

Analysis of Islamic Work Value Affects the Job Satisfaction and Organizational Commitment of Employees in Halal Tourism Places in Jakarta

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Abstract—This study aimed to determine the influence of Islamic work value which has been validated, as a mediator between the variable individual characteristics on job satisfaction and organization commitment of the employees in halal tourism in DKI Jakarta as the capital of the Republic of Indonesia. This research uses quantitative approach with the SEM methods which place respondents from the employees in halal tourism in province of DKI Jakarta in the halal tourism sites. The data obtained from a questionnaire and literature research. Research conducted that between Islamic work value, job satisfaction and commitment organization had significant relationships. Besides between individual characteristics and Islamic work value, job satisfaction and commitment organization had not significant relationships.

Keywords—*halal tourism, individual characteristic, job satisfaction, organizational commitment, work value.*

I. INTRODUCTION

Tourism industry has proven to be one of the international industry with enormous growth potential. UNWTO noted that international tourist arrival growth globally from 25 million tourists in the year 1950 to 28 million in 1980. 674 million in 2000. and 1.235 billion in 2016. This number is projected to be developed into a 1.8 billion tourists in the year 2030. Islamic tourism is a new tourist destinations in the world today. Utilizing the World Tourism Organization (UNWTO) shows that foreign Muslim travellers contribute 126 billion US dollars in 2011. According to data of the Global Muslim Traveller, Muslim travellers entering Indonesia in 10 of the country's most numerous sightseeing. However, Indonesia is not included in 10 places visit Muslim destinations. Halal tourism characteristics among others there is a halal tourism packages that include a friendly Muslim tourists destinations, as well as hotels, restaurants, and spas that implemented halal value.

The Islamic tourism can be defined as the activities of Muslim travel when moving from one place to another or when one places outside their normal place of residence for a period of less than one year and to engage in the activity with Islamic motivations. It should be noted that the activities in Islam must be in accordance with Islamic principles generally accepted namely in halal value. Humans do

something usually condensed his entanglement with the value. A value that is the basis of beliefs can be born from a culture that has developed in the community.

A. Individual Characteristics

Individual characteristics of the most important resources in an organization is the human resources. Every human being has the characteristics of individuals who differ with one another. Characteristics of the individual is the desire, attitude and needs someone who is brought into work situations [1]. Characteristic in every individual present includes the background of the family, social, and individual experience of the individual. Characteristics are traits that are attached to the individual that distinguishes one individual with others and became a capital of the working ability [2]. Individual characteristics is a character in a good employee that is positive or negative. Characteristics-this very diverse characteristics, any company can certainly choose an employee who has a good criteria and these characteristics should also be in accordance with what the company desired. Individual characteristics are biographical characteristics, personality, perception and attitude [3]. At the individual level, the characteristics of each individual (personal) which includes: personal or biographical traits such as: age, sex, marital status, personality traits, values and attitudes and the level of basic capabilities will affect their behaviour at the places of work⁷

B. Work Value of Islam

Work values represent the meaning that individuals cling to the perceived job characteristics [4]. Institutionalization of values that help build a work environment and a healthy organization can be the cause of the emergence of a positive workplace behaviour to improve organizational performance Khanifar in [5] according to Pennings (1970), a work value system can be defined as the set of attitudes and opinions which a person evaluates the work and environment of work. Principals who work in the industry of Sharia should have the value of the work values that refer to his sharia behaviour for example the Islamic Research Wahab 10 values of Islamic work are built from some value that is an attitude of gratitude, hard work, self-discipline the virtues of perfection (*itqan*), responsibilities, skilled, *taqwa*, Consultative Attitude-Cooperative, Competitive-Cooperative Attitude

C. Job Satisfaction

Job satisfaction is an emotional state that positive results from the evaluation of a person's work experience⁵. A situation where people favouring employees at a specific organization and its aims as well as the intention of maintaining membership in the Organization ⁷. Job satisfaction reflects the feelings of a person against the payment through employment, when a person is satisfied towards improvements then they will be more committed to the organization⁵. There are nine factors that affect job satisfaction of employees with the name of the Job Satisfaction Survey (JSS) namely supervision, promotion, salary, benefits, awards, allowances regulations, work colleagues, the work itself and freedom communication of association [6]. The factors that can lead to job satisfaction factors there are relationships between employees, individual factors, and external factors [7]. Related to job satisfaction, every employee has a base and a different behaviour based on the commitment of the organization. There are three forms of commitment concept, namely affective commitment, continuance commitment and normative commitment [3]. Organizational commitment is an attitude that reflects the extent to which an individual knowing and tied to the organization [7].

The rest of this paper is organized as follow: Section II describes the proposed methodology and the hypotheses. Section III presents the obtained results and following by discussion. Finally, Section IV concludes this work and following by recommendation.

II. METHODOLOGY AND PROPOSED HYPOTHESES

A. Method

This study was conducted using multiple variables to examine individual characteristics, work values of Islam as well as employee job satisfaction commitment. In depth views were obtained sharia attractions that are located in Jakarta who are already entered in the halal tourism site designated by the Ministry of tourism and research time on April 20 to 20 may 2018. The data gathered from 100 employee in halal tourism places in Jakarta. In this regard, data was collected and processed in sequential steps: questionnaires, interviews and documentation; the analysis techniques will be used are Structural, Equation Modelling (SEM) using LISREL program packages and SPSS (Statistical Program for Social Sciences) version 21.0.

B. Hypotheses

This study is expected to provide analysis of human behaviour and the role of human resources in the development of an organization through employee job satisfaction and organizational commitment as well as a wide range of variables that influenced them, given human resources as perpetrators and are the most strategic aspect as well as capable of creating competitive advantage that always can have maintenance and development. The hypothesis of the research will be formulated as follows:

H1: Characteristics of individuals a positive effect towards job satisfaction of employees.

H2: Characteristics of individuals positive effect against the employee organizational commitment: the individual characteristics

H3: positive work values against the influential Islamic.

H4: work values of Islam influential positive employee job satisfaction against.

H5: the value of work-a positive effect against Islamic organizational commitment of employees

III. RESULTS AND DISCUSSION

This section presents the results obtained and following by discussion.

A. Results

a. Chi-Square Analysis

The relationship between independent variables that is characteristic of the respondents including, age, gender, education, the status of married and working period with Y (variable) the values of work, satisfaction and commitment, were tested using the test relationships through Contingency Coefficient statistics of Chi Square. These statistics are used to determine the relationship of the two symptoms where both nominal scale/category.

b. Relationship between Individual Characteristics and Job Satisfaction

Characteristics of the respondents who