive advantage for companies ((Spiteri & Dion, 2004); (Mizik & Jacobson, 2003); (Woodruff, 1997)). Consumer values have been recognized as a fundamental basis in every marketing activity (Holbrook 1994 cited by Sánchez-Fenmandez and Bonillo, 2006), and have been seen as an important strategic weapon in attracting and retaining consumers ((Lee & Overby, 2004)); (Wang et al., 2004)).

Research on the influence of consumer values on the purchasing decision process has been carried out by several researchers, including (Cronin, Jr et al., 2000), (Varki & Colgate, 2001), and Wahyuningsih (2012). The results of several studies still show differences regarding the influence of consumer values on the purchasing decision process. Research (Cronin, Jr et al., 2000) conducted in seven service industries including: Fast Food, Health Care, and Sporting Events, shows that consumer values have a negative and insignificant influence on purchasing decision behavior. Research results (Varki & Colgate, 2001) show that consumer values have a positive and significant influence on customer purchasing decision behavior in the banking industry.

Tour visitors feel that their travel experience will be complete if they return home with souvenirs. (Timothy, n.d.) said that the most well-known meaning of souvenirs is the meaning related to tourists, namely products purchased as objects that create a real tangible experience. Souvenirs are key in dreaming of visiting places and symbols of tourist travel achievements, because they show the reality of a person's existence in a certain place and at a certain time. Gordon (1986 in (Zulaikha & Brereton, 2011) is of the view that souvenir products are local products, which aim to remind special events, usually used as evidence that someone has achieved a certain experience and is interested in buying souvenirs based on nature, country. and traditional themes.

Traveling and souvenir products are two things that are interrelated and very interesting if developed more deeply through research by testing the indirect influence between the Consumer Resources variable and the purchasing decision process through the mediating variable Consumer Value.

## **Consumer Resources**

According to Engel et al. (1994) Consumer resources are resources that consumers have and are usually present in every exchange involving something of value received from the seller. Purchase choice behavior is related to how individual consumers make decisions to spend available resources, namely time, money and effort with consumption (Hemanth and Shruthi, 2013). Every consumer brings three main resources into a decision-making situation, namely economic, temporal and cognitive. In general, these three main resources have clear limitations on their respective availability, so they require some kind of careful allocation.

Consumer decisions regarding product purchases are greatly influenced by the amount of economic resources they have. Economic resources are related to the funds owned. Funds or money are consumer economic resources that come from income or wealth (Engel et al. 1994). Income is a consideration for consumers because there are three different incomes, namely; 1) personal income, which is individual income received from all sources of income minus the taxes that must be paid. 2) Personal income (disposable income), which is personal income minus all taxes, including income taxes, gifts and property taxes. 3) Additional income (discretionary income), which is additional minus savings and expenses for food, clothing and housing. This additional income is an opportunity for marketers because consumers have choices in spending it (Pride et al. 2012). Consumers' expectations regarding funds derived from future income are very important in predicting consumer behavior because income often influences what will be purchased or the proportion of the budget spent depends on income, so that changes over time in spending depend on developments in income.

Apart from funds, another resource is time, according to (Hawkins & Mothersbaugh, 2010) the meaning of time varies so that there are two ways to interpret time. The first is what is called a time perspective, namely, the overall orientation of habits towards the use of time. Time tends to be seen as inevitable, linear and will always exist in life. This is a way to reach the future such as hours, days, weeks and others. Time is almost seen as a physical object and can be scheduled. Both times are interpreted as interpretations of the use of certain times. According to Khan (2006), time is a resource that is distributed equally among all people.

Everyone has the same amount of time, but they use it differently. Some people decide to use their time according to their interests. Some people take advantage of the time to transact business by preparing beforehand. Some people make appointments within minutes, while others wait a long time. Time is now becoming increasingly important in understanding consumer behavior, because time poverty is increasingly experienced by consumers. More time is spent at work (including commuting), housework and school work.

The concept underlying time resources according to Burt (2010) can be proven from a consumer perspective, operational perspective and retail store channels. The consumer perspective arises in relation to saving time, as consumers in some circumstances want to reduce the time needed to shop or have less time to shop. The operational perspective looks at workforce scheduling, and if possible the use of part-time workforce. This trend allows for improvements in customer service. Retail store channel perspective by managing time along the distribution channel as evidenced through coordinating deliveries to stores, and efforts to increase speed to market and market response.

## **Consumer Value**

The essence of marketing is identifying and satisfying human needs in a profitable way. Needs are basic life requirements for humans, so consumer needs are the basic concept

underlying marketing activities (Kotler and Keller, 2012). In order to meet consumer needs, we must first understand consumer needs so that we can capture the product values that consumers want. Figure 1 shows a marketing process model consisting of five steps as a way to capture consumer value.



**Figure 1.** Marketing process model  
Source: Kotler and Armstrong (2008)

In broad terms, marketing is a social and managerial process by which individuals or organizations obtain what they need and want through creating and exchanging value with others. Narrowly in a business context, marketing is defined as the process by which companies create value for consumers and build strong relationships with the aim of capturing value from consumers in return (Kotler and Armstrong, 2008). This definition shows that the function of marketing is not just to create or purchase products and then sell these products to make a profit, but marketing also functions to understand and know consumer needs well, thereby producing a consumer who is ready to purchase goods and services with high values. desired value. Consumer needs are a state of feeling lacking, these needs cannot be created by marketers but these needs are a basic part of human nature (Kotler and Armstrong, 2008). Building Consumers sometimes are not fully aware of their needs.

When making a purchase, consumers consider whether the product to be purchased provides benefits or whether the product has values in accordance with consumer needs. According to Kotler and Keller (2012) indicate five product levels that marketers must consider to make products valuable to consumers and attractive to international markets. The most basic level is the core benefit, which is the basic benefit that consumers actually buy. The second level is the basic product, from the core benefit it is changed to a basic product so that apart from the product having basic benefits, it is also able to fulfill the basic function of the product. The third level is expected product, namely several product attributes and conditions that consumers usually expect when buying a product. The fourth level is augmented product, namely improving products that can exceed consumer expectations. The fifth level is potential product, which includes all possible product improvements and changes in the future.

For marketers, (Choo et al., 2012) explains value has been considered a key concept in understanding and predicting customer behavior. According to (Hoyer & MacInnis, 2010) what is meant by value is a belief that certain behavior is a good or bad result. A consumer chooses a product based on the perception that the offer provides the best value, because value reflects a number of benefits, both tangible and intangible, and the costs prepared by the consumer. Kotler and Keller (2012), view value as consisting of a combination of Quality, Service and Price, which are also called the three elements of consumer value or abbreviated as (QSP).

According to (Hawkins & Mothersbaugh, 2010) consumer value is the difference between the total benefits of the total product and all the costs used to obtain these benefits. Lamb et al. (2001) defines consumer value from two perspectives, first in a global perspective is the ratio between benefits and consumer sacrifices required to achieve these benefits. Secondly, consumer value in a business is what consumers have in mind regarding

the benefits and expectations of the product, so that is what consumers buy or the value consumers perceive. The process carried out by consumers to select, organize and interpret stimuli captured by the five senses from marketers' efforts regarding the products on offer is called perception (Schiffman and Kanuk (2008).

**Purchase decision process**

A decision is a selection of two or more alternative choices. This means that alternative choices must be available when making a decision, if someone has a choice between making a purchase and not making a purchase, that person is in a position to make a purchasing decision (Sciffman and Kanuk, 2008). Purchasing decisions are a process in real purchasing, whether to buy or not. (Handoko & Private, 2008)

Consumers are different when making product purchasing decisions, this is due to, among other things: firstly, each consumer has diverse tastes and different resources. Second, the fact is that purchasing situations without a choice nowadays rarely occur or almost always involve a choice, so that consumers are always in the position of making a decision on two or more alternative choices. Third, marketers try to increase the number of sales, including with a strategy to create product diversity.

Purchasing decisions are actually complex decisions and cannot simply be made by consumers immediately. According to Kotler and Armstrong (2012), consumers will take purchasing action if they find a product they like the most, but there are two influencing factors, namely the attitudes of other people who have important meaning for consumers and unexpected situational factors such as income, price and product benefits. These two factors are between purchase intentions and purchase decisions. The time resources possessed by consumers influence the value criteria decisions that drive purchasing choices. Whether to use immediate or long term rates depends on what product is being purchased. (Hoyer & MacInnis, 2010)

Framework

H1: Consumer Resources (CR) have an influence on Consumer Value (CV)

H2: Consumer Resources (CR) influence the Purchasing Decision Process (PDP)

H2: Consumer Resources (CR) have an influence on the Purchasing Decision Process (PDP) through Consumer Value (CV)

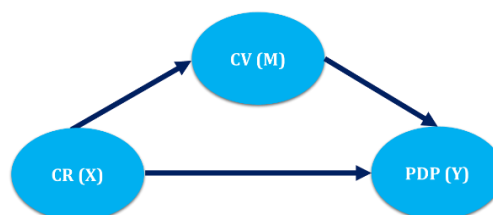


Figure 2. Research conceptual framework

**METHOD**

The variables used are three variables, namely consumer resources as the independent variable, consumer value as the mediating variable, and purchasing decisions as the dependent variable. The following is the operational definition of variables and their measurements.

**Table 1.** Variables and indicators

No	Variables	Indicators
1	Consumer resources (X)	Time Money Effort
2	Consumer value (M)	Benefit

3	Purchase Decision Process	Hope Rational considerations Emotional considerations
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Source: Processed data, 2023

The population determined in this research were visitors to Malang souvenir shops who had made purchases. Sampling was carried out using a nonprobability sampling technique with the accidental sampling method. In this research, the sample used was 156 samples. The data used in this research are primary data and secondary data. Primary data was obtained through questionnaires, while secondary data was obtained through books, journals, survey institutions, websites and news. In this research, the data analysis method used is path analysis using SPSS through the Sobel Test.

## RESULT AND DISCUSSION

### Description of Respondents Based on Gender

**Tabel 2.** Distribusi responden berdasar jenis kelamin

No	Gender	Frequency (person)	Percentage (%)
1.	Man	84	53,8
2.	Woman	72	46,2
<b>Total</b>		<b>156</b>	<b>100,0</b>

Source: Primary data processed, 2023

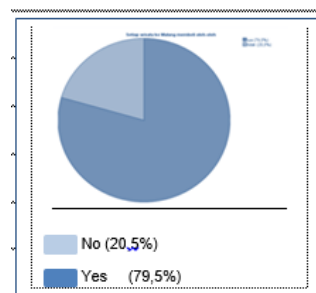
### Description of Respondents Based on Last Education

**Table 3.** Distribution of respondents based on last education

No	Education	Frequency (people)	Percentage (%)
1.	SMP	5	3,21
2.	SMA	77	49,36
3.	Diploma	9	5,76
4.	S1	58	37,18
5.	S2	5	3,21
6.	S3	2	1,28
<b>Total</b>		<b>156</b>	<b>100,0</b>

Source: Primary data processed, 2023

Description of Respondents Based on Number of Times Purchased at the Gift Shop. The majority of respondents visited souvenir shops to shop for souvenir products more than five times, meaning that respondents were already customers at this shop. Figure 3 explains the distribution of answers from 156 respondents regarding the statement that every trip they buy souvenir products more than 5 times, 124 respondents answered yes (79.5%) while 32 people answered no (20.5%).



**Figure 3.** Diagram of respondents' answers regarding product purchases for each tour  
Source: Primary data processed, 2023

## Description of Respondents Based on Source of Information about Store Existence

**Table 4.** Distribution of information sources about stores

No	Resources	Frequency (person)	Percentage (%)
1.	When passing the shop	34	21,79
2.	Social media	1	0,64
3.	Billboard	27	17,31
4.	Tour guide	7	4,49
5.	Family	25	16,03
6.	Friend	58	37,18
7.	TV	4	2,56
<b>Total</b>		<b>156</b>	<b>100,0</b>

Source: Primary data processed, 2023

**Description of Consumer Resource Variables**

Purchasing souvenir products requires the support of consumer resource capabilities, therefore consumer resources are used as an independent variable in this research. The Consumer Resources variable is measured by 3 indicators, namely the Time indicator, the Money indicator and the Business indicator. Based on the answers of 156 respondents, it is known that the total average value of the Consumer Resources variable indicator is 3.37, which is in the medium category. Respondents' answers to the statement items submitted for each indicator can be presented in Table 5 below.

**Table 5.** Tabulation of respondents' answers to consumer resource variable indicators

No	Indicator	Respondent's Answer										Average Score		
		1		2		3		4		5			Total	
		f	%	f	%	f	%	f	%	f	%		f	%
1	Time	2	1,3	48	30,8	54	34,6	45	28,8	7	4,5	156	100	3,04
2	Money	-	-	36	23,1	55	35,3	54	34,6	11	7,1	156	100	3,26
3	effort	1	0,6	10	6,4	24	15,4	105	67,3	16	10,3	156	100	3,80
Average score for the Consumer Resources variable													3,37	

Source: Primary data processed, 2023

The first indicator of the Consumer Resources variable is the Time indicator. Time indicators are needed to describe the potential time used as a consumer resource in purchasing souvenir products. The distribution of respondents' answers to the Time indicator statement items is presented in Table 5 which shows that 2 people (1.3%) answered strongly disagree, and 48 people (30.8%) answered disagree. 54 respondents (34.6%) answered neutral, 45 people (28.8%) answered agree, and 7 people (4.5%) answered strongly agree.

All respondents' answers to the statement that buying souvenir products takes a long time ranged from 1 (strongly disagree) to 5 (strongly agree). The highest value is score 3 which comes from 54 respondents' answers and implies that consumers have a doubtful opinion regarding the statement that buying souvenir products takes a long time. The second answer position was at score 2 with a total of 48 respondents who stated that they did not agree with the statement item from the Time indicator. This answer can be interpreted as consumers needing less time to buy the product. The next value sequence is a score of 4 (agree) from the total answers of 45 respondents. This answer can be interpreted that consumers need a long time to buy souvenirs. The next value is a score of 5 which has a strongly agree answer with a total of 7 respondents. This answer can be interpreted that consumers agree that buying souvenir products takes a long time. On the other hand, in the last order with a score of 2, 2 respondents stated that they strongly disagreed with the same statement item, meaning they rejected the statement item from the Time indicator.



The distribution of all respondents' answers to the Time indicator statement item from the Consumer Resources variable shows that the majority of answers were neutral, namely 54 respondents (34.6%). Consumers have doubts about the opinion that buying souvenir products takes a long time, perhaps consumers have other considerations. However, it is known that there were 45 respondents (28.8%) who answered in agreement with the statement item from the Time indicator, therefore the Time indicator can be used to measure the Consumer Resources variable with an average score of 3.04 with moderate score criteria.

The second indicator of the Consumer Resources variable is Money. The Money indicator was chosen to explain the amount of funds used to purchase souvenir products. Based on the distribution of respondents' answers to the Money indicator statement items, it is presented in Table 5 which illustrates that 36 respondents (23.1%) stated they disagreed, and 55 respondents stated they were neutral (35.3%). Meanwhile, 54 respondents (34.6%) said they agreed, and 11 respondents said they strongly agreed (7.1%).

The results of all respondents' answers have a score ranging from 2 (disagree) to 5 (strongly agree). The highest value is indicated by a score of 3, where 55 respondents answered neutrally to the statement item about buying souvenir products using large amounts of money. This means that consumers do not have a clear view of whether they need a large amount of money or vice versa to buy a product, or they may have other reasons. The second ranking is a score of 4, as many as 54 respondents answered agree, meaning consumers agree that buying souvenirs requires spending a lot of money. The third ranking is a score of 2 with a total of 36 respondents answering, who stated that they did not agree with the Money indicator statement item. This third ranking is the opposite of the second ranking, which can be said that consumers do not agree with the statement items from the Money indicator. The final score is score 5, this score has the opinion that buying souvenir products requires large funds and is shown by the answers of 11 respondents who strongly agree.

The answers from 156 respondents to the Money indicator from the Consumer Resources variable showed that 55 people answered neutral. This neutral answer was the highest number of respondents (35.3%) compared to the others, so it can be said that consumers have doubts about the view that buying souvenir products requires spending a large amount of money. However, there were respondents who agreed with the statement item from the Money indicator, namely 54 (34.6%) respondents' answers. The number of respondents' answers is only one difference from respondents who answered neutral, thus the Consumer Resources variable can be explained through the parameters of the money indicator. This can be seen from the average value which is at a score of 3.26 with medium score criteria.

The third indicator of the Consumer Resources variable is the Business indicator. This indicator is used to explain the business capabilities of consumers in purchasing souvenir products. Based on the distribution of respondents' answers to the Business indicator statement items presented in Table 5, it shows that one respondent (0.6%) answered strongly disagree, 10 respondents (6.4%) answered disagree, and 24 respondents (15.4%) answered neutral. A total of 105 respondents (67.3%) answered agree, and 16 respondents (10.3%) answered strongly agree.

The results of all respondents' answers were between 1 and 5. The highest score was 4, with an affirmative answer and a total of 105 respondents. This score position of 4 can be understood to mean that consumers justify the ease in selecting the products they purchase. In second place with a score of 3, there were 24 respondents who said they were neutral. This score explains that consumers feel doubtful about the opinion that choosing the souvenir product they buy is easy. The third position is located at a score of 5 with 16

respondents strongly agreeing. This answer of strongly agree can mean that you don't have any difficulty finding the product you want to buy. The fourth position is a score of 2 who answered disagree and the number of respondents' answers was 10 people. This answer shows that consumers reject the view that finding choices for the souvenir products they buy is easy. The last score (score 1) with a strongly disagree answer from a respondent means that the consumer simply rejects the Business Indicator statement item.

The frequency distribution of all respondents' answers to the Business indicator statement items presented in Table 5 can be depicted that most respondents agree with the view that choosing souvenir products to buy is easy to find. This statement can be seen from the number of respondents who answered in the affirmative, namely 105 people (67.3%), so it can be concluded that to explain the Consumer Resources variable you can use the Business indicator and seen from the average score it is at 3.80 with the score criteria tall.

### Description of Consumer Value Variables

Consumers in making purchases cannot be separated from considering whether the product purchased provides benefits and the product provides values in accordance with consumer expectations. The Consumer Value variable can be measured using two indicators, namely the Benefit and Expectation Indicators. Based on the answers of 156 respondents, a total average score of 3.73 was obtained, which is in the high category. Table 6 depicts the frequency distribution of respondents' answers to the Consumer Value variable indicators.

The first indicator of the Consumer Value variable is Benefits. The Benefit Indicator was chosen with the aim of explaining the benefits of the total souvenir product felt by consumers. The distribution of respondents' answers to the Benefit indicator statement items can be seen in Table 6 which illustrates that one respondent (0.6%) answered strongly disagree, and 9 respondents (5.8%) answered disagree. A total of 47 respondents (30.1%) said they were neutral, 81 respondents (51.9%) said they agreed, and 18 respondents (11.5%) said they strongly agreed.

**Table 6.** Tabulation of respondents' answers to consumer value variable indicators

No	Indicator	Respondent's Answer												Average Score
		1		2		3		4		5		6		
		f	%	f	%	f	%	f	%	f	%	f	%	
1	Benefit	1	0,6	9	5,8	47	30,1	81	51,9	18	11,5	156	100	3,68
2	Hope	-	-	5	3,2	40	25,6	96	61,5	15	9,6	156	100	3,78
Average score for the Consumer Value variable														3,73

Source: Primary data processed, 2023

The results of all respondents' answers to the statement item that the souvenir product I bought was very beneficial, showed a score position between score 1 to score 5. The highest score was at score 4 with a total of 81 respondents' answers. The answer with a value of 4 indicates agreement, meaning that consumers agree with the statement that buying souvenir products is beneficial. The second value received a score of 3 which is a neutral answer from 47 respondents. This neutral answer means that consumers do not have certainty or doubt that buying this souvenir product has benefits. Ranked third with a score of 5 from the answers of 18 respondents who stated that they strongly agreed with the Benefits indicator statement. The fourth order value has a score of 2 including 9 respondents' answers who stated they disagree, and a score of 1 is the last value of a respondent's answer, namely strongly disagreeing. Both groups of respondents' answers (scores 2 and 1) have the same answer, namely they do not agree or reject the statement that buying souvenir products can be guaranteed to have benefits.

The answers from all respondents to the Benefit indicator statement items show that the majority of respondents have the view that buying souvenir products on a tourist trip certainly has benefits. This statement was shown by agreeing answers from 81 respondents (51.9%), so it can be concluded that the Benefits indicator can be used to measure consumer value variables and seen from the results the average score is 3.68 with high score criteria.

The Expectation Indicator is the second parameter of the Consumer Value variable. The Expectation Indicator is used to describe whether the souvenir product purchased is in accordance with what the consumer perceives. The distribution of respondents' answers to the hope indicators is shown in Table 6 which shows that 5 respondents (3.2%) answered the statement disagreeing, 47 respondents (30.1%) answered neutral. Meanwhile, 96 respondents (61.5%) answered agree, and 15 respondents (9.6%) answered strongly agree.

Based on the results of all respondents' answers to the Hope item, it appears that the value lies in the position of score 2 (disagree) to score 5 (strongly agree). The first position or highest score was at score 4 which was answered by 96 respondents in the affirmative. The answer with a score of 4 means that the consumer agrees that the souvenir product they purchased meets their expectations. In second place with a score of 3, 47 respondents answered with neutral answers. This answer can be interpreted as meaning that the consumer is in a position of doubt regarding the view that the product purchased meets expectations. However, the third position value lies at a score of 5 and as many as 15 respondents answered that they strongly agree with the same statement, meaning that what consumers perceive is only in the souvenir products they buy. The fifth value has a score of 2 with 5 respondents answering disagree.

Based on all the respondents' answers, it is known that most of them agree with the statement items from the Hope indicator, so it can be said that consumers have the view that the souvenir products they buy are in line with what they expected. This answer can be proven by the large number of respondents, namely 96 people (61.5%) who agreed, thus it was concluded that the Hope indicator can be used as a parameter of the Consumer Value variable and the average score position is at 3.78 with the score criteria tall.

### **Description of Purchase Decision Process Variables**

The Purchasing Decision Process Variable contains a second order because to describe it several parameters are required consisting of indicators to items. The Purchase Decision Process variable parameters use two indicators and four items. First, the Rational Consideration indicator with Information items and Planning items. Second, the Emotional Consideration indicator with Feelings and Impulsive items. Based on the answers of 156 respondents, the total average value of the items from the Purchasing Decision Process variable indicator was 3.81, which was in the high category. Table 7 shows the frequency distribution of respondents' answers to items from the Purchasing Decision Process variable indicators.

The first indicator of the Purchasing Decision Process variable is Rational Consideration which is measured by 2 items, namely Information and Planning. The Information Item was chosen as an indicator measure with the aim of explaining the need to know information about souvenir products before making a purchase. Based on the distribution of respondents' answers presented in Table 7, it shows that there was one consumer (0.6%) who stated that he strongly disagreed with the Information item, and 5 respondents (3.2%) stated that they did not agree. A total of 24 respondents (15.4%) stated they were neutral regarding the Information item statement, 95 respondents (60.9%) stated they agreed, and 31 respondents (19.9%) stated they strongly agreed.

**Table 7.** Tabulation of respondents' answers to items from the purchasing decision process variable indicators

No	Item	Respondent's Answer										Average Score		
		1		2		3		4		5			6	
		f	%	f	%	f	%	f	%	f	%		f	%
Rational Consideration														
1	Information	1	0,6	5	3,2	24	15,4	95	60,9	31	19,9	156	100	3,96
2	Planning	2	1,3	19	12,2	31	19,9	81	51,9	23	14,7	156	100	3,67
Emotional Considerations														
3	Feelings	-	-	3	1,9	50	32,1	85	54,5	18	11,5	156	100	3,76
4	Impulsive	-	-	11	7,1	25	16,0	99	63,5	21	13,5	156	100	3,83
Average Score for the Purchasing Decision Process variable														3,81

Source: Processed data, 2023

The value of all answers from 156 respondents was in the score position of 1 (strongly disagree) to 5 (strongly agree), regarding the indicator statement item. Knowing information about souvenir products is very necessary before deciding to buy. The first highest score was score 4 with a total of 95 respondents who agreed. The meaning of this answer is that consumers agree with the assumption that before buying they need to know information about the product they are going to buy. The second ranking value is a score of 5 with a total of 31 respondents who said they strongly agree, this answer can be interpreted as knowing the information first which is very necessary to buy souvenir products. The third value sequence is a score of 3 with a total of 24 people's answers stating neutral, so this answer can be said to mean that consumers have doubts about the need for information before purchasing. The fourth value has a score of 2, where 5 respondents stated that they did not agree with the information item, meaning that consumers reject the assumption that before buying a product they must know the information first. The final score is score 1 which comes from the answer of a respondent who strongly disagrees with the same statement from the Information item.

As a result of the distribution of all respondents' answers to the Rational Consideration indicator Information item from the Purchase Decision Process variable, it can be concluded that there are many consumers who agree with the view that before buying souvenir products it is best to know information about the product to be purchased first. This conclusion is based on the most answers, namely 95 respondents who agreed (60.9%), thus the Information item can be used to explain the Rational Consideration indicator of the Purchasing Decision Process variable and the average score is 3.96 with the criteria high score.

The second item of the Rational Consideration indicator is the Planning item. This second point was chosen to illustrate the need to plan before purchasing souvenir products. Based on the frequency distribution of respondents' answers shown in Table 7, it shows that there were 2 respondents (1.3%) who said they strongly disagreed with the Planning item, and 19 respondents (12.2%) said they disagreed. A total of 31 respondents (19.9%) stated they were neutral, 81 respondents (51.9%) stated they agreed, and 23 respondents (14.7%) stated they strongly agreed.

The distribution value of all respondents' answers is between a score of 1 (strongly disagree) to a score of 5 (strongly agree). The first highest score was score 4 which came from 81 respondents' answers, agreeing with the statement that I plan in advance the souvenir products that I buy. This affirmative answer can be interpreted as meaning that the consumer agrees with the Planning item. The second place with a score of 3 was answered neutral by 31 respondents. This neutral answer means that consumers have doubts about the notion that buying souvenir products requires prior planning. Meanwhile, a score of 5 is the third highest value with a strongly agree answer from 23 respondents. This answer shows that it is very necessary to plan the purchase of souvenir products. However, there

were 19 respondents who stated that they did not agree with the Planning item. This answer is the fourth highest score and can be interpreted as meaning that consumers reject the notion that buying souvenir products requires prior planning. The last position with strongly disagree answers was from 2 respondents, who rejected the Planning item.

The distribution of answers from 156 respondents to the Planning item from the Rational Consideration indicator in Table 8 can be concluded that the majority of consumers agree with the view that before buying souvenir products it is necessary to plan first. This consumer agreement can be proven from the large number of respondents who answered in the affirmative, namely 81 people (51.9%), so it can be explained that the Purchasing Decision Process variable can be measured using the Rational Consideration indicator with the Planning item and the average score is at the position number 3.67 which is including high criteria.

The second indicator of the consumer Purchase Decision Process variable is the Emotional Consideration indicator, consisting of two items, namely Feelings items and Impulsive items. First, the Feelings item was chosen as a measure of the Emotional Consideration indicator with the aim of describing consumers' feelings when shopping for souvenir products. Based on the frequency distribution of consumer answers presented in Table 7, it shows that 3 respondents answered disagree (1.9%) to the statement item from the Feelings item, and as many as 50 respondents (32.1%) answered neutral. A total of 85 respondents (54.5%) stated they agreed, and 18 respondents (11.5%) stated that they strongly agreed with the same item, namely the Feelings item from the Emotional Consideration indicator.

The value of all respondents' answers to the Feelings item is between a score of 2 (disagree) to a score of 5 (strongly agree). The first highest value was a score of 4 where consumers answered in the affirmative with a total of 85 people. The answer agrees to the statement item: I feel happy when shopping at this store. The second order value is at score 3 with a neutral answer of 50 respondents. This answer means that consumers are unsure about the view that they feel happy when shopping at this store. Third place with a score of 4 from the answers of 18 respondents who said they strongly agreed, this answer could mean that consumers felt very happy when shopping for souvenirs. The final score was 2, where 3 respondents answered that they did not agree or rejected the statement of the Feelings item.

The distribution of answers from 156 respondents in Table 7 to the Feelings item statement with the Emotional Consideration indicator, illustrates that the majority of consumers have happy feelings when buying products at gift shops. This feeling was conveyed by 85 respondents who agreed (54.5%), so it can be concluded that the parameters of the consumer Purchase Decision Process variable can be explained using the Emotional Consideration indicator which is measured by the Feeling item and the average value of the total respondents' answers is 3.76 which is included high score criteria.

The second item of the Emotional Consideration indicator is the Impulsivity item. Impulsivity items are used to explain consumers' certainty in determining the choice of product purchased. Based on Table 7 which describes the distribution of respondents' answers to the Impulsive item statement, it shows that there were 11 respondents (7.1%) who said they disagreed, 25 respondents (16.0%) answered neutral, 99 respondents (63.5%) answered agree, and as many as 21 respondents (12.5%) answered strongly agree.

The value of all respondents' answers to my statement items determines the souvenirs I buy while in the shop, namely between a score of 2 (disagree) to a score of 5 (strongly agree). The first score is in the position of value 4 which was answered in the affirmative by 99 respondents. This answer means that consumers agree with the thoughts regarding

determining the choice of products purchased when in the shop. The second score is in the position of value 3, as many as 25 respondents' answers stated that they were neutral, meaning consumers had doubts regarding the Impulsive item. The third place is at a score of 5 which was answered by 21 respondents by stating that they strongly agree with the statement of the Impulsive item, which can be interpreted as consumers can only make product choices when they are in the shop. The final order is a score of 2 with 11 respondents disagreeing. This answer can be said to mean that consumers reject the view that determining product choices can only be done while in the shop.

The results of all respondents' answers presented in Table 7 illustrate that the majority of respondents' answers were in agreement, so it can be concluded that consumers agree with the idea that choosing souvenir products can be done while in the shop. This conclusion is based on the answers of 99 respondents (63.5%), thus it can be said that the Purchasing Decision Process variable can be measured using the Emotional Consideration indicator which is explained by the item Impulsiveness and the average score of the total answers is 3.83, which is included in high category.

**Table 8.** Average indicator scores for purchasing decision process variables

No	Indicator	Item	Rate-rate item	Average Indicator (average of items: number of items)
1.	Rationality Considerations	1. Information	3,96	3,82
		2. Planning	3,67	
2.	Emotional Considerations	1. Feelings	3,76	3,80
		2. Impulsive	3,83	
Average total score			<b>3,81</b>	<b>3,81</b>

Source: Processed data (2023)

Based on Table 8, it depicts the average indicator score for the Purchasing Decision Process variable including the Rational Consideration indicator which received an average score of 3.82 with the criteria being classified as a high score and the Emotional Consideration indicator which obtained an average score of 3.80 with the criteria for a high score. The conclusion is that the Rational Consideration and Emotional Consideration indicators are parameters of the Purchasing Decision Process variable which have high criteria with an average total score of 3.81.

### Data Analysis Results

Test Results of the Direct Influence of Consumer Resources on Consumer Value

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4.215	.585		7.203	.000
	CONSUMER RESOURCES	.321	.057	.411	5.603	.000

a. Dependent Variable: CONSUMER VALUE

From the table above it can be seen that the significance value is 0.000 < 0.05 so that the consumer resource variable has a significant positive effect on consumer value.

Test Results of the Influence of Consumer Resources and Consumer Values on the Purchasing Decision Process.

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.047	1.089		8.309	.000
	CONSUMER RESOURCES	.120	.101	.094	1.190	.236
	CONSUMER VALUE	.665	.130	.405	5.125	.000

a. Dependent Variable: PURCHASE DECISION PROCESS

From the second regression model we can conclude that: 1) Consumer resources have no influence on the purchasing decision process. This is known from the significance value of the consumer resource variable on the purchasing decision process of  $0.236 > 0.05$ ; 2) Consumer values influence the purchasing decision process. This can be seen from the significance value of the influence of the consumer value variable on the purchasing decision process, which is  $0.000 < 0.05$ , so it can be concluded that consumer value has a significant positive effect on the purchasing decision process.

An approach to testing the effect of mediation can use the Sobel test (Ghozali, 2018) as follows: From the two regression equations above, it can be concluded that the values A (SDK coefficient on consumer value), B (consumer value coefficient on the purchasing decision process), standard error A, and standard error B are as follows:

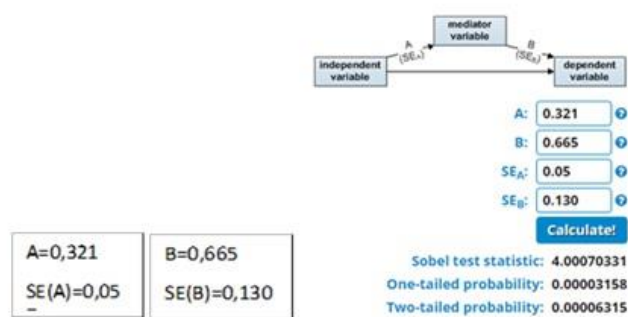


Figure 4. Image of UI sobel test results  
Source: Spss, 2023

From Figure 4 above, the results of the Sobel test can be seen from the two tailed probability value. Because the two tailed probability value is  $0.00006315 < 0.05$  and the Sobel test statistic value is  $4.00070331 > 1.96$ , it can be proven that Consumer Value is able to mediate the influence of consumer resources on the purchasing decision process.

The new findings produced in this research are 1) The influence of the Consumer Resources variable on Consumer Value is a new finding because it has not been studied by previous researchers. The results of this research can prove that consumer resources have a significant positive effect on consumer value. Consumers who have more resources (effort, time and funds) can increase consumer value as measured by indicators of greater expectations and benefits for these consumers. The higher the resources owned, the higher the expectations and benefits of a product that consumers want. 2) The influence of the Consumer Resources variable on the Purchasing Decision Process with the mediation of the Consumer Value variable.

Purchasing through the mediation of the Consumer Value variable is a new finding that has never been studied by previous researchers. The results of this research prove that Consumer Resources have an influence on the Purchasing Decision Process through the mediation of the Consumer Value variable. The influence through this mediating variable can

be said to be complete mediation because the test results of the direct influence of the Consumer Resources variable on the Purchasing Decision Process have no significant effect, but the results of the indirect test are the influence of Consumer Resources on Consumer Value through the mediation of the Consumer Value variable. significant effect. This means that consumers who have high resources will increase consumer value (expectations and benefits) which is higher and the impact will then lead to purchasing decisions regarding the product.

## CONCLUSION

Consumer resources have a significant positive effect on Consumer Value. This means that when the resources owned by consumers increase, whether from money, business or funds, it will encourage consumers to have higher expectations and benefits for the desired product. Consumer value is able to mediate the influence of consumer resources on the purchasing decision process. This means that consumers who have resources in the form of effort, funds and time can influence consumer value in the form of expectations and benefits for the product which will ultimately have an impact on the purchasing decision process.

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# CONTRIBUTION OF WORK DISCIPLINE AND JOB SATISFACTION TO EMPLOYEE PERFORMANCE IN THE MEJAKITA STARTUP COMPANY, MALANG

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## ABSTRACT

*Purpose- The study examines the contribution of work discipline (X1) to employee performance, contribution of job satisfaction (X2) to employee performance and contribution work discipline (X1) dan job satisfaction (X2) to employee performance. Design/methodology/approach-Data from total of 34 employees working in MejaKita Startup Company, Malang Town, East Java, Indonesia were collected through a structured questionnaire survey and subjected to analysis using path analysis. Total sampling for collecting data and descriptive research design was used in the study. Findings-Result of path analysis indicated that there is significant contribution of work discipline to employee performance and there is not significant contribution of job satisfaction to employee performance but there is significant contribution as simultaneously work discipline and job satisfaction to employee performance.*

## Keywords:

*Work Discipline; Job Satisfaction; Employee Performance; Path Analysis*

## INTRODUCTION

MejaKita is an online education platform that empowers students across Indonesia to collaborate in education. MejaKita promotes theme-based learning and discussion. This platform has been used by approximately 15,000 students in 223 cities (Suriastini et al., 2020). MejaKita address at Simpang Janti Barat I C/10 Street, Sukun, Malang City, East Java 65147, Indonesia ([www.semuaabis.com](http://www.semuaabis.com), n.d.).

MejaKita is an online education platform in Indonesia that facilitates collaborative learning among students nationwide. This study investigates the challenges MejaKita faces regarding employee performance, as evidenced by a 4.22% absenteeism rate in 2022. The quality and quantity of work are inevitably affected by employee absenteeism. Employee performance, defined as the achievement of individual or group goals aligned with organizational objectives, is crucial for organizational efficiency and effectiveness (Yuniarti, 2021). Edwin. B. Flippo defines absenteeism as a situation where an individual fails to attend work as per the schedule, emphasizing the responsibility of employees in delivering satisfactory performance (Flippo, 2002).

MejaKita currently lacks established performance metrics and primarily focuses on collaborative project completion. Consequently, the absence of binding rules for measuring performance has led to a lack of discipline among MejaKita employees. This lack of discipline affects employee performance, aligning with research by Febrianti on the significant

influence of work discipline on employee performance at PT. Pelabuhan Indonesia IV (persero) branch in Makassar (Febrianti.S, n.d.). Discipline is considered a behavior that should be instilled in every individual within and outside the organization, requiring adherence to agreed-upon rules and a willingness to accept consequences for any violations (Partika et al., 2020).

Employee satisfaction also influencing employee performance. Job satisfaction is described as an individual's general attitude toward their work, reflecting the disparity between the rewards received and what they believe they should receive (Robbins, 2003,78). Greenberg and Baron (2003:148) define job satisfaction as a positive or negative attitude individuals hold towards their work, while Gibson (2000:106) states it is the perception-based attitude workers have about their jobs. MejaKita employees collaborate in completing projects, and the excessive workload sometimes leads to employees working under additional stress. While recognition and rewards can lighten this burden, MejaKita appears to pay more attention to project completion rather than employee well-being.

### **Development of hypotheses**

#### *Work discipline and employee performance*

Based on the research findings, it is evident that discipline has a positive and significant impact on employee performance. Therefore, it can be concluded that improving employee work discipline will result in an enhancement of employee performance within the company. This research aligns with the study by Prasetyo (Prasetyo & Marlina, n.d., 21-30), which asserts that discipline has a significant influence on work productivity. On the basis of the above theoretical support, the following hypothesis has been formulated: H1. Disiplin kerja berkontribusi secara signifikan terhadap kinerja karyawan

#### *Job satisfaction and employee performance*

Based on the research findings, it is known that job satisfaction has a positive and significant impact on employee performance. This implies that as job satisfaction increases, it will lead to higher employee performance. The results of this study support previous research that explores the relationship between job satisfaction and performance. Balouch & Hassan (2014), in their study titled "Determinants of job satisfaction and its impact on employee performance and turnover intentions," concluded that job satisfaction influences performance, and additionally, job satisfaction can affect employees' intentions to leave. Employees with low job satisfaction have a higher likelihood of leaving the company (Hidayat, 2018). On the basis of the above theoretical support, the following hypothesis has been formulated: H2. Job satisfaction significantly contributes to employee performance.

#### *Work discipline, job satisfaction and employee performance*

The influence of job satisfaction, work discipline, and employee performance is such that job satisfaction affects the level of discipline and employee performance. This means that if satisfaction is derived from the job, then the discipline and achievements of employees are good. Conversely, if job satisfaction is lacking in the job, then the discipline and performance of employees are low (Hasibuan, 2006:203). Performance is the result of the work achieved by an employee in completing the tasks assigned to them, according to Sunyoto (2012:18). Employee performance is a manifestation of how much they contribute to the organization. Therefore, performance assessment is essential for companies to determine the extent to which employees can play a role in the development and growth of the company. On the basis of the above theoretical support, the following hypothesis has

been formulated: H3. Work discipline and job satisfaction simultaneously contribute to employee performance,

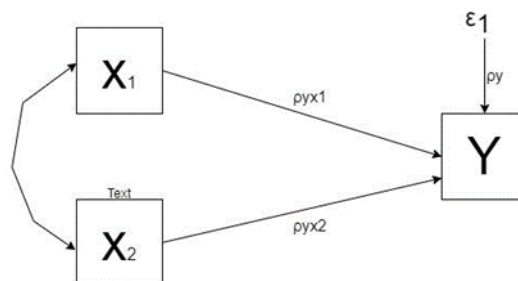
## METHOD

### *Sample and Procedure*

The sampling technique in this study is total sampling, where the sample size is equal to the population size. Total sampling is used because the population is less than 100; therefore, the entire population is taken as the sample in this study. Based on the above definition, it can be concluded that the sample size in this study is the same as the population size of employees in the MejaKita startup company, which amounts to 34 people.

### *Measures*

The questionnaire was created based on indicators of theory. All the scales used were 5-point Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree). The initial stage involved testing the validity and reliability of the questionnaire. The next stage involved testing each variable using path analysis with the following model.



## RESULT AND DISCUSSION

### *Responden Characteristics*

From the results of 34 respondents, it was found that the respondents, based on gender, were predominantly male employees, totaling 24 respondents, representing 71%. The remaining 29% were female employees, totaling 10 respondents.

Respondents, based on age characteristics, were found to have the most respondents in the age range of 26 to 30 years, with a percentage of 41%. Respondents in the age range of 26 to 30 years are the most numerous or the majority in this study. Meanwhile, the fewest or the minority of respondents are in the age range of over 30 years, totaling 4 respondents with a percentage of 12%.

Respondents with a bachelor's degree were 23, accounting for 68%. Respondents with a bachelor's degree are the most numerous or the majority. The fewest or the minority of respondents have a diploma (D3) education level, totaling 2 respondents with a percentage of 6%.

Respondents, based on the duration of employment, provided information that those who have worked in the range of 2 to 5 years are 17 respondents, with a percentage of 50%. Respondents in the range of 2 to 5 years of employment are the most numerous or the majority in this study. Meanwhile, the fewest or the minority of respondents are in the range of over 5 years, totaling 6 respondents with a percentage of 18%.

### *Instrument Testing (validity and reliability)*

Next, the instrument was tested for its validity by taking the Corrected Item-Total Correlation values, which is the correlation between the item score and the total item score

(calculated r-value) compared to the critical r-table. If the calculated r-value is greater than the critical r-table, then the instrument is considered valid.

Item	r hitung	r tabel ( $\alpha=0,05$ ; n=34)	Keput usan
X1.1	0.596	> 0,339	Valid
X1.2	0.592	> 0,339	Valid
X1.3	0.627	> 0,339	Valid
X1.4	0.777	> 0,339	Valid
X1.5	0.769	> 0,339	Valid
X1.6	0.712	> 0,339	Valid
X2.1	0.520	> 0,339	Valid
X2.2	0.539	> 0,339	Valid
X2.3	0.651	> 0,339	Valid
X2.4	0.620	> 0,339	Valid
X2.5	0.510	> 0,339	Valid
X2.6	0.677	> 0,339	Valid
X2.7	0.766	> 0,339	Valid
X2.8	0.819	> 0,339	Valid
Y1.1	0.704	> 0,339	Valid
Y1.2	0.527	> 0,339	Valid
Y1.3	0.542	> 0,339	Valid
Y1.4	0.645	> 0,339	Valid

Reliability testing can be observed through the Gutman Split-Half Coefficient correlation value of 0.905, falling into the category of highly reliable. When compared to the critical correlation value (0.339), the calculated correlation value is greater than the critical value. Therefore, it can be concluded that the questionnaire instrument is reliable.

### Reliability Statistics

Cronbach's Alpha	Part 1	Value	.878
		N of Items	9 <sup>a</sup>
	Part 2	Value	.885
		N of Items	9 <sup>b</sup>
	Total N of Items		18
Correlation Between Forms			.827
Spearman-Brown Coefficient	Equal Length		.905
	Unequal Length		.905
Guttman Split-Half Coefficient			.905

a. The items are: X1.1, X1.2, X1.3, X1.4, X1.5, X1.6, Y1.2, Y1.3, Y1.5.

b. The items are: Y1.6, Y1.7, Y1.8, Y1.9, Y1.10, Z1.1, Z1.2, Z1.3, Z1.4.

### Analyzing and Interpreting Path Analysis

Path analysis is a statistical method used to examine the direct and indirect relationships between variables in a complex model. In the provided context, path analysis

is used to understand and interpret the relationships between work discipline (X1), job satisfaction (X2), and employee performance (Y) in the specified structural equation.

1. Formulating Hypotheses and Structural Equation

Hypothesis: Work discipline and job satisfaction contribute simultaneously and significantly to Employee Performance.

The structural equation is represented as follows:

$$\text{Structure: } Y = \rho_{yx1} X1 + \rho_{yx2} X2 + \rho_y \epsilon_1$$

Here's a breakdown of the key components:

Y: Represents Employee Performance.

X1: Represents Work Discipline.

X2: Represents Job Satisfaction.

$\rho_{yx1}$ : Path coefficient indicating the direct effect of Work Discipline (X1) on Employee Performance (Y).

$\rho_{yx2}$ : Path coefficient indicating the direct effect of Job Satisfaction (X2) on Employee Performance (Y).

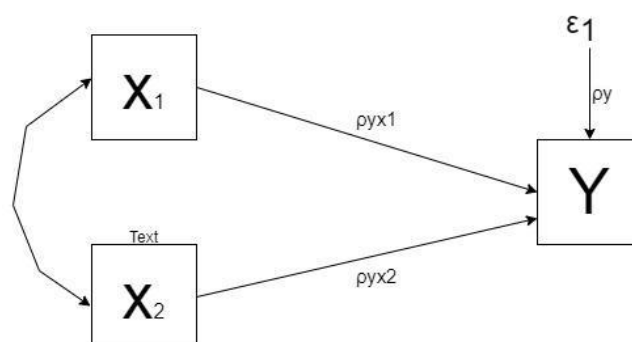
$\rho_y$ : Represents any remaining direct effects on Employee Performance (Y) not explained by X1 and X2.

$\epsilon_1$ : Represents the error term.

To analyze and interpret path analysis:

- Path Coefficients ( $\rho_{yx1}$  and  $\rho_{yx2}$ ): Examine the values of these coefficients to understand the strength and direction of the direct effects. Positive values indicate a positive relationship, while negative values indicate a negative relationship.
- Total Effect ( $\rho_y$ ): This coefficient represents the total direct effect on Employee Performance that is not explained by X1 and X2. Analyze its magnitude and direction.
- Error Term ( $\epsilon_1$ ): This term represents unobserved factors or measurement errors affecting Employee Performance. It is essential to consider the residuals to ensure the model adequately represents the observed data.

2. Calculating path coefficients based on regression coefficients Drawing the complete path diagram



a. Calculating correlation coefficients and regression with SPSS 25

**Correlations**

		Disiplin Kerja	Kepuasan Kerja	Kinerja Karyawan
Disiplin Kerja	Pearson Correlation	1	.619**	.801**
	Sig. (2-tailed)		.000	.000
	N	34	34	34
Kepuasan Kerja	Pearson Correlation	.619**	1	.459**
	Sig. (2-tailed)	.000		.006
	N	34	34	34
Kinerja Karyawan	Pearson Correlation	.801**	.459**	1
	Sig. (2-tailed)	.000	.006	
	N	34	34	34

\*\* . Correlation is significant at the 0.01 level (2-tailed).

● ANOVA (Analysis of Variance) for X1 and X2 on Employee Performance (Y)

ANOVA is a statistical method used to analyze the variance between groups and within groups. In the provided context, ANOVA is applied to assess the influence of two independent variables, X1 (Work Discipline) and X2 (Job Satisfaction), on the dependent variable Y (Employee Performance).

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.403	2	63.701	28.019	.000 <sup>b</sup>
	Residual	70.480	31	2.274		
	Total	197.882	33			

a. Dependent Variable: Kinerja Karyawan

b. Predictors: (Constant), Kepuasan Kerja, Disiplin Kerja

● Coefficient of X1 and X2 on Employee Performance (Y)

The coefficient, often denoted as  $\beta$  (beta), represents the degree of influence or the change in the dependent variable (Y) for a unit change in the independent variable (X1 or X2). In the context of the provided information, the coefficients for X1 (Work Discipline) and X2 (Job Satisfaction) on Employee Performance (Y) are essential in understanding the quantitative impact of these variables.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.864	1.680		2.896	.007
	Disiplin Kerja	.509	.083	.838	6.141	.000
	Kepuasan Kerja	-.024	.055	-.060	-.442	.661

a. Dependent Variable: Kinerja Karyawan

● Summary of X1 and X2 on Employee Performance

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.802 <sup>a</sup>	.644	.621	1.508	.644	28.019	2	31	.000

a. Predictors: (Constant), Kepuasan Kerja, Disiplin Kerja

b. Dependent Variable: Kinerja Karyawan

3. Analyzing and Interpreting Path Analysis

Conducting simultaneous path coefficient calculation

The overall testing is indicated by the ANOVA table. The statistical hypotheses are formulated as follows:

Sentence-form hypotheses:

H3: Work discipline and job satisfaction contribute simultaneously and significantly to employee performance.

H0: Work discipline and job satisfaction do not contribute simultaneously to employee performance.

Testing significance rule: SPSS Program

The ANOVA table obtained an F value of 28.019 with a probability value (Sig) = 0.000. Because the Sig value is less than 0.05, **the decision is to reject H0 and accept H3. Therefore, individual testing can be conducted.**

Individual Testing

- **Work discipline significantly contributes to employee performance**

Sentence-form hypotheses:

H1: Work discipline significantly contributes to employee performance

H0: Work discipline does not significantly contribute to employee performance

The significance test of the path analysis is found by comparing the probability value of 0.05 with the Sig probability value.

*Decision-making basis as follows:*

In the Coefficient table, there is a Sig value of 0.000 for work discipline. Furthermore, the Sig value of 0.000 is smaller than the probability value of 0.05 or  $0.05 > 0.000$ . Therefore, H0 is rejected, and Ha is accepted, meaning the path analysis coefficient is significant. **So, work discipline significantly contributes to employee performance.**

- **Job satisfaction significantly contributes to employee performance**

Sentence-form hypotheses:

H2: Job satisfaction significantly contributes to employee performance

H0: Job satisfaction does not significantly contribute to employee performance

The significance test of the path analysis is found by comparing the probability value of 0.05 with the Sig probability value.

There is a Sig value of 0.661 in the coefficient table. Then, the Sig value of 0.661 is greater than the probability value, so H0 is accepted, and Ha is rejected, **meaning job satisfaction does not significantly contribute to employee performance.**

The empirical causal relationship framework between X1 and X2 on Y can be constructed through the structural equation as follows.

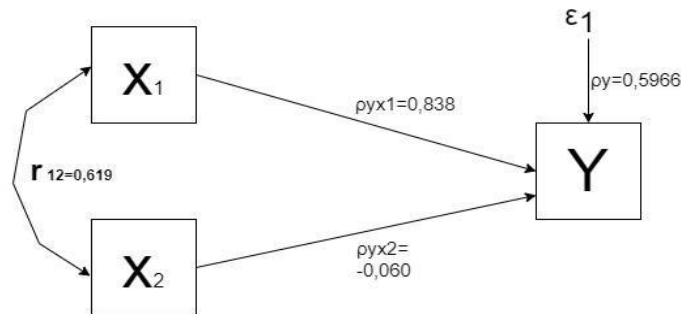
Structure:  $Y = \rho_{yx1} X1 + \rho_{yx2} X2 + \rho_y \epsilon_1$



$$Y=0.838 X_1-0.060 X_2 + \rho_y \varepsilon_1$$

$$R^2_{yx1x2} = 0,644$$

$$\rho_y \varepsilon = \sqrt{1 - R^2_{yx1x2}} = \sqrt{1 - 0,644} = 0,5966$$



### Results of Path Analysis

Based on the calculation of the structural path analysis, it provides objective information as follows:

1. The magnitude of the contribution of work discipline (x1), which directly influences employee performance (Y), is  $0.8382 = 0.7022$  or 70.22%.
2. The magnitude of the contribution of job satisfaction (x2), which directly influences employee performance (Y), is  $-0.0602 = 0.0036$  or 0.36%.
3. The magnitude of the contribution of work discipline (x1) and job satisfaction (x2) simultaneously affecting employee performance (Y) directly is  $0.644 = 64.4\%$ . The remaining 35.6% is influenced by other factors that cannot be explained in the study.

The magnitude of the contribution of work discipline (X1) and job satisfaction (X2) simultaneously affecting employee performance (Y). The answer to the research problem is summarized in the following table.

Variable	Path Coefficient	Affecting		Simultaneously Affect ( $R^2_{yx1x2}$ )
		Direct	Total	
X1	0,838	0,838	0,838	-
X2	-0,060	-0,060	-0,060	-
$\varepsilon_1$	0,5966	$1-0,644=0,356$	-	-
X1 & X2	-	-	-	0,644

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# GENERATING MSMEs BUSINESS THROUGH PENTA HELIX AS A PROGRESSIVE ECONOMY

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## ABSTRACT

*The growth of MSMEs is the main support for this economic sector, policies and strategies must be followed to increase MSME business. So with this the author examines how progressive economic policies in a fair market economy are. With the objective of a progressive economy, it seeks to influence the market through policies or rules of the game that can improve the welfare of the poor and reduce income inequality and people's welfare. The role of universities can be optimized through the tridharma of higher education. Through the collaboration of Penta Helix, local governments can give the responsibility for community or community empowerment to universities so that their resources can be used more optimally.*

## Keywords:

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## INTRODUCTION

The Minister of Cooperatives and SMEs, Teten Masduki, stated that 2022 is a revival momentum for MSMEs in Indonesia. Of the many business actors, MSMEs are the biggest pillar of national economic income.

In 2022, there are four opportunities for the transformation of MSMEs. First, the population of the younger generation reaches 64% of the total population of Indonesia. Of these, 73% of young Indonesians are interested in entrepreneurship. This must be encouraged to present the momentum of young, productive and competitive entrepreneurs. Many young entrepreneurs have taken advantage of this momentum.

Then the second is the growing potential of our digital economy. In 2021 the value of e-commerce transactions will reach Rp. 395 trillion, this number is estimated to increase. This is due to the large number of e-commerce that have emerged since the beginning of the covid pandemic.

Based on data from Google, Temasek, and Bain & Company, the value of the digital economy is estimated to reach US\$ 146 billion or Rp. 2100 trillion in 2025. During the Covid-19 pandemic, MSME transactions in the online market increased by 26%, recording 3.1 million transactions per day and an increase of 3.1 million transactions per day. 35% delivery of goods. Indonesia has gained 21 million new digital consumers since the start of the pandemic, and uniquely 72% are not from this metropolitan city, which is very positive for the growth of penetration in the digital market.

For the third year 2021, the credit limit will be increased to IDR 373.17 trillion. The relaxation of the currency policy continued with the provision of a 3% interest subsidy for 6 months. In 2024, the government targets the portion of banking credit for MSMEs to also be increased to 30%. Fourth, Indonesia's involvement in various international forums also provides great flexibility for the development of MSMEs in the country.

MSMEs will be one of the bearings for the economic recovery in 2022. The impact of the Covid-19 pandemic is 98% of MSMEs experiencing demand shock and supply shock problems, among others due to reduced orders, distribution difficulties and difficulties in obtaining raw materials. The MSME indicator target in 2022 is the contribution of MSMEs to GDP of 63%, the ratio of MSME loans to total bank loans of 20.9%, and the national entrepreneurship ratio of 3.75%. The MSME recovery strategy for 2022 is interest subsidies for MSME loan restructuring, MSME loan guarantees, expansion of business assistance services, business resilience training, and productive assistance for micro-enterprises.

The government is also implementing a strategy to increase the added value of MSMEs in 2022, namely developing regional-based integrated MSME potentials, increasing MSME digital capabilities, replicating MSEs and MSEs strategic partnerships, and developing joint production spaces for MSME centers. In 2022, a major integrated MSME management project will be implemented in 5 provinces, namely Aceh (Nilam), Central Java (Wood), East Kalimantan (Biofarmaka), North Sulawesi (Coconut) and NTT (Cattle).

The growth of MSMEs is the main support for this economic sector, policies and strategies must be followed to increase MSME business. So with this the author examines how progressive economic policies in a fair market economy are. With the objective of a progressive economy, it seeks to influence the market through policies or rules of the game that can improve the welfare of the poor and reduce income inequality and people's welfare.

## **RESULT AND DISCUSSION**

### **Progressive Economy**

A progressive economy is philosophically defined as the opposite of a liberal economy, a laissez-faire economy, or a capitalist economy. Many organizations or institutions that promote a progressive economy can be categorized as anti-capitalist organizations. Progressive economic principles and policies are based on Keynes, Marxist, and socio-economic thought or left-wing paradigms (Mersch, 2013).

Keynes's thought was that the economic process was based on the development of potential output, which emphasized the importance of aggregate demand as the main driving force of the economy. He argues that government policies can be used to increase demand at the macro level thereby reducing unemployment and deflation. Keynes concluded that there is no automatic tendency to move output and employment to full employment conditions (Hoppe, 2007) except through government intervention.

Former President of the United States, Bill Clinton, built a foundation to develop a progressive economy on the basis of "put a human face on the global economy". He emphasized that progressive economies develop public policy thinking and solutions for trade and globalization, to promote broad sharing of opportunities and prosperity, strengthen peace and security, build and improve the rule of law, promote scientific and technological progress, and reduce global poverty ([www.progressiveeconomy.org](http://www.progressiveeconomy.org)).

Progressive economics is said to be a left-wing paradigm so that it is clearly contrary to the right-wing, which is a capitalist economy that adheres to a free market system. The idea behind it is that the free market is unfair (unfair), more profitable big companies (corporations), and the wealthy (wealthy). Therefore, a progressive economy promotes a fair market economic system that results in wealth being normally distributed throughout

society because in reality there is a very large income inequality between the rich and the poor. Thus, a progressive economy seeks to influence the market through policies or rules of the game that can improve the welfare of the poor and reduce income inequality and people's welfare.

Many policies and actors play a role in increasing and reducing inequality in community welfare, including the government, the private sector, and universities. Because the welfare of society is complex, it is necessary to have cooperation between various related parties. The collaboration between universities, companies, and the government is known as the Triple Helix ABG (Academic-Business-Government). This policy does not seem to touch the lives of small communities because the companies that are able to cooperate are large companies, while more than 90% of businesses in Indonesia are Micro, Small and Medium Enterprises (MSMEs) which are more community-based. Therefore, the approach needs to shift to Penta Helix ABCGM (Academic-Business-Community-Government-Media).

### **Progressive Economy as Inclusive Development**

Progressive economics has been the subject of a long and longstanding academic and political debate. The European Union has even established several specialized institutions that study progressive economies, such as the Progressive Economy Forum, Progressive Economy Academic Project, and the Progressive Economy Parliamentary Alliance (Mersch, 2013). These institutions are principally intended to create public debates geared towards contributing to thought and action to realize a progressive economy. In accordance with Keynes's principle that public welfare can be achieved through government intervention or intervention.

As an anti-capitalist view, a progressive economy prioritizes the welfare of the community at large, not only the owners of capital or the rulers of productive resources. If the increase in people's welfare in a market or capitalist economy can be exclusive to people who control productive resources, then welfare in a progressive economy is inclusive for all levels of society.

According to Sen (2000), the problem of social inclusion is an unfavorable condition of a certain person or social group because they are marginalized by other people or groups for the various opportunities and opportunities available. Thus, if there is a problem of social inclusion, then in the community concerned there will also be social classes so that it limits social mobility vertically.

In poverty theory, the problem of social inclusion includes structural poverty. Structural poverty views that a person is poor because of structural barriers that systemically have made the person not have equal access or opportunity to change his poverty condition (Rejekiningsih, 2011).

Referring to the principles of a progressive economy and a market economy, the success of development as measured by economic growth does not guarantee a good level of public welfare. Rauniyar and Kanbur (2010) emphasize that it is necessary to distinguish the concepts of growth and development. Development has an influence on the dimensions of welfare (well being) that are broad and not only measured by income (income) alone. If it is associated with inclusive development, development emphasizes efforts to encourage development that pays attention to the equitable distribution of welfare (well being) in society.

The Government of Indonesia considers that a progressive economy is very important to realize, so inclusive development has been established through Law Number 17 of 2007 concerning the National Long-Term Development Plan (RPJPN) as a national development target in the 2005-2025 development planning period.

## Penta Helix policies in a progressive economy

The objective of progressive economic national development is to improve the welfare of the community that is inclusive. Therefore, the community should be the focus and the subject not the object of development. However, an individual approach to the community is more difficult than a group approach. Therefore, community groups or communities need to be involved in the development process to become a Penta Helix as shown in the following figure.



Picture 1. Penta Helix approach as collaboration

The community in question is a collection of individuals who have similar intentions, beliefs, resources, preferences, needs, risks and a number of other conditions. Community comes from the Latin *communitas* which means "similarity", then it can be derived from *communis* which means "equal, public, shared by all or many". (Wenger, 2002: 4). Viewed from interest, community is a group of people who establish a community because they have the same interests and interests, such as religion, occupation, ethnicity, race, or based on sexual disorders. Communities are generally informal and do not have written rules. Therefore, it is often not touched by formal government programs.

The Penta Helix concept is an evolution of the Triple Helix concept by integrating the roles of academics, entrepreneurs, government and society in creative and knowledge activities. In his research, Mulyana (2014) stated that the Penta Helix concept is a solution for the development of creativity, innovation and technology for SMEs. The discussion on the creativity and innovation performance of MSMEs with the support of Penta Helix is still unclear and very limited. Currently, the Indonesian government continues to strive to improve the quality of MSME human resources in a more innovative, creative and positive manner so that they can operate in an innovation-based economy. Collaborating with academics, entrepreneurs, and supporting communities who are members of Penta Helix to increase the growth of MSMEs in Indonesia.

The pentahelix concept that combines the roles of academics, business entities (business), communities, government, and the media aims to develop knowledge innovations that have the potential to transform into products and services that are valuable and beneficial to the MSME community. By finding a partnership pattern involving various parties and roles, this goal also supports the realization of the Sustainable Development Goals (SDGs) in achieving accelerated economic development, food and energy security, welfare, and environmental improvement. In summary, the pentahelix concept is one way to overcome the problem of MSMEs and develop programs by involving cross-sectors to collaborate with each other. The focal point of Penta Helix is the collaboration between the government and stakeholders to the MSME community.

## CONCLUSION

In this case, the role of universities can be optimized through the tridharma of higher education. Through the collaboration of Penta Helix, local governments can give the responsibility for community or community empowerment to universities so that their resources can be used more optimally. the concept of collaboration between academia, industry, government and society, and that each role of the helix is equally important to encourage innovation and creativity for MSMEs.

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# OPTIMIZING COMMUNITY EMPOWERMENT PROGRAM GOVERNANCE: RE-DEFINING THE ESSENCE OF CORPORATE SOCIAL RESPONSIBILITY

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## ABSTRACT

*As a business entity, a company essentially not only aims to gain economic benefits for the sustainability of the company, but also has corporate social responsibility. Companies must also be present as a solution to all social problems and the welfare of society in general. This is the background to the promotion of the Corporate Social Responsibility (CSR) program to encourage various companies to actualize their role as one of the elements that is expected to be able to overcome social problems, one of which is related to building independence and community welfare. CSR programs are essentially potential programs, but companies face the challenge of implementing CSR authentically so that it truly has a social impact, and does not fall into the trap of CSR practices that are just an image. This conceptual research intends to provide an explanation regarding how community empowerment programs should be managed as one of the most effective CSR categories for realizing social welfare*

## Keywords:

*Community Empowerment; Corporate Social Responsibility; Social Welfare; Governance*

## INTRODUCTION

Poverty is still a problem that is homework for a country. However, the state is not the only party that can overcome this problem, there are several other elements that can play a role in helping to overcome the problem of poverty and improve social welfare. One of several elements that can help overcome social problems is a company (corporation). As is known, companies are oriented towards economic profit (profit oriented), but behind that, companies also have social responsibilities related to their existence as an inseparable part of the social ecosystem. Stakeholder theory states that companies have responsibilities that are not only limited to internal companies, but also extend to the community, so that these parties completely include investors, directors, employees and the community (Freeman, 1984).

With the strategic role that the Company has in relation to Corporate Social Responsibility (CSR), companies have the opportunity to help overcome social problems more proactively. Company manifestations of social responsibility take various forms, starting from the construction of public facilities, direct short-term social assistance, capacity building to develop community capabilities, as well as community empowerment aimed at creating an independent and prosperous society (Arifin, 2023).



The four areas of the CSR category are all categories needed by society according to their context, but for the CSR category Community Empowerment is a representation of the essence of CSR itself. As a CSR field, Community Empowerment has its own meaning for society. CSR Agenda Community empowerment has long-term goals related to the provision of relevant and useful knowledge, skills and skills to enable people to be able to live independently on their own two feet in meeting all their needs and requirements, so that their lives run in a quality and efficient manner. prosperous in the long term. The adage "giving a hook is better than giving a fish" is quite relevant in this context even though in certain cases, direct assistance is still needed to be distributed to those in need, in the context of meeting the short-term needs of the community.

With such great potential for the role of corporate social responsibility, especially in the field of community empowerment, attention to and implementation of community empowerment programs in the field is very important. This is a challenge in itself, because the mindset of some companies still interprets CSR as a formality, and not as an important and strategic agenda which, if implemented in a structured and massive manner, will produce a positive social impact. Therefore, companies need to plan community empowerment programs in a more mature and measurable manner, which is also followed by good implementation, regular monitoring and evaluation, by involving local communities at every stage of the program management process, with the aim of achieving the goal of community empowerment. can be achieved well, on target and effectively.

In connection with the urgency of CSR community empowerment, this article aims to describe and explain several things that need to be done regarding the management of the CSR Community Empowerment program. The hope is that by studying the essence of CSR, especially Community Empowerment CSR, all companies can better understand and realize that CSR is not an optional agenda and mere formality, but is a mandatory agenda that must be created, created and implemented with full responsibility as part of from entities that are also capable and expected to be agents of social change.

### **Community Empowerment**

According to Mardikanto and Soebianto, (in Hamid, 2018) Community empowerment can be interpreted as a process of enabling a group of weak/poor people in terms of ability to participate, opportunities to access needed resources, which is aimed at improving the quality of life of individuals, groups and communities in broad meaning.

From this explanation it can be concluded that Community Empowerment is an activity carried out consciously and planned with the aim of providing the necessary provisions for individuals, groups and communities so that they have the ability and empowerment to meet life's needs (especially basic ones), so that quality their lives are more improved than before.

### **Corporate Social Responsibility**

From several definitions of Corporate Social Responsibility that have been developed by many experts, Kotler (in Primahendra, 2015) explains that corporate social responsibility is the good faith of a company to improve the welfare of society which is achieved through wise business practices by allocating the resources owned by the company. companies to be able to contribute to society.

Through the explanation given by Kotler, it opens up collective awareness that behind its role as a profit-oriented entity, companies also have an obligation to dedicate something that can provide benefits to society, especially those related to improving community welfare.

## **Social Welfare**

According to Midgley et.al (in Salamah, 2012), Social Welfare is a condition where society is able to fulfill various basic needs which include nutrition, health, education, housing, income, as well as protection from various threats that are at risk of disrupting their lives.

From the understanding conveyed by Midgley, et al, we can understand that social prosperity is basically an ideal condition that anyone has the right to feel and obtain. However, in reality on the ground, this ideal condition is not always present in people's daily lives. With the various conditions that exist in various different places, including the availability and ownership of resources that vary between one person and another, making social welfare a very challenging issue.

## **METHOD**

The article outlined here is conceptual research based on literature study using various literature such as journals, books, articles. This article also presents several case studies that explain several good practices and success stories from Community Empowerment CSR that have been able to provide real social impacts.

## **RESULT AND DISCUSSION**

Below are presented several case studies that represent several good practices and success stories from the Community Empowerment CSR program:

### **CSR Community Empowerment in Nglanggeran Village**

This CSR, which was initiated and carried out by Pertamina, focuses on community empowerment activities by carrying out a series of activities that are based on community needs to increase income as well as potential related to tourism. From the mapping carried out, Pertamina carries out CSR activities covering various categories, ranging from charity, community capacity building to community empowerment.

The various Community Empowerment CSR activities carried out include the construction of rain-fed reservoirs on hilltops with a volume of 8,000-10,000 m<sup>3</sup> which function as natural agricultural irrigation, improvements to infrastructure and tourism support facilities, as well as various capacity building and economic empowerment training for farmer groups and communities. aware of local tourism (Pokdarwis). Apart from that, there is also an allocation of 2000 m<sup>2</sup> of land for each head of family which is used to grow gardens, with a total area of 30 hectares.

The various CSR program activities that have been carried out by Pertamina have ultimately produced results with an increase in welfare which has an impact on 4,200 village residents, where the average income per family ranges from IDR 1.5 million to IDR 11.5 million per month. Apart from that, from the allocation of land to each head of family, 4500 durian trees have been planted which can generate the highest income of up to IDR 140 million/year. CSR programs that have been carried out directly or indirectly have also had an impact on the emergence of various alternative income sources for the community, such as homestays, culinary delights, parking, ticketing, music concerts, study visits, and so on.

### **CSR Community Empowerment in Lerep Village**

In general, the CSR program carried out in Lerep Village is almost the same, because the implementation of CSR Community Empowerment in Lerep Village is a replication of a similar program that has been successfully carried out in Nglanggeran Village. Like Nglanggeran Village, Lerep Village is a tourist village. On this basis, Pertamina then created a similar CSR program in Lerep Village.

Some of the CSR activities carried out in Lerep Village are maintenance of the mini geomembrane reservoir and durian cultivation equipped with natural irrigation which aims to empower local community groups.

### **Integrated Mushroom Development**

Based on the results of mapping the potential and problems in Sukamulya Village, Karawang Regency, several findings were obtained relating to the great potential that Sukamulya Village has in the agricultural sector, making it very possible for the agribusiness sector to be developed. After identifying several potentials and problems in Sukamulya Village, Pertamina then launched a community empowerment program in Sukamulya Village in 2012.

Initial activities carried out in the community empowerment program in Sukamulya Village included group formation, infrastructure development, and increasing human resource knowledge. Some of the aims of forming the group are to facilitate the organization of training activities for mushroom farmers and other activities, as well as to become a learning forum for mushroom farmers when group members face problems to become more empowered.

After the group is formed, the next step is to provide some simple training regarding basic SME management, so that administrators and members have the necessary skills to manage the group that has been formed. Not only that, training is also provided regarding the cultivation of straw mushrooms, starting from preparing planting media, planting, making liquid organic fertilizer, and harvesting.

In essence, the community empowerment program carried out in Sukamulya Village received positive interest and enthusiasm from the residents of Sukamulya Village. They can feel the benefits provided by the community empowerment program, and the program has also met the right targets. The benefits of this community empowerment program can be seen from existing data where there has been an increase in production and income from the integrated straw mushroom group. In a comparison taken over a period of three years, namely in 2011-2013, after the community empowerment program began in 2012, there was an increase in production of 11% in 2012, this is higher than 2011 which only reached 6%. This increase in production also continued in 2013, reaching 15%. This increase in performance is also reflected in terms of income. During the same period, in 2012 there was an increase in income to Rp. 2,700,000/year, in the previous year, 2011, the income generated only reached Rp. 1,080,000/year. In 2013, income increased again to Rp. 3,870,000/year.

### **Integrated sheep farming**

In general, what is carried out in this program is the fattening and breeding of sheep which is integrated with the processing of livestock manure and its derivative products. In this program Pertamina builds a partnership system with LPPM IPB, Village Government, agricultural/livestock extension workers and local veterinarians. This program was implemented in Wagirsari Hamlet, Pasirukem Village, Cilamaya Kulon District, Karawang Regency and Karang Cagak Hamlet, Cidahu Village, West Pagaden District, Subang Regency. This integrated program is implemented centrally in one location.

This program was held with several objectives: a) Increasing the welfare of the target beneficiary groups through sheep farming agribusiness; b) Opening business opportunities in the livestock sector; c) Realizing community independence, especially among those who are program beneficiaries; d) Strengthening the role of groups in sheep agribusiness; e) As

a pioneering independent sheep center program that has sheep businesses from upstream to downstream.

The target group for the integrated sheep farming program is families in the poor household category with several conditions that must be met: a) Have experience in raising sheep; b) Never received program assistance, either from the government or private sector; c) Has a high interest in sheep cultivation

The series of stages in implementing this program are: a) Selection of group members; b) Initial meeting with prospective group members and group formation; c) Construction of the cage in mutual cooperation by group members; d) Procurement of sheep; e) Handover of sheep pens and livestock; f) Training in sheep farming business; g) Implementation of sheep farming business maintenance

Types of innovation resulting from integrated sheep farming: a) Manure waste is made into liquid organic fertilizer/poc with an integrated processing system; b) Reducing sewage odor through market vegetable waste feed innovation; c) Reducing the amount of emissions through the use of straw as animal feed.

### **CSR Management**

Basically, the CSR agenda is a corporate agenda that requires special attention and careful planning, so that the agenda implemented will truly become an agenda that can have a real social impact. For this reason, as a preliminary form of a series of good CSR governance, it is necessary to carry out a plan based on pillars that will make the program more focused in the future. The pillars of CSR program planning include: a) Social Assessment; b) Formulation of mission, values and vision; c) Preparation of strategic plans; d) Preparation of annual plans

### **CSR Program Management**

The urgency of the CSR agenda, which is carried out with the aim of having a real social impact, will be successful if various efforts related to proper management have been taken. Management of a CSR program, in this case the Community Empowerment category, in its cycle includes 5 parts: a) Project feasibility assessment; b) Project Design; c) Work plan; d) Implementation; e) Monitoring and evaluation.

### **CONCLUSION**

From the discussion relating to the CSR agenda in the Community Empowerment category which is supported by several case studies relating to good practices and success stories in implementing CSR in the community empowerment category, several things can be concluded as follows: a) CSR is a strategic instrument that relies on the private sector in an effort to overcome social problems; b) It is necessary to rebuild understanding and awareness regarding the true essence of CSR in order to implement CSR effectively; c) CSR programs must not only be in the form of short-term direct assistance (charity), but must also intensify programs in the category of community empowerment, because they are more long-term oriented; d) CSR is no longer an optional activity, but an obligation; e) The effectiveness of community empowerment programs is largely determined by the involvement of the communities targeted by the program itself; f) The main key to the success of the community empowerment program is the involvement of the community targeted by the program, at every stage of program management, from planning, implementation, to program monitoring and evaluation; g) The company's role in the community empowerment program is to facilitate the implementation of the program in

accordance with the road map that has been prepared together with the community that is the target of the program.

Based on the discussion about Corporate Social Responsibility (CSR) in the Community Empowerment category, an understanding was gained regarding the importance of the role of CSR programs in overcoming existing social problems. From this, companies need to open up their deepest awareness, that CSR is not just an agenda to show that the company has done good to social audiences, but more than that, CSR has a noble vision to overcome social problems, down to the root of the problem.

Thus, companies must view CSR as a sincere and authentic social service agenda, so that in the period before, during and after its implementation, steps are needed that are systematically arranged, collaborate with relevant parties and carry out appropriate measurements to find out more comprehensively, the extent to which the programs that have been implemented are able to improve welfare, reduce disparities and build community independence.

The CSR program, which is basically an obligation in the form of social service based on volunteerism by the Company, even though it does not produce commercial profits, in essence has a big impact on the company's reputation. With a reputation as a company that has high social awareness, which is represented through a CSR program that is carried out with high totality and success, this will make the Company's existence stronger in the business arena through the accumulation of networks, spirituality and social support resulting from seriousness in carrying out CSR programs in the Community Empowerment category.

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# HUMANISTIC BUDDHISM IN CONTEMPORARY CHINA: PRACTICES AND INTERPRETATIONS

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## ABSTRACT

*Known as "Renjian Fojiao" (Buddhism in the Human Realm) in the Chinese-speaking region, Humanistic Buddhism has emerged as a hot topic for scholarly studies on Buddhist institutions from Taiwan and their transnational networks over the past decade. Mainland China, as the birthplace of this new brand of Buddhism centering on self-cultivation, has yet to gain attention from the English-language scholarship on this paradigm. The present paper explores the practices under the banner of Humanistic Buddhism and its interpretations of the institutional level in the mainland. To that end, two months of fieldwork were conducted at Bailin Chan Si in Hebei, North China, and Hongfa Si in Shenzhen, South China. A series of semi-structured interviews were undertaken with the six senior monks and ten laypeople at these two renowned Buddhist temples, where their religious and cultural programs were attended and examined. The paper also analyzed the literature published by the Party-state of China and or under its sponsorship in the past ten years. It finds that no Buddhist temples explicitly label their practices as Humanistic Buddhism in China despite their emphatical promotion of cultivating oneself in daily life, the essential principle of Humanistic Buddhism. The temples mainly adhere to orthodox doctrines and teachings from their respective Dharma lineages for reference. Though sporadically noting the concept of Buddhism, the State's propaganda of Buddhism prioritized patriotism before the Buddhist faith. Nevertheless, in its global promotion of Buddhism as a religious version of China's soft power, the State often raised the concept of Humanistic Buddhism for international empathy and even gained particular attention. In conclusion, the paper argues that the articulation of Humanistic Buddhism in China is limited to an abstract extent and is only known by knowledgeable Buddhists or non-religious intellectuals. The concept itself has still been left far behind the Party-state's public discourse about patriotism, though sometimes it was instrumentalized to supplement the latter's soft power diplomacy abroad.*

## Keywords:

*Humanistic Buddhism; Contemporary China; Practices; Interpretations; and Patriotism*

## INTRODUCTION

After over 2,000 years of development since its introduction to China, Buddhism has deeply integrated with traditional Chinese culture to form a unique Chinese Buddhist culture.<sup>1</sup> In this process, Buddhism not only spread widely in China, giving birth to many

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<sup>1</sup> SHENG Kai, "Constructing the Academic Discourse System of Buddhism in China", China Social Science Daily, September 28, 2021, Issue 2259: "Buddhism in China is a process of interaction, complementarity, symbiosis and convergence between" History of Buddhism in India "and Chinese culture. In a sense, it is a historical process of conflict, fusion and comprehensive innovation between the two civilizations. China is a multi-ethnic and vast country. For History of

masters and sects but also completed the Chineseization of its doctrines and institutions. During the Song and Yuan dynasties, with the rapid development of local sects, Buddhism entered an era of "Chineseization" in China. However, Buddhism gradually revealed its shortcomings during the Ming and Qing dynasties. It fell into a low ebb in China, with monastic orders emphasizing the transcendence of the dead at the expense of their practice and liberation.

In response to these challenges, the modern era saw the emergence of the "Taixu Reforms," which sought to address the problems faced by traditional Chinese Buddhism, particularly its disconnect from real life. Venerable Taixu's theories have become an essential guide in the construction and management of modern Chinese Buddhism. His idea of "Life Buddhism" emphasized attention to real life and advocated active initiation into the world, opening up a new direction for the adaptation and development of Buddhism in modern society.

The Buddhist community faces new challenges and opportunities with socio-economic development and cultural diversification. Traditional Buddhist teachings and practices need to be adapted to modern society's needs and promote the modernization of Buddhism. Based on Venerable Taixu's "Life Buddhism", the Chinese monastic community has gradually developed the idea of "Human Buddhism".<sup>2</sup> Humanistic Buddhism focuses more on integrating spiritual practice with daily life, emphasizes humanism, and focuses on the realities of life, which is closely related to the humanistic ideology of traditional Chinese culture and thus has gained wide acceptance in Chinese society.<sup>3</sup>

Much research on Humanistic Buddhism has already been conducted in Chinese academia. However, there are still many gaps in English academia that can contribute knowledge on this topic from different perspectives. Much of the existing literature on the subject is based on historical and political perspectives rather than contemporary religious perspectives. Most of the studies conducted in English are from the perspective of outsiders rather than from the perspective of those who engage in Buddhist religious practices as insiders.

As the birthplace of humanistic Buddhism, contemporary China is bound to produce theoretical and practical innovations in the decades of inheriting and developing humanistic Buddhism. How to critically evaluate these concrete measures is a proposition that needs to be considered by both the Sangha and the academic community. With these considerations in mind, there is an urgent need to fill this gap in the existing literature to understand the significance of "Buddhism on Earth" in contemporary China.

The purpose of this study is to explore the development of Buddhism in China, with the development and future of "Life Buddhism" and its derivative "Human Buddhism" as the core issues of the study, focusing on the innovation and practice of the ideological interpretation of Human Buddhism in contemporary China. To this end, the researcher pre-selected two important monasteries in the north and south of China as the focus of this study

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Buddhism in India, the communication mode of "weak organizations" just fits in with "China" as the "background" and "concept". As an academic discourse system, the sinicization of Buddhism must take into account the territory of modern China and the different branches of sinicization of Buddhism.

<sup>2</sup> SHI Taixu (January 8, 1890 to March 17, 1947), born in Chang'an Town, Haining County, Zhejiang Province, advocated the Buddhist revolution and devoted himself to the cause of Buddhism all his life. He said that he was "committed to sorting out the Buddhist system and walking in the Bodhisattva Yoga Ring Book." He was praised as the founder of Humanistic Buddhism.

<sup>3</sup> WU Chaowei, "A Brief Discussion on Humanistic Buddhism", Zen, 2004, Issue 6: "Humanistic Buddhism" appeared as a proper term in Master Taixu's "How to Build Humanistic Buddhism", and as a modern unique Buddhist theoretical ideology, it was formed in the 20th century. As for "Humanistic Buddhism", there are many advocates. This theoretical system is the accumulation of long-term creative thinking of modern Chinese Buddhist thinkers on many issues raised by the transitional society and modern life based on the basic principles of Buddhism."

through literature analysis and case comparison, followed by two months of fieldwork, based on which this study was produced.

## 2. Literature Review

### 1. Development and Present Situation of Humanistic Buddhism

Like other religions and even philosophical ideas, Buddhism arises with the needs of a certain society and a certain era and changes with the changes of a certain social era. Ninety years ago, Master Taixu put forward the idea of "Life Buddhism", which represents an important theoretical model for transforming modern Buddhism into a modernized one, in sharp contrast to traditional Buddhism.<sup>4</sup> This idea emphasizes the shift from emanation to initiation, shifting the focus of attention from the other side of the world to this side of the world, thus realizing the socialization and actualization of Buddhism. Recognizing the shortcomings of traditional Buddhism in the late Qing Dynasty and early Republican period, especially the problem of placing too much emphasis on the transcendence of the dead at the expense of the present life, Master Taixu proposed a thorough reform. He advocated the integration of Buddhism with worldly law and emphasized that Buddhism should participate in and improve social life and enhance its social functions. In addition, Master Taixu absorbed the resources of Confucianism and combined the Confucian concept of initiation into the world with Buddhism, proposing that "learning Buddhism begins with being a human being"<sup>5</sup> and advocating that Buddhists participate in social service to realize the initiatory function of Buddhism. Master Taixu's thought of Life Buddhism not only requires Buddhism to actively enter the world to serve the present society and life but also relies on Buddhism to transform and Buddhize the world, which not only promotes the development of Buddhism but also points out the direction of Buddhism's future development, and is of great theoretical and practical significance.

Venerable Yin Shun proposed the concept of "Buddhism on earth" based on inheriting Master Taixu's idea of "Buddhism on life". Human Buddhism, as its name implies, is to realize the Pure Land of the Buddha's Kingdom in the human world, i.e., to put the ultimate world of the Buddha's Kingdom into reality on earth. These two are in the same vein. That is why we now generally refer to "Buddhism on Earth" as having begun with Master Taixu. According to Yin Shun, "The Buddha is the only one we can look up to; the completion is in the personality, and the realization of the human being is the realization of the Buddha, which is the name of the true reality," which is the original meaning of Taixu's Life Buddhism. Taixu's "true reality theory" focuses on the question of life. According to Shih Yin-shun, Life Buddhism and Humanistic Buddhism are similar in terms of "manifestation" but different in terms of "cure".<sup>6</sup>

As for the content and theoretical basis of the idea of Buddhism on earth, Yin Shun believes that Buddhism on earth is of a nature that "fits the reason and the opportunity" and that those who learn the Bodhisattva's behavior with a mortal body, and who aspire to the Buddha's way, do not need to boast of miracles, but instead start from a practical and steady place. According to Yinshun, Mahayana Buddhism has always advocated that a Bodhisattva's self-benefit is mainly derived from benefiting others and that everything corresponds to

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<sup>4</sup> Miao Zhan, *The Chan Style of Laigu Chan Master—Commemorating the Forty Years of Laigu's Passion*, "Southern Fujian Buddhism, No. 2, 1993.

<sup>5</sup> This is the topic of a lecture given by Master Taixu at the Sino-Tibetan Academy of Teaching and Science in June of the 29th year of the Republic of China. Taixu had just returned from visiting Buddhist countries such as Myanmar, India, and Ceylon. In this speech, he talked to the students about some of his impressions of the visit and his thoughts on the reform of Chinese Buddhism.

<sup>6</sup> Shih Yin-shun. *Miaoyunji - Buddha on Earth - Introduction to Humanistic Buddhism*:25



altruistic behavior. Therefore, anyone who does not think for himself but does what benefits all living beings with altruistic compassion is practicing the Bodhisattva's conduct and attaining the fruits of the Buddha's teachings.

Since the 1960s, Humanistic Buddhism has gradually been realized in Chinese Buddhism, and remarkable achievements have been made. In Taiwan and overseas Chinese communities, the implementation of Humanistic Buddhism has not only saved traditional Buddhism from decay but also greatly promoted the development of Buddhism through the three pillars of culture, education, and philanthropy. On the mainland, in his report *Thirty Years of the Chinese Buddhist Association* in 1983, Rev. Zhao Puchu elevated the idea of Humanistic Buddhism to the level of "Where is Chinese Buddhism headed in this day and age?"<sup>7</sup> After 40 years of rapid development, the Buddhist community in mainland China has made remarkable achievements under the guidance of this idea.

Zhao Puchu joined the Buddhist cause in the late 1920s. In the 1930s, Zhao Puchu became acquainted with Master Taixu and deeply connected with him. After Taixu's death, Zhao and others inherited his unfinished business and responded to the times by proposing to eliminate the ills of traditional Buddhism and carry out Buddhist reforms. With many other great masters, he continued to promote the modern transformation of Buddhism in China, with the founding of the China Buddhist Association (CBA) in 1953, for which he was in actual charge until 2000.<sup>8</sup> During this period, he vigorously promoted the spirit of Humanistic Buddhism through the CBA, combining it with patriotism and calling on Buddhists to reach out to the world and actively participate in social construction.

Zhao Puchu's greatest contribution was to place the concept of "Humanistic Buddhism" as the guiding principle of Buddhism in China, emphasizing its universal significance and actively practicing it in restoring and promoting Buddhism in mainland China. He promoted the concept of "Humanistic Buddhism" as a guideline for developing Chinese Buddhism, which is significant for the creative transformation of the Chinese Buddhist tradition. Under the guidance of this guideline, the CBA has not only done some work in cultivating monks who inherit and carry forward the concept of "Humanistic Buddhism" and "opened up a new situation in the cause of Buddhist education", but also founded and published several books and magazines to promote "Humanistic Buddhism" and "Humanistic Buddhism". It has also founded and published several Buddhist books and magazines to promote the concept of "Humanistic Buddhism", thus making substantial progress in popularizing and publicizing the concept of "Humanistic Buddhism". Under the guidance of this policy, the Chinese Buddhist community "<sup>9</sup> actively supports social welfare and public welfare and relief work" and has made remarkable achievements in giving back to and caring for society, which the Government has fully recognized.

## 2. Practical Cases of Humanistic Buddhism in Mainland China

The practice has proved that the advocacy and practice of Humanistic Buddhism in Chinese Buddhism has strongly promoted the adaptation of Buddhism to the socialist society and is conducive to the enhancement of Buddhism's self-construction and the promotion of self-improvement and development in accordance with the requirements of the times and the people. Since the Cultural Revolution, Chinese Buddhism, in the process of gradual recovery, has taken Humanistic Buddhism as the core concept of Buddhist renewal to adapt to the times. During this period, there were numerous elders and Venerable Masters who carried out different explorations in the practice of Humanistic Buddhism.

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<sup>7</sup> Zhao Puchu, "Collected Works of Zhao Puchu", p.7-8, Shanghai Ancient Books Publishing House, 2003, Shanghai

<sup>8</sup> Zhao Puchu, "Collected Works of Zhao Puchu", Volume 1, p. 673, Chinese Language Publishing House, Beijing, 2007.

<sup>9</sup> Zhao Puchu, "Collected Works of Zhao Puchu", Volume 1, p. 673.

### **3. Hongfa Si, Shenzhen, a Contemporary Monastery in a Metropolis**

Shenzhen Hongfa Si, located in Futian District, Shenzhen City, Guangdong Province, China, is a contemporary urban Buddhist monastery built by Venerable Benhuan (1907-2012), embodying the philosophy and practice of Humanistic Buddhism. Venerable Benhuan, a senior monk who experienced great changes in Chinese society, left a deep mark on the Chinese Buddhist community with his profound Buddhist training and social welfare activities.<sup>10</sup>

#### **1. Establishment and Development of the Monastery**

The founding of Hongfa Si in Shenzhen began in 1985 when the Shenzhen Municipal Government invited Venerable Benhuan to plan and build the monastery. In 1992, Venerable Benhuan officially became the monastery's abbot, beginning a new chapter in the development of Hongfa Si. <sup>11</sup>Located in Shenzhen's rapidly developing modern city, Hongfa Si has become a model of Humanistic Buddhism with its unique location and environment.

##### **a. Practice of Humanistic Buddhism**

Adhering to Venerable Benhuan's philosophy of Humanistic Buddhism, Hongfa Si emphasizes that Buddhism should serve the community and be integrated into daily life. The monastery is a place for Dharma study and practice and a center for social service and cultural exchange. In order to promote Humanistic Buddhism, the monastery has established the Buddhist Studies Research Center, the Institute of Buddhist Art, and the Benhuan College (formerly known as Hongfa Si Buddhist College),<sup>12</sup> which are dedicated to Buddhist education, research, and cultural dissemination.

The monastery often organizes Buddhist educational activities, such as sermons and lectures, meditation classes, youth summer camps, and vegetarian food and culture festivals, which attract many believers and public members to participate. In addition, Hongfa Si also actively participates in social and charitable causes, such as disaster relief donations, schooling assistance, and environmental protection advocacy, reflecting the Buddhist spirit of compassion and altruism.

##### **b. Integration of Buddhism and Modern Society**

Under the guidance of Venerable Benhuan, Hongfa Si actively adapts to modern society's needs and promotes Buddhism's modernization. The monastery implements modern management methods and introduces modern technology, such as establishing a website and social media platforms to promote Buddhist education and culture. In addition, the monastery focuses on preserving and transmitting Buddhist traditions, strictly observes the precepts, and maintains the purity of the Buddhist spirit.

##### **c. Social Welfare and International Exchange**

Under the leadership of Venerable Benhuan, Hongfa Si has founded a charitable foundation and carried out a series of charitable and public welfare activities, such as the construction of schools and hospitals to assist the disadvantaged in society. At the same time, the monastery actively participates in international Buddhist exchanges and establishes

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<sup>10</sup> China News Service: Elder Benhuan, China's leading Buddhist monk, passes away at Hongfa Si (中国佛门泰斗本焕长老在弘法寺圆寂), <https://www.chinanews.com.cn/cul/2012/04-02/3793751.shtml>

<sup>11</sup> Official website of the Chinese Government, Venerable Benhuan, Honorary President of the China Buddhist Association, passed away The Religious Affairs Bureau sent out a condolence message (中国佛教协会名誉会长本焕法师圆寂 宗教局发唁电), [https://www.gov.cn/gzdt/2012-04/02/content\\_2105936.htm](https://www.gov.cn/gzdt/2012-04/02/content_2105936.htm)

<sup>12</sup> Formerly known as Hongfa Si Buddhist College, which was founded in 2010, with the first students enrolling in September of the following year. In 2014, the college was renamed Benhuan College in honor of Elder Benhuan.

friendly relations with overseas Buddhist groups to promote the internationalization of Buddhism.

#### **d. Heritage and Development**

Under the guidance of Venerable Ben Huan, Shenzhen Hongfa Monastery has become a model of integration between Buddhism and modern society, demonstrating the spirit and values of Humanistic Buddhism. The Monastery has contributed to Buddhist education and cultural dissemination and has made remarkable achievements in social welfare and international exchanges. The success of Hongfa Monastery proves that Buddhism can adapt to the changes in modern society and has made significant contributions to the development and prosperity of Buddhism in contemporary China.

All in all, under the leadership of Venerable Benhuan, Shenzhen Hongfa Si has not only inherited the Buddhist tradition but also innovatively integrated into modern society, spreading the Buddhism's dom and compassionate spirit of B As a Buddhist temple in a modern city, Hongfa Si demonstrates the charm and power of Humanistic Buddhism and has become a model of Buddhist modernization and the practice of Humanistic Buddhism.

#### **B. Bailin Chan Si, Contemporary New Life of an Ancient Temple**

Bailin Chan Si of Zhaozhou, located in Zhao County, Hebei Province, China, is a famous Chan monastery in the north with far-reaching historical influence. It is the site of the story of the Chan master's "Eat Tea". Moreover, in 1988, Venerable Jinghui, the president of the Hebei Buddhist Association, began to preside over the restoration and reconstruction of the temple. Venerable Jinghui founded the Hebei Buddhist College and Chan Magazine at the Bailin Chan Si, putting forward the concept of "Living Zen" and injecting new vitality into the temple.

Venerable Jinghui was born in Xinzhou, Hubei Province, 1933 and became a monk at 18. He entered the China Buddhist Academy in 1956 and was appreciated by many famous Buddhist teachers. After the reform and opening up, Venerable Jinghui served as the editor-in-chief of Dharma Voice magazine and the abbot of many monasteries and passed away on April 20, 2013, at the age of 81 at the Four Ancestors Monastery in Huangmei County, Hubei Province. Venerable Jinghui advocated "Enlightened Life, Devoted Life", and through activities such as the "Living Chan Summer Camp", he enabled many scholars to experience Chinese Chan culture up close and personal. His concept of Living Chan is a concrete embodiment of the idea of Humanistic Buddhism, which emphasizes the universal integration of Chan into life to enhance life's wisdom.

Venerable Jinghui promoted the restoration of the Bailin Chan Si and emphasized Buddhist education and cultural construction. He advocated a new philosophy of Buddhism rooted in real life, shifting the focus of traditional Buddhism from the worldly to the worldly, emphasizing "caring for life, realizing life, and dedicating life". Venerable Jinghui's efforts in Buddhist education are manifested in the establishment of schools, the preparation of teaching materials, and the conduct of academic research and exchanges, contributing to the cultivation of human resources who can adapt to the management of contemporary monasteries and the propagation of the Dharma to benefit the living. He was also concerned with integrating Buddhism with society and adapting Buddhism to modern society.

Venerable Jinghui has innovated the traditional way of propagating the Dharma in Chinese Buddhism. He compiled and published information on Venerable Xuyun's life and teachings and edited and printed books such as The Complete Works of Monk Xuyun, which provided a wealth of research materials for the Buddhist community and society. In addition, Venerable Jinghui actively raised funds to subsidize academic research and organized many Chan culture forums, contributing to promoting Chinese Buddhist culture.

Venerable Minghai succeeded Venerable Jinghui to continue to promote Humanistic Buddhism. Venerable Minghai graduated from the Department of Philosophy of Peking University in 1991, became a monk in 1992, practicing under Venerable Jinghui, and was deeply influenced by his "Zen for Life" philosophy. Venerable Minghai has made remarkable achievements in propagating the Dharma and promoting Buddhism to be compatible with modern society. He advocates "Living Zen", advocating the integration of Dharma into daily life and actively participating in social welfare, contributing to social harmony. Venerable Minghai has authored several books, such as "Venerable Minghai on Living Zen".

Venerable Minghai continues to carry forward Venerable Jinghui's philosophy and actively promotes Buddhist education and Chan practice. He emphasized Buddhist education and the popularization of modern knowledge and established the Hebei Province Buddhist College at the Bailin Chan Si to cultivate modern Buddhist talents. Venerable Minghai promoted the establishment of the Chan magazine by the Hebei Buddhist Association and the Bailin Monastery, spreading Buddhism through various channels and expanding the influence of Buddhism. In education and Dharma propagation, Venerable Minghai insisted on keeping abreast of the times, integrating Buddhist concepts into daily life, and contributing to the practice and propagation of Humanistic Buddhism.

#### **4. An Analysis of the Practice of Humanistic Buddhism**

Humanistic Buddhism, as an idea and movement that emphasizes the application and practice of Buddhism in the real world, originated from Life Buddhism, which was proposed by Master Taixu in 1925 in response to the social environment and the current state of Buddhism at that time. This idea asserts that Buddhism should focus more on people's real life and future rather than solely on the afterlife, ghosts, and gods. Humanistic Buddhism and Life Buddhism break away from traditional Chinese Buddhist concepts of transcendental worldly life and the afterlife and return to the Buddha's original earthly nature and life. They believe Buddhism aims to solve earthly problems rather than escape or deny real life.

The main difference between Humanistic Buddhism and Life Buddhism is their historical background, theoretical emphasis, and practical approach. Life Buddhism faced the turmoil of the Republican period. It emphasized personal practice and inner transformation, while Humanistic Buddhism adapted to the social changes of the new era and focused on social participation and environmental improvement.

The success of Humanistic Buddhism in Mainland China lies in combining Buddhist teachings with modern social needs, such as ecological conservation and mental health education, emphasizing practical experience, encouraging believers to participate in the daily affairs of monasteries and public welfare activities, and making use of new media for publicity and education. The Humanistic Buddhism movement has experienced unprecedented development but, at the same time, faces many challenges:

Some groups have deviated in their practice methods and concepts, even triggering controversies and criticisms about the pursuit of personal fame and secular influence; the use of non-transparent and improper management of funds in social welfare; over-emphasis on social services and public welfare activities, neglecting the basic teachings and practices of Buddhism; and the over-pursuit of commercialization in the promotional activities of some monasteries and the loss of religious purity.

Despite the challenges, the Humanistic Buddhism movement in mainland China has also demonstrated some successful experiences. Many monasteries have successfully integrated Buddhist teachings with the needs of modern society, such as ecological conservation and mental health education, encouraged the faithful to participate in the daily affairs of the monasteries and public welfare activities to deepen their understanding of

Buddhism through concrete practice and experience; and utilized new media for publicity and education to make the Buddhist teachings more vivid and relevant to the lives of modern people.

Overall, the development of Humanistic Buddhism in mainland China has been a complex and multifaceted process, and its future development requires in-depth research and exploration to understand its role and significance in modern society. Chinese Buddhism in mainland China has faced many problems and demonstrated a series of successful experiences in promoting the Humanistic Buddhism movement. In the face of these problems, Humanistic Buddhism in mainland China needs to strengthen its management and supervision to ensure that the behavior of practitioners is in line with ethical norms; it also needs to conduct more in-depth research and understanding of the Dharma in order to serve the society better and benefit sentient beings. These experiences provide references for the modernization of Buddhism and offer possibilities for the integration of Buddhism and society. An in-depth analysis of these experiences and challenges is of great significance in guiding the future development of Chinese Buddhism. The root of Humanistic Buddhism lies in the practice of detachment from the world, and its purpose is to seek liberation actively, not just at the level of social service and public welfare activities. If the essence of Humanistic Buddhism is correctly understood and practiced, it will contribute to the development and prosperity of Buddhism in modern society.

## CONCLUSION

Humanistic Buddhism, a movement that emphasizes the practice and application of Buddhism in the real world, has faced many challenges and changes. From the Life Buddhism proposed by Master Taixu at the beginning of the twentieth century to the later Humanistic Buddhism, all aim to apply Buddhism to daily life, emphasizing the benefit of all sentient beings and social welfare. However, in the course of its practice, the movement has been plagued by the concern that Buddhism has been secularized and commercialized and has lost its sublime and divine qualities.<sup>13</sup>

### The Challenge of Secularization

Many Buddhist rituals have become catered to secular needs and have even become commercialized, which is contrary to the original purpose of Buddhism.<sup>14</sup> Some monasteries and monks have pursued excessive commercial interests, thus affecting the purity and independence of Buddhism. Some monks have violated Buddhist teachings and precepts, showing a tendency towards secularization, which has led to a decline in the moral standard of Buddhism.

Buddhism should not become a mere part of secular life but maintain its emanation and sanctity. As the core of Buddhism, the Sangha should abide by Buddhist precepts and teachings and avoid involvement in excessive commercial activities. Buddhist rituals and teachings should focus on spiritual upliftment rather than catering to worldly needs.

### Difference between theory and reality

In contemporary China, although the theory of Humanistic Buddhism is very well developed, and many temples continue to advocate the basic principle of cultivating one's moral character in daily life, in reality, Humanistic Buddhism is more of an expression of the "Chineseization of Buddhism". In practice, no Buddhist temple explicitly labels its practice

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<sup>13</sup> SHI Taixu, "Re-consideration of 'Buddhism in India'", p234

<sup>14</sup> Shih Yin-shun, "A General Discussion of the Chinese Buddhist System", p76

as Humanistic Buddhism. These temples mainly refer to their respective lineages' orthodox doctrines and teachings.

The state and government policies communicated by local Buddhist associations as a medium of communication between the Government and Buddhism publicize Buddhist concepts and policies in a way that puts patriotism ahead of Buddhist beliefs. However, they also speak at great length about the concept of Humanistic Buddhism. As the religious version of China's soft power, the state often puts forward the concept of Humanistic Buddhism in its global promotion of Buddhism to attract international resonance and even special attention.

### Prospects

Seasons and karma are different, and so are the roots of all beings. A new era has a new mission to initiate and undertake. It is inappropriate for us to impose the typical standards of the ancient sages on modern monks and nuns. However, as modern monks and nuns, we should at least be ashamed of our inability to succeed in the ancient virtues of our weak behavior. Monks are spiritual guides, not direct creators of wealth. Suppose Humanistic Buddhism brings to the society the adverse effects of looking to money, putting personal interests above all else, diluting the concept of Buddhist subjectivity, lowering the level of Buddhist morality, and wavering Buddhist beliefs. In that case, Humanistic Buddhism is a failure. The spirit of Humanistic Buddhism is to leave the world without forgetting to enter the world and to enter the world without forgetting to leave the world. When propagating and practicing Humanistic Buddhism, one must not just talk about the world and ignore the fact that Buddhism is the real core. Secularization must be opposed to preserving Buddhism's sanctity in transforming the world. Only then will Buddhism be purified in the spiral of secularization and anti-secularization.

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# TEACHING WITH AUTHORITY IN THE CLASSROOM AND THE VALUE OF ITS CLASSROOM AUTHORITY ON STUDENT OUTCOMES

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## ABSTRACT

*A teacher classroom management style that involves setting clear expectations and boundaries while also being responsive to the needs of students is said to be the ideal classroom management style for 21st-century classrooms. Therefore, it was necessary to compare the effects of authoritative classroom management styles versus non-authoritative classroom management styles on student achievement and to assess if an authoritative classroom management style promotes self-regulation in high school students more effectively than any other style. Employing the theoretical framework of Maslow's Hierarchy of Needs and using a mixed-methods research design, questionnaires, interviews, and observation, the study found that authoritative classroom management styles have a better impact on student achievement than non-authoritative classroom management styles, which were significantly at the .05 level; the authoritative classroom management style fosters self-regulation in high school students more than any other style, which was significantly at the .05 level. The study concludes that authoritative management style has a positive impact on the academic achievement, self-regulation, and emotional-social development on high school learners.*

## Keywords:

*Authoritative Classroom Management; Academic Performance; Self-Regulation; Motivation and Engagement; Emotional and Social Implications*

## INTRODUCTION

Teachers' classroom management styles have a significant influence on the development of teaching and the achievement of its goals. If the overall style of teachers in this area is not effective, it can affect the quality of student management, the quality of teaching implementation, and the orderly development of education. In the context of the development of teaching theory and curriculum reform in the new era, teachers' classroom management style is a key influencing factor. Classroom management styles are molded by various factors, including those related to the teacher, the environment, prevailing theories, and student dynamics. Teachers in the contemporary teaching environment often exhibit gaps in their application of classroom management styles, particularly in the realms of education, research, organization, communication, and innovation.

In the context of the new college entrance examination, high school schools can establish an educational management model according to their own characteristics, highlighting the differences in their own management, so that the overall competitiveness of



the school will have a better chance of winning. In this way, the overall competitiveness of the school will be greatly improved, and more students can be attracted to study in the school, thus promoting the better development of the school (Valente et al. 2019).

In order to address the gaps identified in the application of classroom management styles by teachers, the researcher aims to delve into the root causes, consequences, and potential solutions in the contemporary teaching and learning environment. The main objective was to demonstrate the importance of refining and strengthening classroom management styles in the context of the new era of pedagogical theory and curriculum reform. Through empirical investigation, the researcher attempted to identify current patterns and trends in the application of classroom management styles, emphasizing the key elements of education, research, organization, communication, and innovation. The insights that this study attempted to reveal not only confirmed the critical role played by teachers' classroom management styles in educational development but also revealed areas where improvements could be made. By doing so, the researcher hopes to contribute valuable findings that can inform strategies to optimize classroom management practices, thereby creating a more conducive learning environment, improving the quality of teaching and learning, and contributing to the overall progress of contemporary education.

The purpose of this paper is to compare the effect of authoritative and non-authoritative classroom management models on student achievement, to compare the self-regulation skills between students in authoritatively managed classrooms and other styles, to assess the emotional and social implications of authoritative classroom management on high school students with those in non-authoritative classrooms, and to study satisfaction with the teaching process. This paper intends to address the following research questions: Does an authoritative classroom management style have a better impact on student achievement than a non-authoritative classroom management style? What are the effects of an authoritative classroom management style on students' self-regulation skills compared to other styles? How does the authoritative classroom management style influence students' emotional and social development compare to other styles? What is the satisfaction level with the teaching process?

### **Classroom management (importance of classroom management, classroom management styles, history of classroom management)**

Classroom management refers to various behaviors and measures taken by teachers in order to use time effectively, create a good learning environment, and reduce undesirable behaviors. In classroom teaching, the teacher coordinates and controls the various teaching and learning factors and their relationships in the classroom to form an organized and efficient whole to ensure the smooth running of teaching and learning activities.

#### **The importance of classroom management**

Classroom management and classroom teaching are two basic elements of school education that complement each other and are indispensable. As a teacher in the new era, it is necessary to fully grasp the corresponding effective classroom management methods to promote the sustainable development of each student's character and excellence. (Jones, V. F., & Jones, L. S. (2012).)

#### **Classroom management styles**

According to Lyons, G., Arthur-Kelly, M., & Ford, M. (2015), classroom interpersonal management refers to the management of teacher-student and peer relationships, including the establishment of good teacher-student relationships, the establishment of group norms,

and the creation of harmonious peer relationships. Classroom environment management includes the arrangement of the physical environment, the creation of the psychosocial environment, etc.

### **Authoritative Classroom Management Style Theory**

According to Vitaro, F., Brendgren, M., Larose, S., & Trembley, R. E. In 2021, an authoritative classroom management style aims to strike a balance between teacher control and student participation. In order to achieve this balance, students need to follow the rules, and teachers need to listen to the reasonable opinions of students.

### **Maslow's Hierarchy of Needs Theory**

Maslow divided human needs into five levels from low to high, which are physiological needs, safety needs, social needs, respect needs, and self-actualization needs. Furthermore, the field of education widely applies Maslow's hierarchy of needs theory. In the learning process, students will have different needs. In authoritative teaching management, the role of teachers is very important. They not only have to satisfy students' physiological and safety needs but also their social, respect, and self-actualization needs. Therefore, the impact of authoritative instructional management on student achievement may be multifaceted. If teachers meet students' various needs, it may enhance students' enthusiasm for learning, which can affect their academic performance. If teachers do not meet students' needs, it may diminish their enthusiasm for learning, thereby affecting their academic performance.

### **Impact of Authoritative Classroom Management Style**

According to Sunder, M. and Mills, K.H. (2018), although the names sound similar, authoritative and authoritarian teachers have very different approaches. Like the authoritarian teacher, the authoritative teacher is firmly in control of the classroom. Authoritative teachers create an atmosphere that encourages active discussion and collaborative learning, but they make their expectations clear before allowing students to learn independently. By providing guidance while giving students the freedom to take charge of their own learning, the authoritative approach fosters student autonomy and a strong sense of responsibility.

Authoritative classroom management has multiple positive effects on students' academic, social, and emotional growth. This approach seeks to achieve a delicate balance between teacher control and student engagement. It encourages students to actively participate in classroom activities and work with their peers while adhering to established rules. The teacher's appreciation of student input and feedback ensures continuous improvement in the learning experience. In general, the authoritative style has a positive impact on students and tends to promote their overall development.

## **METHOD**

### **Research design:**

A mixed-methods research design was utilized to capture and interpret the relationship between classroom management styles and academic achievement in a multifaceted and multilevel manner. The research targets high school students from Zaozhuang City Furen Senior High School, specifically targeting first-year students (Grade 10). The school has a total of nine classes in its first year. The research focuses on the subject of ideological and political education.

High-performers: students who excelled in their class performance. (one class)

Mid-performers: Students with average class performance. (Seven classes)

Low-performers: Students who might be struggling or performing below the class average. (One class)

Selecting two classes from mid-performers for comparison, each class has 45 students each. In order to ensure a comprehensive understanding of the impact of authoritative classroom management on students at different levels of achievement, a purposive sampling method was used to select two classes from Grade 10 that have mid-performers and the same number of students. The study employed a lesson plan, questionnaires, interviews, observation, and examinations as research instruments.

### **Data Collection**

1. Test → Pre-test
2. Teach by lesson plan → during teach
3. Test → Post test: researcher observes students and teacher
4. The survey satisfied

### **Data analysis**

The quantitative data was analysed using descriptive statistics and the standard deviation. While inferential statistics use an independent t-test, The researchers conducted the qualitative analysis using content analysis.

## **RESULT AND DISCUSSION**

Authoritative classroom management styles have a better impact on student achievement than non-authoritative classroom management styles, which were significantly at the.05 level. The authoritative classroom management style fosters self-regulation in high school students more than any other style, which was significantly at.05 level. Students in authority-managed classrooms develop better emotionally and socially than students in non-authority-managed classrooms, which were significantly at the.05 level. Through the questionnaire survey, it was found that Class 1 has played a significant role in the use of authoritative management mode, and students have a better feeling about the class and have an intuitive meaning for performance such as grades. The average is 3.45, and the standard deviation is 0.17.

The study's findings suggest that classes with an authoritative classroom management model have much higher scores than those with a non-authoritative classroom management model, and hence the hypothesis is accepted. In all the subjects tested, the classes with an authoritative mode of management scored higher than the classes with a non-authoritative mode of management, and the difference was significant. The content of this hypothesis is consistent with the findings of Freiberg, H. J., Huzinec, C. A., and Templeton, S. M. (2009) that effective classroom management improves student academic achievement. For Hypothesis 2, the authoritative classroom management style significantly affected self-regulation skills at the high school level, and Class 2 demonstrated lower self-regulation skills compared to Class 1, confirming the acceptance of Hypothesis 2. The second hypothesis is that an authoritative classroom management style develops high school students' self-regulation abilities more than other styles. Through the results of the questionnaire, it was found that changing the teaching management style affects students' motivation, learning attitude, and self-regulation ability (Emmer & Stough, 2001). For Hypothesis 3, students with authoritative classroom management styles outperform students with non-authoritative classroom management styles in the emotional-social areas, which contributes to the development of these areas; therefore, Hypothesis 3 is accepted, and students in authoritatively managed classes develop better emotionally and socially compared to

students in non-authoritatively managed classes. This study found through interviews and observations that a positive teacher-student relationship promotes better teaching and learning outcomes, increases students' self-esteem and self-confidence, reduces students' behavioral problems, and improves students' satisfaction and engagement in school. This study found that teachers' support and trust in students promotes students' self-management skills and autonomy, which in turn increases students' self-worth and self-esteem. In addition, good emotions and socialization have a good impact on promoting students' self-management skills and autonomy (Li, X., Bergin, C., & Olsen, A. A. (2022).) Through the questionnaire survey, it was found that Class 1 played a significant role in the use of the authoritative management model, and the students had better feelings towards the class and had an intuitive meaning of performance such as grades while the students who did not use the authoritative classroom management model perceived these dimensions weakly, with lower average scores, and at the same time, more stability, which can be demonstrated by their relatively low sensitivity to the authoritative classroom management model (Ferrer et al., 2020).

## **CONCLUSION**

In conclusion, the purpose of this study was to examine the effects of authoritative classroom management styles on high school students' academic achievement, self-regulation skills, and emotional-social development. The study used a mixed-methods approach combining lesson plans, questionnaires, interviews, observations, and exams to comprehensively analyse the effects of different management styles. The results of the study support the hypotheses and indicate that authoritative management has a positive impact on academic achievement, self-regulation, and emotional-social development. Class 1 students with an authoritative management style achieved better grades, emphasizing the importance of effective classroom management in creating a positive learning environment. This study provides valuable insight into the field, is consistent with existing literature on the importance of classroom management, and offers practical implications for educators and administrators. Further research could explore the long-term impact and sustainability of authoritative classroom management styles in different educational contexts.

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# THE INFLUENCES OF DIGITAL MARKETING ON THE CATERING QUALITY COMPETITIVENESS

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## ABSTRACT

*The catering business is exceptionally diverse, with consumers increasingly favoring digital means to enhance the dining experience. Digital marketing plays an important role in increasing catering companies' competitiveness and market share. This paper will investigate and demonstrate the impact of the independent variable demographic factors, including gender, age, marital status, educational background, occupation, and monthly income, and the dependent variable digital marketing, including the three digital means of social media, online advertising, and online branding on the quality competitiveness of the catering businesses. The study adopts a rigorous quantitative research design, utilizing a comprehensive questionnaire distributed to a sample size of 400 participants. The statistical analysis is multifaceted, encompassing descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics (including independent samples t-test, one-way ANOVA, LSD, and multiple linear regression), with a significance level set at 0.05. The hypotheses found that age, educational background, occupation, and monthly income affect the competitiveness of catering quality. Digital marketing positively relates to quality competitiveness with multiple correlation ( $R$ ) = .952. The ability to predict the analytical equation is 90.6%.*

## Keywords:

*Catering Industry; Digital Transformation; Consumer Preferences; Quality Competitiveness and Digital Marketing*

## INTRODUCTION

As a vast and diverse industry on a global scale, the catering industry plays a vital role in providing a wide range of culinary choices and serving as a hub for social interactions and cultural exchanges. According to the "2022 China Catering Industry Annual Report" released by China Hotel Association and Xinhua News Agency, the catering industry in China reached ¥4689.5 billion in 2021, with a year-on-year growth of 18.6%, almost recovering to the level before the pandemic. However, with the continuous evolution of lifestyles and increasing consumer demands, the catering industry faces new challenges and opportunities. Digital transformation has emerged as a significant trend in the catering industry, essential for enhancing competitiveness and meeting the demands of modern consumers.

The catering industry is an exceptionally diverse sector, encompassing various types of businesses, from traditional restaurants and fast-food chains to food trucks and delivery platforms. This diversity necessitates that businesses continuously adapt and innovate their menus and operational models to meet the ever-changing consumer demands. Digital transformation has already reshaped how the catering industry operates. An increasing

number of consumers prefer mobile applications for restaurant searches, online ordering, food delivery, or reservations. Social media and online reviews have become critical factors influencing consumers' choices of restaurants and menus. These digital tools not only enhance consumer convenience but also improve the overall dining experience at restaurants. In this digital age, catering businesses must actively embrace digital technologies to enhance efficiency, improve customer experiences, and maintain a competitive advantage.

COVID-19 has impacted the whole world since 2019, especially the dietary patterns of customers. It has become a vital mission to improve the food production and service process if businesses wish to pursue sustainability due to the changing environment of the epidemic. The sustainability of food systems inherently implies not only customer satisfaction but also the saving of costs. The catering service must find new ways to increase customer loyalty and satisfaction while implementing improved practices for building their brand image and modern decoration (Chung et al., 2021)

The increasing digitization of economies has highlighted the importance of digital transformation and how it can help businesses stay competitive (Kraus et al., 2021). The exploitation and integration of digital technologies often affect large parts of business and even go beyond their borders by impacting products, business processes, sales channels, and supply chains. Potential benefits of digitization are manifold and include increases in sales or productivity, innovations in value creation, and novel forms of customer interaction, among others. As a result, entire business models can be reshaped or replaced (Hoang, H., & Le Tan, T. 2023)

In the age of digitization, organizations should think of advanced strategies to increase their competitiveness and market share by employing the potential of digital content and enhancing their digital capabilities. Recently, many digital media have appeared available to organizations to build their brand, reach and retain their target customers, and promote their products. Digital media represented a real revolution that made it difficult for organizations to survive in the business environment without investing in these means. Therefore, this study will investigate the impact of digital marketing on the competitiveness of the catering business (Fernandez-Miguel, 2020). To study and prove the impact of three digitization methods, including social media, online advertisement, and online branding, on the competitiveness of the catering business. The study aims to provide insights and guidance for catering business decision-makers and practitioners on addressing the challenges posed by digital marketing and leveraging digital tools to enhance competitiveness and adapt to market dynamics.

### **Research Questions**

The research questions are as follows:

- 1) How do demographic factors affect the quality competitiveness in the catering business?
- 2) What kind of digital marketing influences the quality competitiveness in the catering business?

### **Research Objectives**

These objectives aim to provide a comprehensive understanding of how digital marketing contributes to catering businesses' competitiveness in the modern digital landscape. The research objectives for this study are as follows:

- 1) To investigate the impact of demographic factors on the quality competitiveness of the catering industry.

- 2) To examine how digital marketing influences the quality competitiveness of catering businesses.

### **Social Media**

Social media are paid advertisements on social media platforms to promote a company's products, services, or brands. Social media allows people to interact with others freely and offers multiple ways for marketers to reach and engage with consumers. Due to its dynamic and emergent nature, the effectiveness of social media as a marketing communication channel has presented many challenges for marketers. It is considered to be different from traditional marketing channels. Many organizations are investing in their social media presence because they appreciate the need to engage in existing social media conversations in order to build their consumer brand. Social Media are increasingly replacing traditional media, and more consumers are using them as a source of information about products, services, and brands (Siriwardana, 2020). Social media, also referred to as social networking media, has been the subject of research by many scholars with different perspectives on what it is and its connotations. In the early days of research, scholars regarded social media as a novel form of online media characterized by openness, interactivity, and community features. Users gained greater participation opportunities within this space, where they could generate more content. Social media was initially seen as a technological tool for new information sharing as it evolved. People could use this tool to publish created content, allowing more individuals to view and propagate it. Building upon traditional media, social media leveraged new technologies to facilitate information dissemination, expanding the channels for information distribution and diversifying content. This transformation has significantly changed the global media industry (Duanbing, 2021).

### **Online Branding**

Online Branding is one of the essential forms of digital transformation. By establishing websites, social media accounts, and other digital channels, businesses can better interact with customers, enhance their brand image, and increase their visibility. Techniques such as search engine optimization (SEO) and search engine marketing (SEM) can also be used to improve the rankings in search results, thereby increasing traffic and exposure of the brand. Smith (2019) examines the effects of digital transformation on online branding, specifically focusing on the role of social media and search engine optimization in building and enhancing brand image. Johnson (2020) discusses various digital transformation strategies businesses can adopt to enhance online branding efforts, such as creating a strong brand identity, engaging with customers through social media, and utilizing data analytics to optimize marketing campaigns.

### **Online Advertising**

Online Advertising is another crucial form of digital transformation. By placing ads on the internet, businesses can expand target audiences and attract more potential customers. Online ads have a broader reach and higher precision than traditional advertising methods. Furthermore, businesses can use data analysis and artificial intelligence (AI) technologies to monitor and optimize ad effectiveness in real time, improving ad campaign efficiency and return on investment. Brown (2020) investigates the impact of the COVID-19 pandemic on digital advertising and its implications for businesses. It highlights both challenges and opportunities presented by the current situation and provides insights into how businesses can adapt advertising strategies to stay relevant and successful.



### **Online Service Quality**

Online Service Quality is a key element of digital transformation. Businesses can provide more convenient and efficient customer service experiences by establishing online service platforms. For example, through online customer service systems and self-service portals, customers can communicate and exchange information with businesses anytime to solve problems. Additionally, businesses can leverage big data analytics and AI technologies to analyze customer behavior and feedback in-depth, continuously improving product and service quality. Chen (2019) examines the relationship between digital transformation and customer experience management. It highlights the benefits of leveraging digital channels to enhance service quality, e.g., real-time communication, personalized support, and data-driven decision-making. Zhang (2020) discusses how big data analytics can be used to identify trends, patterns, and areas for improvement in online service quality. It provides examples of how businesses successfully implement data-driven approaches to enhance customer satisfaction and loyalty.

### **Quality Competitiveness Research**

A wide range of factors can impact quality competitiveness, as demonstrated by numerous studies. Zhang Wanyong and Yang Guangzhao (2022) found that a favorable business environment can enhance quality competitiveness. Jin Bei and Gong Jianjian (2014) emphasized the importance of stable economic growth trends in boosting quality competitiveness. Zhu Zhujun et al. (2018) explored the effects of financial sector openness on quality competitiveness. Cheng Xiang et al. (2020) examined the impact of technological and financial policies on quality competitiveness. The research by Zhang Jiazhao (2023) focused on digital finance and its influence on quality competitiveness. Zhang Jiazhao (2023) suggested that technological innovation, resource capabilities, green technology innovation, and prototyping innovation can enhance quality competitiveness. Wang Hongjian et al. (2020) and Su Yuan and Li Guangpei (2021) all highlighted the positive impact of corporate social responsibility, charity work, corporate culture, and training on quality competitiveness. Wang Hongjian et al. (2020) discovered that corporate governance information disclosure and shareholding in financial institutions can improve credit efficiency and reduce capital mismatch, thereby enhancing quality competitiveness. In terms of corporate characteristics, Hu et al. (2021) and Wu Zhaoyun and Wang Yulu (2018) all pointed out that corporate social responsibility, charitable activities, corporate culture, and training can all contribute to the enhancement of quality competitiveness, while corporate culture needs to follow cost-benefit principles for optimal results.

### **METHOD**

This study adopted a quantitative research design using the questionnaire to collect data online using the "Wenjuanxing" platform. The questionnaire's link was distributed to the catering business customers in Kunming, Yunnan Province. The questionnaire was customized based on the research framework (see Figure 1). The questions include both checklist and 5-point Likert scale question types. Since the population is infinite, the sample size is determined at a 95% confidence level with a sampling error within 5% from the Yamane table. The sample size for this study was 400 customers of the catering business in Kunming City, Yunnan Province. This study employed a convenience random sampling method. The survey period was August through November 2023.

## Hypotheses

- H1: The difference in demographic factors, including gender, age, marital status, educational level, occupation, and monthly income, affect the quality competitiveness of the catering business differently.
- H2: Digital marketing, including social media, online advertisements, and online branding, influences the quality competitiveness of the catering business.

Descriptive statistics were used to analyze data, including Frequency, Percentage, Mean, and Standard Deviation, and inferential statistics, including Independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression.

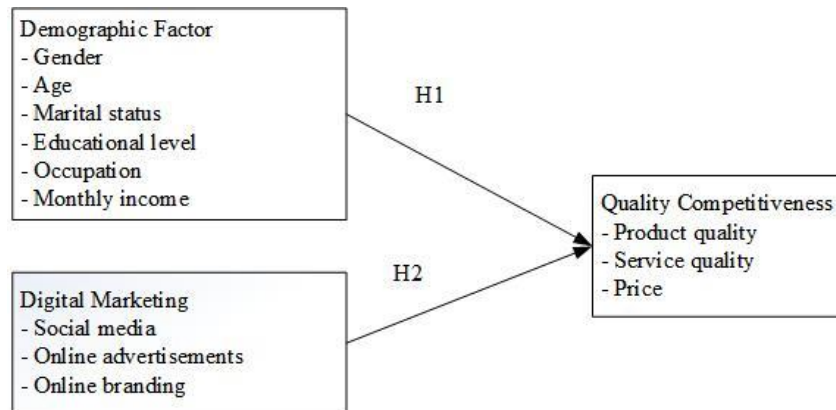


Figure 1. Research framework

## RESULT AND DISCUSSION

Most respondents are male, at 50.2%, and aged between 31 and 40, at 43.3%. 84% are married, and 70.3% graduated from college or technical school. Occupations are diverse, with 44.8% being civil servants or business workers. Income levels vary, with the highest percentage falling within the 5001–10000 RMB category (48.5%).

Table 1 displays the descriptive statistics of digital marketing and quality competitiveness. The results show that customers' perceptions of the overview of digital marketing and social media are ranking well, with a mean value of 3.50 and 3.63 and a standard deviation of 0.870 and 1.082. At the same time, the online advertisements and online branding were ranking moderately.

For quality competitiveness, the results show that the overview of quality competitiveness, product quality, service quality, and price are ranking moderately with a mean value of 3.42, and the rest is all equal to 3.40 with a standard deviation of 0.889, 1.062, 1.110, and 1.071 accordingly.

## Inferential Statistics

Inferential statistics were used to test hypotheses. Table 2 summarizes the testing results for hypothesis 1. The results show that gender has no different effects on the quality competitiveness of the catering business; age has different effects on price and overview of quality competitiveness; marital status has different effects on service quality; educational level has different effects on all dependent variables except product quality, which has no different effects; occupation has different effects on all dependent variables; and monthly income has different effects on service quality and overview of quality competitiveness.

**Table 1.** The descriptive statistic of digital marketing and quality competitiveness

	1	2	3	4	5	Mean	SD	Meaning	Rank
<b>Digital Marketing</b>									
Social media	11	75	45	190	79	3.63	1.082	Good	1
Online advertisements	9	88	70	173	60	3.47	1.061	Moderate	2
Online Branding	15	79	90	167	49	3.39	1.052	Moderate	3
Overview of digital marketing	11	41	113	208	27	3.50	0.870	Good	
<b>Quality Competitiveness</b>									
Product Quality	11	91	79	166	53	3.40	1.062	Moderate	1
Service quality	16	88	80	154	62	3.40	1.110	Moderate	3
Price	15	80	92	157	56	3.40	1.071	Moderate	2
Overview of Quality Competitiveness	13	42	138	179	28	3.42	0.889	Moderate	

**Table 2.** Summary of demographic data affects the quality competitiveness of catering business, Kunming city

Demographic	Product Quality	Service Quality	Price	Overview of Quality Competitiveness
Gender	-	-	-	-
Age	-	-	✓	✓
Marital Status	-	✓	-	-
Educational Level	-	✓	✓	✓
Occupation	✓	✓	✓	✓
Monthly Income	-	✓	-	✓

- no different effects at the statistical significance of 0.05  
 ✓ have different effects at the statistical significance of 0.05

Table 3 summarizes the testing results for hypothesis 2. The results indicate that digital marketing has a positive relation with an overview of the quality competitiveness, product quality, service quality, and price with multiple correlations (R) =.952, .515, .545, and .563 and the ability to predict the analytical equation is 90.6%, 25.90%, 29.20%, and 31.20 % respectively at the statistically significant level of 0.05. The forecasting equations for each analysis result are provided in Table 4.

**Table 3.** Summary of the digital marketing influence on the quality competitiveness of catering business, Kunming city

Quality Competitiveness	R	R Square	Adjusted R Square	Std. Error of the Estimate
-Product Quality	.515 <sup>c</sup>	.265	.259	.914
-Service quality	.545 <sup>c</sup>	.297	.292	.934
-Price	.563 <sup>c</sup>	.317	.312	.889
Overview	.952 <sup>c</sup>	.907	.906	.266

c. Predictors: (Constant), online branding, advertisements, social media  
 d. Dependent Variable: quality competitiveness

**Table 4.** Forecasting equations for digital marketing influence the quality competitiveness of catering business, Kunming city

Quality Competitiveness	Forecasting Equations
-Product Quality	$\hat{Y}_1 = 1.115 + 0.240X_1 + 0.216X_2 + 0.198X_3$
-Service quality	$\hat{Y}_2 = 0.892 + 0.287X_1 + 0.284X_2 + 0.150X_3$
-Price	$\hat{Y}_3 = 0.918 + 0.295X_1 + 0.294X_2 + 0.126X_3$
Overview of Quality Competitiveness	$\hat{Y}_T = 0.035 + 0.348X_1 + 0.356X_2 + 0.289X_3$

$X_3 =$  online branding,  $X_2 =$  online advertisements,  $X_1 =$  social media

The conclusions drawn from the demographic analysis are consistent with previous literature. According to a study by Liu, Guo, and Lee (2018), demographic factors such as age and income play a significant role in customer satisfaction and quality competitiveness in the catering industry. The study found that younger and higher-income customers tend to be more demanding regarding service quality, significantly influencing their overall satisfaction and perception of competitiveness. Similarly, a study by Hsu and Lin (2016) found that marital status and educational background significantly affect customers' perception of service quality, with married and highly educated customers having higher expectations. This is consistent with our finding that marital status and educational background differ in service quality and overall quality competitiveness. In terms of occupation, a study by Kim and Lee (2017) found that it significantly influences the

perception of quality competitiveness in the catering industry. They argued that people with different occupations may have different needs and preferences, affecting their perception of product quality, service quality, and price. Although this finding that monthly income does not show a significant difference in product quality and price may seem to contradict previous literature, it could be explained by the unique context of this study. In this study area, the catering industry may have a relatively uniform pricing and product quality strategy, which may not vary significantly across different income levels.

Several studies support the finding that digital marketing significantly impacts the quality competitiveness of businesses. For example, a study by Leeflang et al. (2014) suggests that digital marketing, mainly through social media, dramatically influences customer perceptions of product and service quality. They argue that businesses can leverage digital marketing to interact more closely with customers, gain feedback, and improve their offerings. Likewise, Kannan and Li (2017) find that online branding and advertising can enhance a business's price competitiveness. They explain that these digital marketing strategies allow businesses to reach a wider audience, build a strong brand image, and offer competitive prices, which can attract more customers and increase sales.

Moreover, Chaffey and Ellis-Chadwick (2019) highlight the importance of digital marketing in today's business landscape. They argue that businesses need to invest in digital marketing to stay competitive as more consumers use digital platforms for shopping and information seeking. In the context of the catering industry, a study by Sigala (2018) indicates that digital marketing is crucial for enhancing the quality and competitiveness of restaurants. They suggest that restaurants can use digital marketing to showcase their food and service quality, offer discounts, and communicate directly with customers, which can boost their competitiveness. In conclusion, the significant positive impact of digital marketing on the quality and competitiveness of catering businesses in this study is well supported by previous literature. It underscores the importance for businesses to fully embrace digital marketing in shaping their product quality, service quality, and price competitiveness.

## **CONCLUSION**

The analysis results demonstrate that most of the respondents are male, aged between 31 and 40 years old, married, graduated from college or technical school, occupation civil servants or business workers, and the category of income levels is 5001–10000 RMB.

The differences in age, educational level, occupation, and monthly income affect the overview of quality competitiveness differently. In detailed consideration, the differences in marital status, educational level, occupation, and monthly income affect service quality differently. However, the differences in occupation affect product quality differently. The differences in age, educational level, and occupation affect prices differently.

The study concludes that digital marketing, including online branding, online advertisements, and social media, significantly impacts the quality and competitiveness of catering businesses in Kunming City. This impact spans product quality, service quality, and price competitiveness, thereby enhancing the overall quality competitiveness of these businesses. The results suggest that businesses that effectively utilize digital marketing strategies can significantly improve their competitive edge in quality and price aspects. This affirms the crucial role of digital marketing in today's business landscape.

Tailor market strategies differ based on demographic factors such as gender, age, marital status, education level, occupation, and monthly income. This includes designing advertisements, services, and products to meet various customer segments' diverse needs and preferences. Catering businesses should actively engage in social media platforms by

providing helpful information and engaging content. Social media is a vital channel for interacting with customers, conveying brand values, and boosting brand loyalty.

The catering business can increase investments in online advertising, especially on search engines and other online platforms. Catering businesses can highlight product information, creative menus, and service advantages through online advertising, attracting more potential customers and improving their expected service experiences.

Catering businesses should intensify their online brand promotion efforts to raise awareness and recognition. Effective online brand promotion allows catering businesses to establish a distinctive brand image, enhance customer trust, and foster loyalty.

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# THE FACTORS INFLUENCE ON CONSUMER PURCHASE INTENTION TOWARD GREEN HOTEL IN XINJIANG, CHINA

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## ABSTRACT

*This research is aimed at studying the influence of demographics, green perceived value, and social responsibility on customer purchase intentions at green hotel in Xinjiang, China. The researcher used the questionnaire as the research tool and collected data from 500 samples of customers who will stay at the green hotel in Xinjiang. Statistics used to analyze data were descriptive statistics including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics including independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most of the respondents were female, 18-24 years old, education level of bachelor, occupation of company worker and monthly income of more than 10,000 CNY. The first hypotheses were tested, and the results found that the differences in education and income had a significant effect on different purchase intentions of green hotel in Xinjiang, China. For the second hypotheses tested, the results found that functional value, emotional value, social value, monetary value, epistemic value have a significant influence on customer purchase intention green hotel in Xinjiang, China. For the last hypotheses tested, the results also found that ethical, legal, philanthropic and economic have a significant influence on customer purchase intention green hotel in Xinjiang, China.*

## Keywords:

*Green Perceived Value; Social Responsibility; Consumer Purchase Intention*

## INTRODUCTION

Around the world, environmental sustainability concerns and problems are having an impact on and influencing how people live and consume. The concept of environmental protection is deeply rooted in the hearts of the people. In the year after the end of the epidemic, human yearning for nature and the environment is very enthusiastic. Green hotels have also better entered the public's field of vision. It refers to the reduction of environmental pollution during the operation of hotels, and the realization of environmentally friendly services and consumption. People tend to choose a beautiful living environment as one of the ways to travel and relax (Alshura et al., 2016). The purchase intention of green hotels lies in the common awareness between consumers and hotels: the idea of green and the willingness to repurchase. Consumers' purchasing attitude towards green hotels and factors influencing their choices. The choice behind it means that people's awareness of environmental protection during travel has not changed. If travel and life will definitely produce products that continue to harm the environment, reducing their production is more or less beneficial to the environment (Chiang et al., 2015). Ottman (1992)

believes that when consumers prioritize the needs or hopes of safety, quality, usability and convenience, and realize that green products can help solve environmental problems, consumers will buy green products.

The goal of this study is to determine how to influence consumers' intentions to book green hotels. Hotels offer useful goods and services, but they are also looking into other sources of product inspiration, such as value, image, and other factors like consumer recognition and preference. From the perspective of marketing, understanding and recognizing the willingness to purchase green products can retain customers and develop products. Through the cognition of customers, achieve the green hotel that customers really want to see. China Climate Change Blue Book (2023) Extreme high temperature events are more common and intense in China than in the rest of the world during the same time period. China's average surface temperature in 2022 will be 0.92°C warmer than average. According to a study by Li et al. (2010), which was titled "Calculation and analysis of carbon footprint of four-star hotel accommodation products in Kunming," the majority of the life cycle's carbon footprint for hotel accommodations is accounted for by the operating phase, Direct energy consumption makes up around 60.98% of the sources, which also include waste release and refrigerant leakage. With the participation of the society, any activity will cause a certain consumption of the environment. Increased consumption of goods and services worldwide has wreaked havoc on the environment by squeezing natural resources (Sharma et al., 2023). More hotels should incorporate the concept of green environmental protection in their operation and construction, and join the ranks of becoming green hotels.

### **Research Hypotheses**

H1: There are significant difference in consumer purchase intention toward green hotel based on demographic factor.

H2: Green perceived value has influence on consumer purchase intention toward green hotel.

H3: Social responsibility has influence on consumer purchase intention toward green hotel.

### **Research objectives**

- 1) To study the difference in consumer purchase intention toward green hotel based on demographic factor.
- 2) To study the influence of green perceived value, and social responsibility on consumer purchase intention toward green hotel.

### **Literature review**

#### **Demographic factors**

Han et al (2011) A few researchers have examined the possible relationships between lodging customers' green attitudes in their daily lives and their expressed eco-friendly intentions to visit, to spread word-of-mouth about, and to pay more for a green hotel and gender, age, education, and income differences in forming hotel customers' environmental friendly intentions. Understanding the relationship between demographic information and environmental intentions enables hoteliers to better understand the purchasing habits of present and potential customers with regard to the environment. It also enables hotels to make more informed marketing decisions that will lessen the intensity of competition. In (Nath et al., 2015), they investigated the association between sociodemographic characteristics and India while studying socio-demographic as predictors of green buying intention. The desire of consumers to buy green products points to the importance of

demographic factors as predictors and emphasizes the consequences of research, particularly education.

### **Green perceived value factors**

Holbrook (1999), value is an evaluation of the advantages associated with using a product or service in comparison to the expenses the consumer forgoes. In other words, value is the difference between the total utilities that customers receive from a product or service and the total prices that they pay for it (Walsh et al., 2014). As a result, it is regarded as a significant predictor of consumers' desire to make another purchase (Cronin et al., 2000). The idea of perceived value also emphasizes the fact that consumers don't just consider a product's price, but also evaluate the price against perceived quality, competitors' offers, their own opportunity costs, and other issues like convenience and social/psychological factors. This concept also rationalizes the relative nature of price and quality.

Chen and Chang (2012), green perceived value is consumers' evaluation of a product and service based on their eco-friendly aspirations, green needs, and sustainable expectations. In this context, companies are becoming increasingly concerned with maintaining consumers' green trust due to stricter environmental policies and environmentalism. In addition, several research (Babin et al., 1994, Kim and Park, 2017) concentrate on two or three dimensions, with the exception of Petrick's study from 2002, which suggests a value structure with five dimensions. The epistemic and social values that are significant in destination branding (Sánchez et al., 2006) are not included in Petrick's value dimensions, and two of them are price-related. Furthermore, this study conceptualizes and operation perceived values as five value dimensions, including functional, monetary, emotional, epistemic and social values. This is done in light of the significance of hedonism and social components of tourism experiences (Sánchez et al., 2006).

### **Social responsibility factors**

Carroll's conceptualization of Corporate Social Responsibility (CSR) encompassed four distinct dimensions: legal, philanthropic responsibilities and economic ethical. Among these, economic and legal responsibilities represent traditional corporate obligations, while philanthropic and ethical responsibilities signify more contemporary commitments (Hwang et al., 2020). Alternative viewpoints, however, have proposed a three-dimensional framework for CSR that takes into account stakeholders, the environment, and society, all of which have a significant impact on consumer decisions and behavioral intents (Mohammed and Al-Swidi, 2019). CSR is described by the European Commission as "a voluntary concept in which businesses incorporate social and environmental concerns into their company practices and relationships with their stakeholders". Meanwhile, a few scholars describe CSR as a commercial endeavor aimed at fulfilling societal demands (Boysselle, 2015). In their CSR literature, many academics have included all or some of Carroll's aspects, which includes economic, legal, ethical and philanthropic (Carroll, 2016).

These variables help researchers gain a better grasp of how consumers perceive CSR or the brand. Among these factors are customer loyalty (Chung, 2015), consumer attitudes towards brand usage (Hwang et al., 2020), and consumer perceptions of CSR practices (Abbas, 2018). The study of various CSR-related variables holds paramount importance for organizations engaged in CSR initiatives, as it aids in refining how they integrate CSR into their business practices, ultimately leading to positive outcomes for customers (Abbas, 2018). Social responsibility is the obligation of green hotels to pursue long-term goals that benefit society, and CSR has emerged as a crucial aspect of how businesses are handled.



Customers are becoming more conscious of this and have expectations of the business (Al-Haddad et al., 2022).

### Green Hotel Purchase Intention

Intention, as defined by Rahmi et al. (2017), represents the specific objective that a customer aims to accomplish through their actions. When consumers express their willingness to buy or use a product or service with minimal or no environmental impact, this inclination is referred to as "green purchase intention," (Yang, 2017). This concept holds significant importance as it serves as a key indicator for understanding consumer buying behavior (Mahmoud, 2018). This idea revolves around the notion that consumers are inclined towards favoring green products in their purchasing decisions, as opposed to traditional alternatives (Ali and Ahmad, 2016).

The role of altruism and individuals' motivations holds significant sway in influencing their intent to purchase green products (Koloba, 2020). In order to influence consumers' willingness to purchase, green hotels need to find the underlying factors as much as possible and convert them into affirmative factors that customers are willing to pay for actual purchase behavior or to make customers generate more and clearer purchase intentions. The clearer the purchase intention, the greater the likelihood of purchasing the product and the stronger the ability to execute the purchase. Hotels encourage customers to buy green items by highlighting the advantages to the environment (Rex and Baumann, 2007).

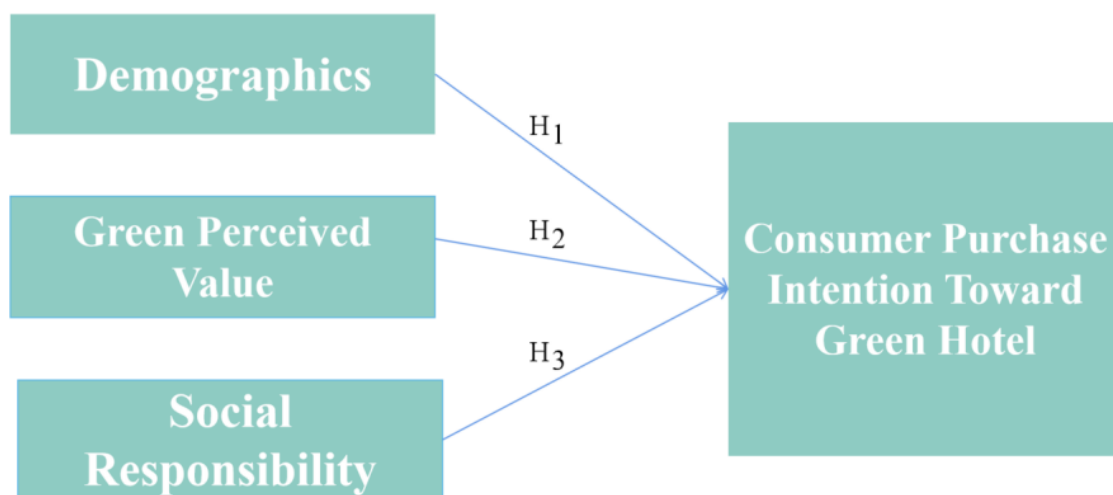


Figure 1. Conceptual framework of this study

## METHOD

### Research Instrument

Due to the infinite population, the sampling method in this study is based on non-probability sampling particularly convenient sampling.

#### Part 1: Demographic Factors

This part consisted of 5 questions in close-ended. It's collecting data related to the demographic information of the samples. This basic information will provide insight into the background characteristics of the sample.

#### Part 2: Green Perceived Value

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on Purchase Intention toward Green Hotel XINJIANG.

### **Part 3: Social Responsibility**

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on Purchase Intention toward Green Hotel XINJIANG.

### **Part 4: Consumer Purchase Intention toward Green Hotel**

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on Purchase Intention toward Green Hotel in XINJIANG.

### **Reliability and Content validity**

To ensure the quality and confidence of the questionnaires, the content validity test using Item Object Consistency (IOC) and the reliability test using Cronbach's Alpha was performed as the following details. The 3 experts who have expertise in creating research tools evaluated the content and the measurement of the questions to cover the completion of the research issues. The IOC index of the questions in questionnaire are all above 0.67. The results reliability of functional value, emotional value, social value, monetary value, epistemic value are 0.752, 0.791, 0.772, 0.726, 0.808. All reliability is above 0.7. So, the questionnaire is suitable to be used to collect actual data in the future. The results reliability of ethical, legal, philanthropic, economic, epistemic value is 0.899, 0.860, 0.827, 0.819. All reliability is above 0.7. So the questionnaire is suitable to be used to collect actual data in the future.

The results reliability of purchase intention toward green hotel is 0.840. All reliability is above 0.7. So the questionnaire is suitable to be used to collect actual data in the future.

### **Data Collection**

In this study the method of data collection was using the questionnaires. The researcher has been sent questionnaires to samples via Questionnaires Star. The researcher has been collected 500 questionnaires from the samples.

### **Data analysis**

**Descriptive Statistics:** Utilizing descriptive statistics, we will analyze respondent demographics such as gender, age, education level, occupation, and monthly income by using frequency and percentage. The mean and standard deviation are applied for Green Perceived Value, Social Responsibility, and Consumer Purchase Intention toward Green Hotel.

**Inferential statistics** is employed for testing the hypotheses at a statistical significance level of 0.05. The analysis will evaluate the influence of independent variable and dependent variables under the following hypotheses:

H1: There are significant difference in consumer purchase intention toward green hotel based on demographic factor.

Independent Samples t- test (Gender) and the One-way ANOVA (Age, Education Level, Occupation, and Monthly Income) are applied for testing the hypothesis.

H2: Green perceived value has influence on consumer purchase intention toward green hotel. (Multiple Linear Regression Analysis is used for testing the hypothesis.)

H3: Social responsibility has influence on consumer purchase intention toward green hotel. (Multiple Linear Regression Analysis is used for testing the hypothesis.).

## RESULT AND DISCUSSION

### Descriptive analysis

**Table 1.** Frequency and percentage of the respondents

		Frequency	Percent
<b>Gender</b>	Male	234	46.8
	Female	266	53.2
<b>Age</b>	18-24 years old	187	37.4
	25-44 years old	179	35.8
	>44 years old	134	26.8
<b>Educational</b>	Less than Bachelor	183	36.6
	Bachelor	240	48
	Higher than Bachelor	77	15.4
<b>Occupation</b>	No work/ housewife	0	0
	Student	45	9.0
	Company worker	24	42.8
	Government Officer	92	18.4
	Business Owner	57	11.4
	Other	92	18.4
<b>Monthly Income</b>	Less than 4,000	87	17.4
	4000-7000	132	26.4
	7001-10000	79	15.8
	More than 10,000	202	40.4

The descriptive analysis results found the majority are female at 53.2% and 37.4% were aged 18-34 years old. 48% have completed their studies of bachelor. Among occupations, 42.8% were company workers. There is a certain difference in income level, and the highest proportion is 40.4% in more than 10,000 CNY.

**Table 2.** The descriptive statistic of perceived value

	level of opinion(percent)					Mean	SD	Meaning	Rank
	Very Disagree	Disagree	Neutral	Agree	Very Agree				
Functional Value	2.6	3.0	16.0	45.6	32.8	4.03	0.91803	Agree	1
Emotional Value	2.6	6.8	25.8	44.4	20.4	3.732	0.94761	Agree	3
Social Value	3.8	10.2	24.4	40.4	21.2	3.65	1.04196	Agree	5
Monetary Value	3.0	3.4	16.2	44.6	32.8	4.008	0.94749	Agree	2
Epistemic Value	4.4	6.6	24.2	42.6	22.2	3.716	1.02247	Agree	4
<b>Green Perceived Value</b>	0.2	5.4	15.0	71.8	7.6	3.812	0.65231	Agree	

Form table 4.2, presents the descriptive statistics of independent variables in this study, that include functional value, emotional value, social value, monetary value and epistemic value. Each variable is measured on a Likert scale ranging from 1 to 5, with the highest score indicating the excellent level of engagement or presence. The analysis results show that the mean value of functional value is 4.03, indicating the customer's opinion level about the content on green functional value is at agree level. For emotional value, the mean value is 3.732, indicating the customer's opinion level about the content on green emotional value is at agree level. And the social value had value of 3.65 indicating the customer's opinion level about the content on green social value is at agree level. Monetary value, the mean value is 4.008, indicating the customer's opinion level about the content on green monetary value is at agree level. And the epistemic value's mean value is 3.716 indicating the customer's opinion level about the content on green epistemic value is at agree level. And the total green perceived value's mean value show the average is 3.812 indicating the customer's opinion level about the content on total green perceived value is at agree level.

**Table 3.** The descriptive statistic of social responsibility

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Rank
Ethical	2.6	4.8	23.2	43.2	26.2	3.856	0.94925	Agree	3
Legal	4.6	12	19.8	43.4	20.2	3.626	1.07538	Agree	4
Philanthropic	2.4	4.4	20.8	41.8	30.6	3.938	0.95077	Agree	2
Economic	2.2	6.8	10.4	44.6	36.0	4.054	0.96589	Agree	1
<b>Social Responsibility</b>	0	4.8	12.8	63.4	19.0	3.966	0.71405	Agree	

For table 3, social responsibility factors, the analysis results show that the mean value of economic is 4.054, indicating the customer’s opinion level about the content on economic is at agree level. And followed by philanthropic, ethical and legal with average values of 3.938, 3.856 and 3.626, indicating the customer’s opinion level about the content on philanthropic, ethical and legal is at agree level.

**Table 4.** The descriptive statistic of purchase intention

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning
<b>Purchase Intention</b>	3.6	5.4	24.8	43.4	22.8	3.764	0.98093	Agree

For table 4, purchase intention factors, the analysis results show that the mean value of purchase intention is 3.764, indicating the customer’s opinion level about the content on purchase intention is at agree level.

**Inferential Statistics**

**Hypothesis 1:** The differences in demographic factors affect consumer purchase intention differently

In this survey, gender is two-point discrete variable. Therefore, Independent sample t-test was used to analyze data. For age, educational level, occupation, monthly income use one way ANOVA to analyze data to test the difference of mean values among more than 2 groups of data. All data analysis was test at the statistical significant level of 0.05. Table 5 show the summary of demographic data that influence purchase intention at the statistical significant level of 0.05. The results indicate that the difference in education and income influence consumer purchase intention differently with the significant value of .000 and .000 accordingly.

**Table 5.** Summary of demographic data influence purchase intention

Demographic	Consumer Green Purchase Intention	
Gender	t(498)= -1.443, P =0.070	-
Age	F=0.153, P=0.858	-
Educational level	F = 8.424, P = 0.000	√
Occupation	F = 0.584, P =0.674	-
Monthly income	F =6.828, P = 0.000	√

- no different effects at the statistical significant of 0.05  
 √ have different effects at the statistical significant of 0.05

The analysis of multiple comparison of different education and monthly income group using LSD were analyzed. The results indicate that 1) the pair mean comparison of the educational level group that affects overall purchase intention of the green hotels. Mean value of higher than bachelor group is lower than less than bachelor group and bachelor group with a significant value of 0.004 and 0.000 accordingly. 2)The results indicate that the pair mean comparison of the monthly income level group that affects overall purchase intention of the green hotels. Mean value of less than 4,000 group is lower than 7,000-10,000 group and more than 10,000 group with a significant value of 0.017 and 0.002 accordingly. And mean value of 4,000-7,000 group is lower than 7,001-10,000 group and more than 10,000 group with a significant value of 0.007 and 0.000 accordingly.

**Hypothesis 2:** Green perceived value has influenced on consumer purchase intention.

Table 6 provide the results from using the multiple linear regression to analyze data and developed the forecasting equation at the confidence level of 95%.

**Table 6.** Regression analysis to predict the influence of green perceived value on purchase intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.536 <sup>a</sup>	.287	.280	.83218

From table 6, the analysis results show that green perceived value has influence with purchase intention with multiple correlation (R)= 0.536. The ability to predict the analytical equation is 28% at the statistical significant level of 0.05. Table 7 provide the coefficients to develop the forecasting equation. This analysis consists of 5 predictor variables including event functional value, emotional value, social value, monetary value and epistemic value which developed prediction equation as follows.

Equation 1:

$$Y = 0.551 + 0.283X_1 + 0.133X_2 + 0.153X_3 + 0.121X_4 + 0.143X_5$$

(0.019\*) (0.000\*) (0.002\*) (0.000\*) (0.000\*) (0.006\*)

FOR

Y= purchase intention

X<sub>1</sub>=Functional, X<sub>2</sub>=Emotional, X<sub>3</sub>=Social, X<sub>4</sub>=Monetary,

X<sub>5</sub>=Epistemic.

It can be found from Equation 1. Functional is the most important variable that influences the purchase intention by the regression coefficient of about 0.265, followed by social, epistemic, emotional and monetary with the coefficient of 0.163, 0.149, 0.129, 0.117.

**Table 7.** The multiple linear regression coefficients for the influence of green perceived value on purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.551	0.233		32.360	00.019*
Functional	0.283	0.045	0.265	6.352	0.000*
Emotional	0.133	0.043	0.129	3.103	0.002*
Social	0.153	0.038	0.163	4.040	0.000*
Monetary	0.121	0.044	0.117	2.777	0.000*
Epistemic	0.143	0.040	0.149	3.541	0.006*

a Dependent Variable: Purchase Intention

**Hypothesis 3:** Social responsibility has influence on purchase intention.

**Table 8.** Simple regression analysis to predict the influence of social responsibility on purchase intention

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.533 <sup>a</sup>	.284	.278	.83352

Table 8 demonstrate that consumer purchase intention correlates with brand fit with correlation coefficient of 0.533. The ability to predict customer purchase intention is 27.80%. Table 9 provides the coefficient to develop the forecasting equation for customer purchase intention when knowing social responsibility is as follows.

Equation 2:

$$Y = 0.714 + 0.149X_1 + 0.191X_2 + 0.208X_3 + 0.238X_4$$

(0.002\*) (0.000\*) (0.002\*) (0.000\*) (0.000\*)

FOR

Y=purchase intention

X1=Ethical, X2=Legal, X3=Philanthropic, X4=Economic.

It can be found from Equation 2. For the economic is the most important variable that influences the purchase intention by the regression coefficient of about 0.235, followed by Legal, Philanthropic, and Ethical with the coefficient of 0.209, 0.201, and 0.144.

**Table 9.** Simple linear regression coefficients for the impact of brand fit on purchase intention.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.714	0.225		33.173	00.002*
Ethical	0.149	0.042	0.144	3.557	0.000*
Legal	0.191	0.037	0.209	5.121	0.000*
Philanthropic	0.208	0.042	0.201	4.930	0.000*
Economic	0.238	0.042	0.235	5.626	0.000*

a Dependent Variable: Purchase Intention

Predictors: (Constant)

Dependent Variable: Purchase Intention.

### Demographic

The results show that the difference in demographic of educational and monthly income significantly influence on different purchase intention of green hotel. This result is consistent with Wang et al. (2019) studied the demographic impact of consumer green purchase intention toward green hotel selection in China. The results found the demographic factors include education and income generate difference in green purchase intention, that demographic generate difference in green purchase intention. The study results consistent with Faridah and Ahmad (2018) studied the effect of demographic factors on consumer intention to purchase green personal care products. The findings revealed that level of education did have significant impacts on the consumer intention to buy personal care products. And is consistent with Han et al (2011) studied “Are lodging customers customers ready to go green? An examination of attitudes, demographics, and eco-friendly intention.” The results found that education and income generate differences in purchase intention of green hotel. And consistent with Samarasinghe and Samarasinghe (2013) studied green decisions: consumers’ environmental beliefs and green purchasing behaviour in Sri Lankan context. The results found that impact of demographic data on green purchase behavior. The study results consistent with Canöz (2022) studied tourists' attitudes toward green product buying behaviors: The role of demographic variables. The results show that demographic includes education and income have influence their green product purchasing behavior.

### Green perceived value

The research results show that the green perceived value includes functional value, emotional value, social value, monetary value, epistemic value, have significantly influence on customer purchase intention. Functional is the most important variable that influences the purchase intention. This result is consistent with Dhewi et al. (2018) studied the influence of green perceived value and green perceived risk perceptions on the green product purchase intention. The research study the influence of green perceived value and green perceived risk perceptions on the green products purchase intention. The empirical findings showed a favorable correlation between the purchase green products and green perceived values. And consistent with Chen and Chang (2012) studied on enhance green purchase intentions: The roles of green perceived value, green perceived risk, and green trust. Green perceived value is consumers’ evaluation of a product and service based on their eco-friendly aspirations. The findings revealed a substantial positive association between green perceived value and green purchase intention. And congruent with Chairunnisa and Perdhana (2020) studied the roles of environmental concern, green perceived value,

subjective norms, and green trust towards green hotel purchase intention. The research finding the purchase intention to acquire green hotels is significantly influenced favorably by green perceived value.

### **Social responsibility**

The research results show that the social responsibility includes ethical, legal, philanthropic and economic have significantly influence on customer purchase intention. The economic is the most important variable that influences the purchase intention. And the result consistent with the Hwang et al. (2020) studied the importance of philanthropic corporate social responsibility and its impact on attitude and behavioral intentions: The moderating role of the barista disability status. The study show economic and legal responsibilities represent traditional corporate obligations, while philanthropic and ethical responsibilities signify more contemporary commitments. Responsibility is fundamental or essential to the nature of business presence in society. There is a need for economic and legal responsibility, and ethical and charitable responsibility is expected and desired (Carroll and Brown, 2022). And the consistent with Bianchi et al (2019) studied the impact of perceived CSR on corporate reputation and purchase intention. The results show the corporate social responsibility affects consumers' intent to buy. And consistent with Chaudhary et al (2022) studied the influence of corporate social responsibility on actual buying behavior: A study of Indian consumers. The study finding revealed that consumers' actual purchasing behavior is positively impacted by consumers' purchase intentions in socially responsibility businesses.

## **CONCLUSION**

### **Demographic factors**

The description of green hotel customers is as follows: 500 respondents consist of 234 male (46.8%) and 266 female (53.2%). About age most of the respondents were between 18-24 years old, accounting for 37.4%. The most educational level of the respondents were bachelor, as high as 48%. About occupation most of the respondents were company worker, accounting for 42.8%. The most monthly income level of the respondents is more than 10,000 CNY as high as 40.4%. This study found that educational ( $F = 8.424, P = 0.000$ ), monthly income ( $F = 6.828, P = 0.000$ ) significantly influence the purchase intention. However, gender ( $t(498) = -1.443, P = 0.070$ ), age ( $F = 0.153, P = 0.858$ ) and occupation ( $F = 0.584, P = 0.674$ ) were found to have no significant difference influence on purchase intention. The LSD approach is used to specifically examine the influence of educational and monthly income as connected factors.

### **Green Perceived Value**

The research results show green perceived value that the includes functional, emotional, social, monetary and epistemic have significantly influence on customer purchase intention. Among, functional value is the most important variable that influences the purchase intention by the regression coefficient of about 0.265, followed by social, epistemic, emotional and monetary with the coefficient of 0.163, 0.149, 0.129, 0.117.

### **Social Responsibility**

This study result shows that social responsibility that the includes ethical, legal, philanthropic and economic have significantly influence on customer purchase intention. The economic is the most important variable that it have influences of the purchase intention by the regression coefficient of about 0.235, followed by legal, philanthropic and ethical with the coefficient of 0.209, 0.201, and 0.144.

## Recommendation

The direction of this study can be used to continue to explore in depth other factors that may have an impact. Among other things, the referable value of the study will vary for different geographical locations, and the situation of local cultural traits and environmental factors need to be considered, and the independent variables in this paper, demographics, green perceived value and social responsibility, on green hotel purchase intention should be examined again.

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# THE INFLUENCE OF CHINA AIRLINE COMPANY CABIN SERVICE QUALITY ON CUSTOMER REPURCHASE

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## ABSTRACT

*This research is aimed to study the influence of demographic, Service quality perception on customer repurchase of China airline company. The researcher used the questionnaire as the research tool and collected data from 406 samples of customers who have been used airlines cabin service with China southern airlines in ShenZhen. Statistics used to analyze data were descriptive statistics including Frequency, Percentage, Mean, Standard Deviation, Standard Deviation, and inferential statistics including independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression at the statistical significance level of 0.05. The results found that most of the respondents were male, 25-44 years old, occupation of company worker and monthly income of more than 7000-10,000 CNY. The first hypotheses were tested, and the results found that the differences in Gender had a significant effect on customer repurchase. For the second hypotheses tested, the results found that Tangibility, Reliability, Responsiveness, Guarantee and Empathy in Service quality perception have a significant influence on customer repurchase.*

## Keywords:

*Demographic; Service Quality Perception; Repurchase*

## INTRODUCTION

Cabin service quality, as an important component of modern air transportation, has a significant impact on customer satisfaction. In the fiercely competitive airline market, providing high-quality cabin service has become a key factor for airlines to improve market competitiveness and maintain sustainable development. Therefore, studying the impact mechanism and key factors of cabin service quality on customer repurchase rate is of great significance (Omar & Marietta, 2022). Firstly, the cabin service quality of an airline directly relates to the customer's travel experience and comfort. Customers expect to have comfortable seats, a safe flying environment, and friendly flight services during their journey. If an airline can provide high-quality service, customers will be more satisfied and may choose to repurchase tickets from that airline (Brochado, Oliveira, & Oliveira, 2019).

Secondly, the cabin service quality of an airline is also directly related to the customer repurchase. The studies have shown that the performance of an airline during the service process, such as the professionalism of its staff and the convenience of its services, will have a significant impact on customer repurchase. Good cabin service quality can meet customer expectations, improve their satisfaction and loyalty, thereby increasing their willingness to repurchase (Bae & Cha, 2015).

Furthermore, the quality of cabin service is closely related to the reputation and brand image of an airline. The evaluation of cabin service quality by customers and word-of-mouth communication often influences the decision-making of other potential customers. If an airline can provide high-quality cabin service and actively respond to customer needs and feedback, it will help establish a good brand image and attract more customers to repurchase (Han, Yu, Chua, Lee, & Kim, 2019). In this context, this study aims to explore the impact mechanism and key factors of cabin service quality on customer repurchase through a review of relevant theories on cabin service quality and customer repurchase rate, combined with empirical research methods. The research results have important theoretical significance and practical value for airlines to improve cabin service quality and increase customer repurchase. By analyzing the influence of cabin service quality perception on customer repurchase rate in-depth, it can provide guidance for airlines to formulate more effective marketing strategies and management measures, further enhancing their competitiveness and market position (Suki, 2014).

### **Research Hypotheses**

- 1) Difference in demographic factor generate difference on customer repurchase.
- 2) The service quality perception including Tangibility, Reliability, Responsiveness, Guarantee and Empathy influence on customer repurchase

### **Research objectives**

- 1) To study the difference in customer repurchase base on demographic.
- 2) To study the influence service quality perception on customer repurchase.

### **Literature review**

#### **Demographic factors**

Gupta & Chandan (2020) studied Influence of demography on satisfaction, trust and repurchase intention of China airline company. This study uses empirical research to investigate how satisfaction, trust, and repurchase intention are impacted by five demographic factors: age, gender, qualification, occupation, and income. The findings indicate that the repurchase is significantly influenced by demographic.

#### **Service quality**

Service quality is both a consumer's evaluation of satisfaction with a service and a provider's evaluation of the satisfaction obtained by the consumer (Ahmed, Al Asheq, Ahmed, Chowdhury, Sufi, & Mostofa, 2023). In the service industry, delivering high-quality service is crucial for customer satisfaction, customer loyalty, and long-term success of the business. To measure and improve service quality, many researchers and scholars have developed various theories and models. Here are two of the most famous service quality theories and models:

#### **SERVQUAL Model**

It is one of the most commonly used models in the field of service quality research. The model assesses service quality by measuring the gap between service providers and customers (Parasuraman, Zeithaml & Berry, 1988).

- Tangibility: Refers to physical factors such as physical facilities, equipment, employee image, etc. related to the service.
- Reliability: means that the service provider can accurately and reliably fulfill its service commitments without errors or delays.

- Responsiveness: refers to the service provider's positive response to customer requests and needs, as well as the provision of timely services.
- Guarantee: Refers to the ability of service providers to convey expertise and confidence that they can provide high-quality services.
- Empathy: Refers to the service provider who cares about the needs of the customer and provides personalized service, taking into account the customer's feelings and requirements.

The SERVQUAL model measures service quality by the difference between the actual service experience and expectations of customers, thereby revealing the advantages and disadvantages of service providers in different dimensions in order to improve service quality.

### **SERVPERF Model**

It is an improvement on the SERVQUAL model, proposed by (Oliver,1997). The model focuses on how customers evaluate the actual service experience, rather than comparing the difference between the service experience and expectations.

The SERVPERF model defines quality of service as the performance of a service and divides it into five dimensions: reliability, accountability, assurance, compassion, and physical factors, which is the same as the five dimensions of the servqual model. The difference is that the SERVPERF model does not consider customer expectations, but only focuses on the performance of the actual service. Customers evaluate the quality of service based on their real experience during the service. This approach avoids subjective differences between expectations and actual experiences, and more objectively reflects the quality of service. These models are popular instruments for studying service quality because they enable businesses to better understand how customers view their experiences, spot possible issues, and implement solutions that will increase customer satisfaction, loyalty, and service quality. To assess and enhance service quality, researchers can choose suitable models based on the particular context and goal of their study.

### **Service quality and Satisfaction**

Human thoughts and emotions are very complex, and there are numerous factors that influence customer satisfaction, which also vary from person to person. The commonly acknowledged factors that influence satisfaction include environment, service, and expectations (Li, 2020). While customer satisfaction is formed during the process of receiving services from a company, service quality is defined as the difference between customers' expectations prior to using a product or service and their perceived experience following use. The impact of good or bad service quality is greatly reflected in customer satisfaction (Jin, 2021). Based on these theories of customer satisfaction, businesses can better understand customer needs and expectations, provide higher quality products or services, thereby enhancing customer loyalty and reputation, and achieving sustainable development. One of the most important components of a successful business is customer satisfaction, which is also essential for preserving positive client relations and a competitive edge.

### **Repurchase**

The repurchase refers to the proportion of customers who make a repeat purchase of a brand or product within a certain period of time. In the aviation industry, the repurchase rate is an important indicator of customer loyalty and satisfaction. Research has found that the brand reputation of an airline is related to the quality of its cabin service, and a good

brand reputation can increase customer satisfaction and loyalty, thereby increasing repurchase intention (Ji, Zhao, Wang, & Yuan, 2022).

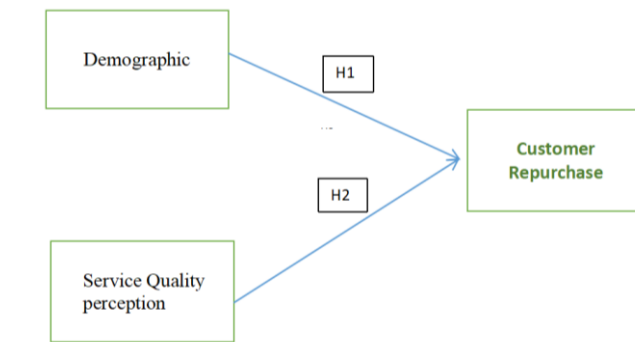


Figure 1. Conceptual framework of this study

## METHOD

### Research Instrument

This paper analyzes and studies in Shenzhen from Two influencing factors: Demographics factors, Service quality perception factors. The questionnaires were used to collect relevant data for analysis. The questionnaire is divided into three parts.

#### Part 1: Demographic Factors

This part consisted of 5 questions in Check-list. It's collecting data related to the demographic information of the samples. This basic information will provide insight into the background characteristics of the sample.

#### Part 2: Perceived Service Quality:

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on repurchase toward airlines cabin service.

#### Part 3: Customer repurchase:

The researcher used the Likert five-point scale, and participants are required to rate their degree of opinion on repurchase toward airlines cabin service.

### Content validity and Reliability

#### Content validity

To ensure the quality and confidence of the questionnaires, the content validity test using Item Object Consistency (IOC) and the reliability test using Cronbach's Alpha was performed as the following details. The 3 experts who have expertise in creating research tools examined the content and the measurement of the questions to cover the completion of the research issues. The IOC index of the questions in questionnaire are all above 0.67.

#### Reliability

In order to assess the reliability of the tools used in this research, a pre-test of the questionnaire will be conducted with a group of 30 qualified participants. The aim of this pre-test is to evaluate their comprehension of the questions and measure the internal consistency using Cronbach's alpha coefficient  $\alpha$ . A value of 0.7 or higher is considered acceptable for the internal consistency of the questionnaire, indicating that the tool can be used to collect data for further research. The results reliability of Tangibility, Reliability, Responsiveness, Guarantee, Empathy are 0.799, 0.806, 0.823, 0.822, 0.820. All reliability are above 0.7. So the questionnaire is suitable to be used to collect actual data in the future. The

results reliability of repurchase toward China southern airlines is 0.824. All reliability is above 0.7. So the questionnaire is suitable to be used to collect actual data in the future.

**Data Collection**

The researcher will collect data through the following methods:

Online survey: We can create a questionnaire on an online survey platform and share the questionnaire link with the target audience through social media (Wechat). This method allows us to quickly and efficiently collect a large amount of data.

**Data analysis**

Inferential statistics is employed for testing the hypotheses at a statistical significance level of 0.05. The analysis will evaluate the relationship between a dependent variable and independent variables under the following hypotheses:

H1: Difference in demographic factor generate difference on customer repurchase. Independent Sample t- test (Gender, cabin class) and the One-way ANOVA (Age, Occupation, and Monthly Income) are applied for testing the hypothesis.

H2: The service quality perception including Tangibility, Reliability, Responsiveness, Guarantee and Empathy influence on customer repurchase.

**RESULT AND DISCUSSION**

**Descriptive analysis**

The following is divided into two parts.

Part I: The analysis results of respondent’s demographic factors data.

Part II: The analysis results of service quality perception factors.

Part III: The analysis results of Demographic and service quality perception on repurchase.

**Demographic Data**

Part I: The analysis results of respondents’ demographic factors data.

**Table 1.** Show frequency and percentage of the respondents

		Frequency	Percent
Gender	Male	212	52.2
	Female	194	47.8
Age	18-24 years old	77	18.97
	25-44 years old	193	47.54
	>44 years old	136	33.5
Occupation	No work/ housewife	7	1.72
	Student	16	3.94
	Company worker	321	70.06
	Government Officer	10	2.46
	Business Owner	52	12.81
	Other	0	0
Monthly Income	Less than 4,000	69	17
	4000-7000	137	33.74
	7001-10000	138	33.99
	10000-13000	39	9.61
	13000-16000	13	3.2
	More than 16,000	10	2.46
Cabin Class	First Class	49	12.07
	Economy Class	357	87.93
<b>Total</b>		<b>406</b>	<b>100</b>

Table 1 shows the sample group data of customers in 406 samples in ShenZhen. The majority are male at 52.2%. The aged 25-44 years old at 47.54%. 70.06% were company workers. There is a certain difference in income level, and the highest proportion is 33.99%

in between 7,000-10,000 CNY. The majority, accounting for 87.93%, chose to travel in the economy class.

**Descriptive Statistics of service quality perception**

Part II: The analysis results of service quality perception factors.

**Table 2.** The descriptive statistic of service quality perception

level of opinion(Frequency)	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning	Rank
Tangibility	27	106	137	112	24	3.32	0.963	Neutral	5
Reliability	24	113	140	98	31	3.33	0.971	Neutral	3
Responsiveness	18	103	133	110	42	3.46	1.001	Agree	1
Guarantee	20	107	143	106	30	3.36	0.973	Neutral	2
Empathy	30	119	110	114	33	3.33	1.032	Neutral	3
Service Quality Perception	1	120	174	111	0	3.36	0.709	Neutral	

Form table 2, presents the descriptive statistics of independent variables in this study, that include, Tangibility, Reliability, Responsiveness, Guarantee, Empathy. Each variable is measured on a Likert scale ranging from 1 to 5, with the highest score indicating the excellent level of engagement or presence. The analysis results show that the Tangibility is 3.32, indicating the customer’s opinion level about the content on service quality perception is at Neutral level. For Reliability, the mean value is 3.33, indicating the customer’s opinion level about the content on service quality perception is at Neutral level. And the Responsiveness is 3.46 indicating the customer’s opinion level about the content on service quality perception is at agree level. Guarantee, the mean value is 3.36, indicating the customer’s opinion level about the content on service quality perception is at Neutral level. And the Empathy mean value is 3.33 indicating the customer’s opinion level about the content on service quality perception is at Neutral level. And the total service quality perception mean value show the average is 3.36 indicating.

**Table 3.** The descriptive statistic of customer repurchase.

	Very Disagree	Disagree	Neutral	Agree	Very Agree	Mean	SD	Meaning
Repurchase Intention	24	118	123	107	34	3.34	1.014	Neutral

From table 3. repurchase intention factors, the analysis results show that the mean value of repurchase intention is 3.34, indicating the customer’s opinion level about the content on repurchase intention is at Neutral level.

**Inferential Statistics**

This part will present the results based on the research objectives by spitting into 2 parts.

Part I tests hypothesis1 and part II tests hypothesis 2.

Hypothesis 1: Demographic factor has affect on customer repurchase.

Part I: Demographic factor has affect on customer repurchase.

H1a: The difference in repurchase of China airline company on gender

**Table 4.** The analysis results on gender difference influence on customer repurchase

Gender	N	Mean	Std. Deviation	t-value	df	Sig.
Male	212	3.05	1.136	-6.339	404	0.01*
Female	194	3.66	0.742			

The significant at the 0.05 level



From Table 4.4, the analysis results on gender differences influence on repurchase intention used a T-test significance level of 0.05. This study found that gender ( $t=-6.339$ ,  $P=0.01$ ) had significant difference in repurchase intention.

H1b: The difference in repurchase intention of age.

**Table 5.** The analysis results on age difference influence on customer repurchase

Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.564	2	0.282	0.274	0.761
Within Groups	415.619	403	1.031		
Total	416.183	405			

From Table 4.5, the analysis results on age differences influence on repurchase intention used One-way ANOVA significance level of 0.05. This study found that age ( $F = 0.274$ ,  $P=0.761$ ) had no significant difference in repurchase intention.

H1c: The difference in repurchase intention of occupation.

**Table 6.** The analysis results on occupation difference influence on customer repurchase

Occupation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.615	4	0.404	0.391	0.815
Within Groups	414.568	401	1.034		
Total	416.183	405			

From Table 6, the analysis results on occupation differences influence on repurchase intention used One-way ANOVA significance level of 0.05. This study found that occupation ( $F = 0.391$ ,  $P = 0.815$ ) had no significant difference in repurchase intention.

H1e: The difference in purchase intention of green hotel based on monthly intention

**Table 7.** The analysis results on monthly income difference influence on customer repurchase

Monthly Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.046	5	0.209	0.202	0.962
Within Groups	415.137	400	1.038		
Total	416.183	405			

From Table 7, the analysis results on Monthly income differences influence on repurchase intention used One-way ANOVA significance level of 0.05. This study found that income ( $F = 0.202$ ,  $p = 0.962$ ) had no significant difference in repurchase intention.

**Table 8.** The analysis results on the cabin class difference influence on customer repurchase

The cabin class	N	Mean	Std. Deviation	t-value	df	Sig.
Economy	357	3.34	1.009	-0.428	404	0.299
First	49	3.40	1.058			

From Table 4.8, the analysis results on the cabin class differences influence on repurchase intention used a T-test significance level of 0.05. This study found that cabin class( $t= -0.428$ ,  $P=0.299$ ) had no significant difference in repurchase.

**Hypothesis 2** The service quality perception influence on customer repurchase. In Hypothesis 2, Y = repurchase intention, X1, X2, X3, X4, X5, are Tangibility, Reliability, Responsiveness, Guarantee, Empathy.

**Table 9.** The service quality perception has influence on customer repurchase

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Summary	.595e	.354	.346	.820

The analysis results show that service quality perception has influence on repurchase intention with multiple correlation (R)= 0.595. The ability to predict the analytical equation is 35.4% at the statistical significant level of 0.05.

**Table 10.** The Multiple Linear regression coefficients for the influence of service quality perception to customer repurchase

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.477	0.198		2.404	0.017*
Tangibility	0.229	0.049	0.219	4.675	0.001*
Reliability	0.181	0.049	0.179	3.700	0.001*
Responsiveness	0.136	0.047	0.139	2.899	0.004*
Guarantee	0.157	0.049	0.151	3.174	0.002*
Empathy	0.149	0.050	0.142	2.996	0.003*

a Dependent Variable: Repurchase Intention

Equation 1:

$$Y = 0.447 + 0.229X_1 + 0.181X_2 + 0.136X_3 + 0.157X_4 + 0.149X_5$$

$$(0.017^*) (0.001^*) (0.001^*) (0.004^*) (0.002^*) (0.003^*)$$

FOR

Y= Repurchase intention

X1=Tangibility, X2=Reliability X3=Responsiveness, X4=Guarantee, X5=Empathy.

It can be found from Equation 1. Tangibility is the most important variable that influences the repurchase intention by the regression coefficient of about 0.219, followed by Reliability, Responsiveness, Guarantee, Empathy with the coefficient of 0.179, 0.139, 0.151, 0.142.

**Table 11.** Summary result on Hypothesis 1

Demographic	Purchase Intention
Gender	√
Age	-
Occupation	-
Monthly Income	-
Cabin Class	-

- The mean difference has a significant value more than the level of 0.05.

√ The mean difference has a significant value less than the level of 0.05.

From Table 4.4, This study found that Gender t=-6.339, P=0.01 ,its have significant difference influence on repurchase intention.

However, Age (F=0.274,P=0.761), Occupation (F=0.391,P=0.815), Monthly income (F=0.202,P=0.962) and Cabin Class t=-0.428,P=0.299 were found that no significant difference influence on repurchase.

**Table 12.** Summary result on Hypothesis 2

Service quality percipcion	Repurchase Intention
Tangibility	√
Reliability	√
Responsiveness	√
Guarantee	√
Empathy	√

- The mean difference has a significant value more than the level of 0.05.

√ The mean difference has a significant value less than the level of 0.05.

From Table 10, This study found that Tangibility (Beta = 0.219, Sig. = 0.001), Reliability (Beta = 0.179, Sig. = 0.001), Responsiveness (Beta = 0.139, Sig. = 0.004), Guarantee (Beta =

0.151, Sig. = 0.002) and Empathy (Beta = 0.142, Sig. = 0.003) significantly influence the repurchase.

## CONCLUSION

### Conclusion

#### Demographic

The description of China airline company customers is as follows: 406 respondents consist of 212 male (52.2%) and 194 female (47.8%). About age most of the respondents were between 25-44 years old, accounting for 47.54%. About occupation most of the respondents were company worker, accounting for 79.06%. The most monthly income level of the respondents is 7,000-10,000 yuan, as high as 33.99%. This study found that Gender ( $t = -6.339, P = 0.01$ ), was found to have significant difference effect on repurchase intention. However, Age ( $F=0.274, P=0.761$ ), Occupation ( $F=0.391, P=0.815$ ), Monthly income ( $F=0.202, P=0.962$ ) and Cabin Class ( $t=-0.428, P=0.299$ ) were found that no significant difference influence on repurchase.

#### Service quality perception

The research results show that the service quality perception includes Tangibility, Reliability, Responsiveness, Guarantee, Empathy have significantly influence on customer repurchase intention. Tangibility is the most important variable that influences the repurchase intention by the regression coefficient of about 0.219, followed by Reliability, Responsiveness, Guarantee, Empathy with the coefficient of 0.179, 0.139, 0.151, 0.142.

The first hypotheses were tested, and the results found that the differences in Gender had a significant effect on customer repurchase. For the second hypotheses tested, the results found that Tangibility, Reliability, Responsiveness, Guarantee and Empathy in Service quality perception have a significant influence on customer repurchase.

## Discussion

### Demographic

The results show that the difference in demographic of gender significantly influence on customer repurchase of China airline company. This result is consistent with Gupta & Chandan (2020) studied Influence of demography on satisfaction, trust and repurchase intention of China airline company. This paper empirically examines the effects of five demographic characteristics, including age, gender, qualification, occupation and income, on satisfaction, trust and repurchase intention. The results show that demographic has a significant impact on the repurchase of China airline company. Difference in Age not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age. Difference in Occupation not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age. Difference in Monthly income not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age. Difference in Cabin class not generate difference on customer repurchase, because depend on my research and working experience, the difference Age group will use the cabin service again regardless the age.

#### Service quality perception

The research results show that the service quality perception significantly influence on customer repurchase of China airline company. This result is consistent with Yunanto &

Astini (2020) studied The Effect of Service Quality and Ticket Rates for Customer Satisfaction and the Implication of Repurchase Intention of Sriwijaya Air Joint Operation with Garuda Indonesia. The outcomes of the structural model study reveals that the services quality have a major impact on customer repurchase. This result is consistent with Ekeke & Anosike (2021) studied Effect of Employee Service on International Airline Passengers' Behavioral Intentions in Foreign Airlines: the Nigerian Experience. The results show that employee service has a significant positive impact on international travelers' repurchase intention and positive word-of-mouth communication. This result is consistent with Rahmatulloh & Melinda (2021) studied Analysis of the Effect of Service Quality and Customer Satisfaction on the Repurchase Intention, Word of Mouth and Customer Retention for Party Equipment Rental "Suyono" in Surabaya. The study's findings demonstrated that customer satisfaction and retention were significantly positively impacted by the quality of the services provided. This result is consistent with Law et al. (2022) studied Airline service quality, customer satisfaction, and repurchase Intention: Laotian air passengers' perspective. The findings of structural equation modeling (SEM) indicate a positive correlation between repurchase intention and service quality.

### **Implication for Practice**

The researchers studied the specific influencing factors of demographics and service perception on China's airline passengers repurchase intention in order to respond to the demand for airline passengers repurchase intention. For Chinese airlines, this research is of great reference value as it will help them better understand the factors that influence customers' repurchase decisions, which will help them develop more successful passenger service plans.

From an encouraging perspective, the findings suggest that Chinese airlines should pay attention to the gender and service perception experience of the population and provide an attractive and valuable flight experience to increase customers' repurchase intention. Therefore, the researchers recommend the following:

- 1) The results of research found the demographic factor of customer of China airline company. In gender the proportion of men exceeds than of women, which is also an important factor in the demographic factor that affects the repurchase rate. Therefore, when providing cabin services, we can better provide diversified services for male passengers based on the results of the study: providing personalized seat selection that takes into account the needs and preferences of male passengers. In addition, male travelers are often interested in technology and entertainment facilities. Offering a variety of entertainment options such as movies, TV shows, music, and games to meet the entertainment needs of male travelers. We can give men more discounts on air ticket prices, invite more passengers to join the company's membership, and accumulate points in exchange for more benefits. This can improve the quality of service and the repurchase rate of passengers.
- 2) The results of the research found that the most important factor of service quality perception is Tangibility. The less important factor is Responsiveness. Tangibility is an important impact on passenger satisfaction and willingness to repurchase. Here are some valuable suggestions to improve the tangibility of airline cabin service: (1) Cleanliness and hygiene: It is very important to keep the cabin clean and hygienic. Clean and disinfect the cabin regularly to ensure cleanliness of areas such as seats, armrests, footrests and toilets; (2) Comfortable Seat and Space Layout: Provide passengers with spacious and comfortable seats, enough legroom and personal space to ensure the comfort of passengers. Taking into account the needs and preferences of different passengers, different types of seating options such as window seats, aisle seats, and priority seats are available; (3) High-quality catering and beverages: Provide delicious, healthy and diverse catering and beverage options to meet the tastes and preferences of different passengers.

Ensure the quality and freshness of the food and provide professional services such as pre-meal drinks and after-meal coffee.

In short, by focusing on the factors that influence demographics and service perceptions on passengers' repurchase, Chinese airlines can better meet the needs of passengers, increase customers' repurchase and achieve greater business success.

### Recommendation

- 1) Exploring the impact of other demographic factors: This study covers the impact of variables such as gender, age, occupation, income level, and cabin choice on customer behavior. By researching how these factors interact with service perception, you can get a more complete picture of your customers' willingness to repurchase. In this study, it was concluded that gender is more influence on repurchase among demographic factors. Therefore, more attention needs to be paid to gender factors in future research.
- 2) Explore the role of service quality: This study emphasized the importance of service perception, but future research could delve deeper into the specific dimensions of service quality that contribute to repurchase intention. For example, examining factors such as timeliness, responsiveness, and reliability of services could provide insights into which aspects of service are most critical for customer loyalty.
- 3) Conduct comparative studies: Comparing the repurchase intention of Chinese airline passengers with passengers from other countries or regions would provide a broader perspective on the factors influencing customer behavior. This could help identify cultural or regional differences that may impact repurchase intention and allow airlines to tailor their strategies accordingly.
- 4) Incorporate qualitative research methods: While this study focused on quantitative analysis, future research could incorporate qualitative methods such as interviews or focus groups to gain a deeper understanding of customer attitudes and motivations. This would provide rich insights into the underlying reasons behind repurchase intention and help airlines develop more targeted strategies.

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# THE IMPACT OF CONFUCIAN TRADITIONAL VALUES ON THE COOPERATION BEHAVIOR OF EMPLOYEES IN CHINESE AVIATION ENTERPRISES

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## ABSTRACT

*The success and competitiveness of aviation enterprises are intimately linked to the cooperative behavior of their employees. In the aviation industry, where safety and customer satisfaction are paramount, employee cooperation directly influences these critical aspects. The objectives of this study were to explore 1) the effects of employee demographics, including gender, age, educational level, marital status, and working duration, and 2) the influence of Confucian traditional values on the cooperative behavior of employees in Chinese aviation enterprises. The Confucian traditional values in this study were obedience to authority, tolerance and altruism, acceptance of authority, and saving face. The study adopts a quantitative research design utilizing online questionnaires distributed to 400 front-line employees of modern Chinese aviation enterprises. The statistics used to analyze the data were descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics, including an independent sample t-test, one-way ANOVA, and multiple linear regression at the statistically significant level of 0.05. The hypothesis found that all demographic characteristics affect the employee's cooperative behavior. Obedience to authority, tolerance and altruism, and saving face influence employees' cooperative behavior with multiple correlations (R) =.510 and the ability to predict analytical equations of 25.40%.*

## Keywords:

*Aviation enterprises; Employee cooperation behavior; Confucian values*

## INTRODUCTION

Aviation enterprises' success and overall competitiveness are intricately woven with their employees' performance and cooperative behavior. As the aviation industry experiences rapid expansion and development, the importance of employee cooperation behavior extends beyond mere productivity and quality, directly impacting aviation safety and customer satisfaction. In the aviation sector, the safety and well-being of passengers and cargo are at the forefront of concerns, emphasizing the paramount importance of this behavior. Therefore, understanding and improving employee cooperation behavior in this dynamic and high-risk environment are the focal points of this research. Despite numerous studies focusing on employee cooperation behavior and its influencing factors (Cohen & Bailey, 1997; Katzenbach & Smith, 1993), there is a need for a more in-depth and specific exploration of how to encourage employees to practice more cooperative behavior,

especially in specific contexts such as the aviation industry characterized by high risk and pressure.

This study considers cultural values, especially Confucian cultural values in China, and their impact on the cooperative behavior of employees in aviation enterprises. Confucian values emphasize core elements such as interpersonal relationships, moral values, and social responsibility (Sun, Li & Wei, 2016). Chinese individuals exhibit respect and obedience to authority, prioritize interpersonal relationships, and maintain harmony in relationships with relatives, acquaintances, and strangers (Wang & Zhang, 2015). However, Confucian traditional values not only influence individual value orientations and behavioral guidelines but also permeate organizational culture and employee behavior to some extent (Huang & Zhou, 2019). Therefore, Confucian values may significantly impact the cooperative behavior of employees in the aviation industry, and several important questions need to be answered.

### Research Questions

1. How do the employee demographics affect the cooperation behavior of employees in Chinese aviation enterprises?
2. How do traditional Confucian values (e.g., obedience to authority, tolerance and altruism, acceptance of authority, and saving face) influence the cooperation behavior of employees in Chinese aviation enterprises?

### Research Objectives

This study aimed to unveil the relationship between traditional Confucian values and the cooperation behavior of employees in Chinese aviation enterprises and to provide valuable strategies for human resource management in Chinese aviation enterprises. The research objectives for this study are as follows:

1. To explore the effects of employee demographics, including gender, age, educational level, marital status, and working duration on the cooperation behavior of employees in Chinese aviation enterprises.
2. To study the influence of Confucian traditional values on the cooperation behavior of employees in Chinese aviation enterprises.

### Research Hypotheses

**H1:** The difference in demographic factors, including gender, age, marital status, educational background, and duration of service affect employee cooperation behavior differently.

**H2:** The Confucian traditional values influence employee cooperation behavior of employees in Chinese aviation enterprises

### Confucian Traditional Values

Confucianism's core moral values consist of nine aspects: *benevolence, righteousness, propriety, wisdom, trustworthiness, forgiveness, loyalty, filial piety, and fraternal respect*. Among them, benevolence is the core value that permeates and guides others. Confucian benevolence is founded on family ethics (Yang, 1993). Individuals are initially expected to love their family and then extend this love to their social circles. These relationships define and regulate individuals' duties, responsibilities, and virtues. In these relationships, Individuals start learning predetermined roles and associated virtues from childhood. This learning typically occurs through various socialization processes and corresponding control and punishment mechanisms (Gabrenya, 1996).

Confucian ethical relationships emphasize interdependence rather than emphasizing the "independent self" (Huang, 1995). This relationship orientation is manifested in five



aspects: "relation role differentiation," "relation reciprocity," "relation fatalism," "relation determinism," and "relation harmony". Individuals adopt different interaction principles and methods based on different relationship levels (Yang, 1993). The concept of "Gaisu Grid," as Fei (1947) described, illustrates those Chinese social relationships akin to ripples from a stone thrown into the water. The central stone represents the individual, while the ripples symbolize the layers of relationships expanding outward with increasing intimacy.

The essence of the Confucian spirit is reflected in the relationship with authority figures and others. The ultimate goal of both types is to establish harmonious relations with relevant groups. Authority orientation defines the fundamental principles by which Chinese individuals establish stable and harmonious relationships with authority figures. In contrast, altruistic orientation indicates how Chinese individuals interact with members of society beyond their families. Whether dealing with authority figures or others, the Chinese adhere to the principle of "face" to achieve the goal of harmonious coexistence. Suppose others show respect, care, attention, and fair treatment to an individual; that individual gains a social reputation, with "face" representing this social standing (Hwang, 1987). Therefore, Confucian thought can be summarized as a value system with relationships encompassing authority orientation, tolerance, altruism, and the principle of "face."

### **Confucian Traditional Values in the Workplace**

In the workplace context, Confucian traditional values manifest primarily in individuals placing great importance on immediate and long-term relationships between themselves and the organization (Hwang, 2000). To maintain harmonious relationships with the organization and its members, individuals apply Confucianism's virtues by extending their love for their families to their colleagues, superiors, and the organization (Yang, 1993). They prioritize collective interests and avoid actions that might damage relationships with the organization, even when the organization's actions may appear unfair.

Furthermore, in alignment with Confucian traditional values, organizations and their representatives are regarded as authorities whose decisions and actions should be followed and accepted to the greatest extent, even if they are not in an individual's favor. Obedience to authority is demonstrated through respect and reverence for authority figures, seeking guidance from leaders in essential matters, and giving elder colleagues a say in decision-making. Acceptance of authority entails adhering to hierarchical structures, even if there are deviations in the decisions and actions (Morris & Leung, 2000).

In Addition, the altruistic tendency in Confucian thought is prominently expressed in the workplace as individuals are highly attentive to the impact of their behavior on their colleagues. They consider the needs of their colleagues and strive to accommodate these needs. They are willing to cooperate with colleagues, superiors, and the organization and demonstrate tolerance and forbearance even when colleagues, superiors, or the organization may behave unreasonably (Chinese Culture Connection, 1987).

Lastly, the principle of "face" in the workplace implies the need to be mindful of one's own, colleagues', and superiors' social reputations. Individuals continuously strive to uphold and enhance these reputations through various means. Apart from being an excellent "social self," individuals should privately communicate concerns regarding colleagues and superiors, attempt to maintain amicable relationships even when conflicts arise, and demonstrate an attitude of peaceful coexistence.

### **Employee Cooperation Behavior**

Employee cooperation behavior refers to actions taken by employees in the workplace that go beyond their job requirements and contribute positively to the organization's

effectiveness. Organ (1988) describes a framework that categorizes employee cooperation behavior into four dimensions: helping others, team spirit, individual proactivity, mutual support, and humility. Employee cooperation behavior is influenced by a multitude of intertwined factors, encompassing interpersonal relationships within teams and individual psychological characteristics. Drawing from existing research findings, employee cooperation behavior is mainly influenced by three categories of factors: personal factors, interpersonal factors, and organizational and environmental factors.

Personal factors encompass an individual's values and personality traits, among other characteristics, and impact cooperation behavior. Han, Zhou, Li, and Cai (2012) indicate that individuals who highly advocate reciprocity and altruism are likelier to engage in cooperation behavior, underscoring the positive influence of an individual's moral orientation on their willingness to cooperate. Dou, Liu, Wang & Nie (2018) reveal that individuals with a heightened perception of social benevolence are more likely to perceive positive emotions, which makes them more willing to take cooperative actions.

Interpersonal factors include status conflicts among team members and leadership behavior, which can also influence cooperation behavior. Cai, Ma, Sun, and Cai (2018) demonstrate that status conflicts reduce the likelihood of cooperation among team members, emphasizing the significance of team-member relationships. Furthermore, Li and Xiao (2018) suggest that in organizational conflict situations, authentic leadership positively influences employee cooperation behavior, highlighting the crucial role of leadership behavior in shaping team cooperation.

Organizational and environmental factors include team size, cultural background, leadership systems, and more, collectively affecting cooperation behavior. Xu, Chen & Wang (2015) suggests that the size of a team and the duration of its existence influence the strength of cooperation among team members. Shao and Li (2014) indicate that industries with a high degree of cooperation demand a highly skilled workforce, emphasizing the impact of industry context on cooperation behavior. Moreover, Song, Ding, Shi, and Chen (2018) show that cultural backgrounds indirectly influence cooperation behavior by directly shaping cooperation behavior or influencing individual cognitive factors. According to Ma, Cheng, and Xue (2018), well-structured leadership systems, effective communication, and incentive mechanisms positively impact team cooperation quality. Additionally, Zheng, Cai, Li, and Shao (2017) demonstrate that decision frameworks influence an individual's willingness to cooperate, and psychological distance affects the level of cooperation within groups.

### **Cultural Values and Employee Cooperation Behavior**

Pioneering studies by some scholars have indicated that cultural values significantly impact Chinese employees' behavior. For example, Farh, Early, and Lin (1997) confirmed the moderating effect of "obeying authority," a traditional value, on the relationship between perceived organizational fairness and organizational citizenship behavior (OCB) among Chinese employees. Farh and Hackett (2007) validated the moderating role of traditionality in the relationship between perceived organizational support and OCB in a sample of 163 superiors and subordinates in Beijing-Tianjin organizations. Research by Guo (2006) with 188 Chinese corporate employees suggested that individualism-collectivism predicted OCB towards supervisors and colleagues independently of perceived fairness. More recently, Lin & Ho (2010) found significant relationships between Hofstede's five cultural value dimensions and Chinese employees' organizational citizenship behavior while demonstrating a positive predictive role of "face" in OCB.

In addition, drawing from McClelland's Achievement Motivation Theory (1961), individual achievement motivation can be divided into social-oriented and personal-oriented motivations. Under the influence of Confucian traditional values, Chinese employees often lean towards a social-oriented achievement motivation rather than a personal-oriented one (Yang & Zheng, 1987). This implies that employees are more concerned with the interests of others and their social reputation, placing the common good above personal gain. Guided by these values, employees may exhibit more cooperative behavior to maintain team harmony and overall benefits.

## METHOD

This study adopted quantitative research. The population of this study was 15,240 front-line employees of modern Chinese aviation enterprises, and 400 sample size was determined at a 95% confidence level with a sampling error within 5% from Yamane's formula (1967). The data collection was conducted online using Questionnaire Star (<https://www.wjx.cn>). The questionnaire's link was distributed to front-line employees of modern Chinese aviation enterprises using a convenience random sampling method, and data collection was completed within 6 weeks.

The questionnaire was customized based on the research framework (see Figure 1), and the questions included both checklist and 5-point Likert scale question types. The measurement of Traditional Confucian Values (TCV) is based on the study conducted by Wang & Zhang (2012). The scale comprises four dimensions: obedience to authority, acceptance of authority, tolerance, altruism, and the principle of "face," totaling 15 items. Employee Cooperation Behavior (ECB) is adapted from the design by Du (2018) to assess employees' cooperative behavior in the workplace consisting of five questions. The questionnaire's reliability test was performed using Cronbach's alpha coefficient. The Objective Congruence Index (IOC) measured the questionnaire's content validity.

Descriptive statistics were used to analyze data, including Frequency, Percentage, Mean, Standard Deviation, and inferential statistics, including Independent Samples t-test, One-way ANOVA, LSD, and Multiple Linear Regression.

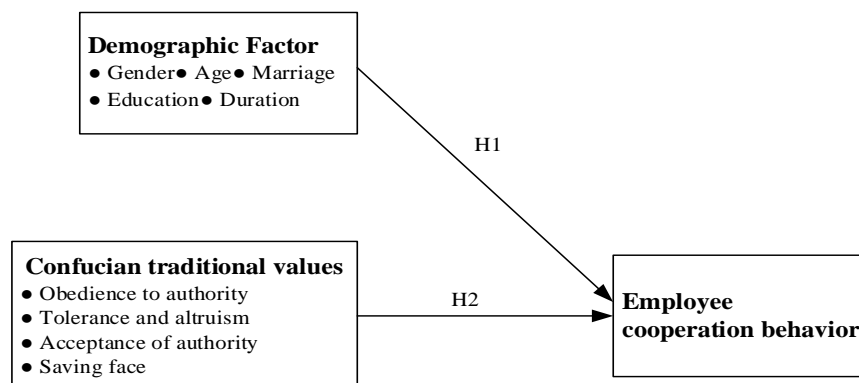


Figure 1. Research framework

## RESULT AND DISCUSSION

### Descriptive Statistics

Most respondents are males, at 50.7%, and aged between 31 and 35 years old, at 34%. 60.3% are married, and 42.80% graduated from college or the undergraduate level. Working duration is 1 to 3 years, or 28%.

Table 1 displays the descriptive statistics of Confucian traditional values and employees' cooperation behavior. The results show that customers' perceptions of the overview Confucian traditional values and employees' cooperation behavior are ranking moderately, with a mean value of 3.42 and 3.36 and a standard deviation of 0.784 and 1.001. Among the Confucian traditional values, *tolerance*, and *altruism* is the highest ranking.

For employees' cooperation behavior, the results show that the overview of employees' cooperation behavior ranks moderately, with a mean value of 3.36 and a standard deviation of 1.001.

### Inferential Statistics

Inferential statistics were used to test hypotheses. Table 2 summarizes the testing results for hypothesis 1. The analysis shows that the difference in customers' gender, age, educational level, marital status, and occupation affects employees' cooperation behavior differently.

Table 3 demonstrates the testing results for hypothesis 2. The result shows that the fitting index of model 3 is the best:  $R = .510$ . The ability to predict the analytical equation is 25.40% at the statistically significant level 0.05. Dubin-Watson value = 1.851, in the range of 1.5-2.5, indicates no problems with autocorrelation in residuals for multiple regression.

Table 4 demonstrates the multiple linear regression coefficients for the influence of Confucian traditional values on employees' cooperation behavior. The testing results indicate that employees' cooperation behavior positively relates to Confucian traditional values in *Obedience to authority*, *Tolerance and altruism*, and *Saving face* with the significant values of .000, .000, and .000 accordingly. However, the impact of acceptance of authority on employees' cooperation behavior was not supported—the forecasting equations for analysis results are provided in Table 5.

**Table 1.** The descriptive statistics of Confucian traditional values and employees' cooperation behavior

Level of Opinion									
Confucian traditional values	1	2	3	4	5	Mean	SD	Meaning	Rank
Obedience to authority	4	84	158	97	57	3.30	0.988	Moderate	2
Tolerance and altruism	2	76	119	133	70	3.48	1.006	Moderate	1
Acceptance of authority	17	100	120	111	52	3.20	1.086	Moderate	4
Saving face	10	88	136	103	63	3.30	1.058	Moderate	3
Overview Confucian traditional values	-	32	210	116	42	3.42	.784	Moderate	
Employees cooperation behavior	2	91	126	124	57	3.36	1.001	Moderate	

**Table 2.** Summary of demographic data affects employees' cooperation behavior

Demographic	Employees Cooperation Behavior	Results
Gender	✓	$t(398) = -9.447, p = 0.000^*$
Age	✓	$F(4,395) = 23.986, p = 0.000^*$
Educational level	✓	$F(4,396) = 35.890, p = 0.000^*$
Marital status	✓	$F(2,397) = 28.367, p = 0.000^*$
Working duration	✓	$F(4,395) = 22.466, p = 0.000^*$

- no different effects at the statistical significance of 0.05

✓ have different effects at the statistical significance of 0.05

**Table 3.** Regression analysis to predict the influence of Confucian traditional values on employees' cooperation behavior

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Dubin-Watson
1	.409 <sup>a</sup>	0.167	0.165	0.915	
2	.480 <sup>b</sup>	0.230	0.226	0.881	
3	.510 <sup>c</sup>	0.260	0.254	0.865	1.851

<sup>a</sup> Predictors: (Constant), Obedience to authority

<sup>b</sup> Predictors: (Constant), Obedience to authority, Saving face

<sup>c</sup> Predictors: (Constant), Obedience to authority, Saving face, Tolerance and altruism

**Table 4.** The multiple linear regression coefficients for the influence of Confucian traditional values on employees' cooperation behavior

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.152	0.193		5.982	.000		
Obedience to authority	0.251	0.050	0.248	5.018	.000	0.768	1.302
Tolerance and altruism	0.210	0.045	0.222	4.704	.000	0.839	1.192
Saving face	0.197	0.049	0.198	3.991	.000	0.762	1.312

Dependent Variable: employees' cooperation behavior

**Table 5.** Summary of Confucian traditional values influence employees' cooperation behavior

Hypothesis	Result	Forecasting Equations
Confucian traditional values influence employees' cooperative behavior.	✓	$\hat{Y}_T = 1.152 + 0.251X_1 + 0.210X_2 + 0.197X_4$ $X_1 = \text{Obedience to authority}$ $X_2 = \text{Tolerance and altruism}$ $X_3 = \text{Acceptance of authority}$ $X_4 = \text{Saving face}$

✓ have significant influence at the statistical significance of 0.05.

In the context of employee cooperation behavior, defined by actions surpassing job requirements and enhancing organizational effectiveness, the significance of cultural values becomes evident. While existing research has explored the relationship between cultural values and cooperation behavior, the focus has primarily been on cross-cultural validations of Western theories. This leaves a gap in understanding how Confucian cultural values uniquely impact Chinese employees, particularly in the aviation industry.

The study aligns with previous research highlighting the crucial role of traditional values in shaping employee behavior. Farh, Early & Lin (1997), Farh & Hackett (2007), Guo (2006), and Lin & Ho (2010) have emphasized the influence of traditional values like "obeying authority" and "face" on organizational citizenship behavior (OCB) among Chinese employees.

In aviation enterprises, where hierarchical structures and teamwork are paramount, employees exhibiting traits associated with Confucian values are likely to engage in more cooperative behaviors. The importance of "obeying authority" is underscored by the expectation that employees not only excel in their roles but also contribute beyond task requirements to advance team and organizational goals.

As a more profound manifestation of obeying authority, acceptance of authority further enhances the likelihood of employees demonstrating prominent cooperation behaviors. Those accepting authority tend to cater to leaders' expectations, aligning with the organizational ethos of encouraging citizenship behaviors that benefit the collective.

Moreover, the dimensions of "Tolerance and altruism" and "Saving face" play crucial roles. Employees displaying tolerance and altruism are more likely to cooperate with colleagues, leaders, and the organization to meet expectations, extending their efforts beyond job requirements. Similarly, individuals concerned with "face" actively shape positive social images, going beyond their job scopes to help others and exhibiting heightened cooperation behaviors.

The findings contribute to bridging the gap in the literature by exploring how Confucian traditional values specifically precondition employees in the aviation industry regarding cooperation behavior. The study's theoretical foundation, based on Wang and Zhang's (2012) research, and its empirical approach provide a nuanced understanding of the interplay between cultural values and employee behavior.

In conclusion, the study underscores the significance of Confucian traditional values in fostering cooperative behavior among employees in Chinese aviation enterprises. These

findings offer practical implications for organizational management in leveraging cultural values to enhance teamwork, ultimately contributing to organizational success.

## **CONCLUSION**

Most respondents are males between 31 and 35 years old, married, and graduated from college or the undergraduate level. The working duration is 1 to 3 years. The research findings suggest that the differences in gender, age, marital status, educational background, and working duration significantly affect employee cooperative behavior differently. Notably, female employees exhibited stronger cooperative behavior compared to their male counterparts. Marital status played a role, with married employees displaying higher cooperative behavior than unmarried or divorced employees. Length of employment was also a contributing factor, as employees with shorter and longer tenures showed stronger cooperative behavior.

The study reveals that Confucian traditional values significantly influence employees' cooperative behavior in Chinese aviation enterprises. Among the four dimensions of Confucian values, "Tolerance and altruism," "Obedience to authority," and "Saving face" were found to have a positive impact on cooperative behavior.

The following recommendations can be made based on the research findings to enhance employee management in aviation enterprises.

### **Incorporate Confucian values into corporate culture.**

To integrate Confucian values into the corporate culture, leadership should plan from the top, incorporating these values into the company's mission, vision, and core values. Confucian values emphasize respect for authority, tolerance, altruism, obedience, and the importance of maintaining social harmony, which should become the cornerstone of the corporate culture. Leaders should embody these values in their words and actions, serving as role models for employees to learn Confucian values.

### **Establish Confucian values training and development programs.**

Companies should develop comprehensive training and programs to ensure that employees understand and practice traditional Confucian values. These programs may include case studies and role-playing based on Confucian culture, helping employees better understand the practical application of these values in the workplace. Training content and formats should align with employees' work situations, employing diverse training methods such as online learning, face-to-face training, and workshops to accommodate different learning styles.

### **Incorporate Confucian values into leadership training.**

Aviation enterprises should invest in leadership training to cultivate an understanding and practice of Confucian traditional values among the leadership. The behavior demonstrated by leaders is crucial in shaping corporate culture. Therefore, existing leadership training programs should include content related to Confucian values. Leaders should share the importance of Confucian values for successful work through avenues like employee meetings and internal publications, encouraging employees to embody these values in practice.

### **Establish recognition and reward mechanisms.**

To motivate employees to demonstrate Confucian traditional values actively, aviation enterprises can establish recognition and reward mechanisms. Rewards can take various forms, such as bonuses, certificates, and promotion opportunities. To ensure fairness and transparency, evaluation criteria should be determined by colleagues and leaders. Such reward mechanisms can help employees clearly understand how to be rewarded through practicing traditional Confucian values, further promoting these values.

### **Developing differentiated management approaches based on demographic variables.**

Firstly, given that research results indicate stronger cooperative behavior among female employees, organizations can provide gender-sensitive communication training. This helps strengthen communication skills among employees, enhancing team collaboration efficiency. Secondly, for employees with different ages and educational backgrounds, providing ongoing learning and training opportunities meets the needs of employees at various career stages. Thirdly, considering the trend of higher cooperative behavior among married employees, organizations may consider implementing policies that support marital stability. This may include flexible work arrangements, family support measures, and other benefits to facilitate a balance between work and family for employees. Lastly, for employees with shorter work tenures, offering more training and mentorship programs can help them adapt to the work environment more quickly. For those with longer work tenures, attention can be directed towards their career advancement paths and professional development.

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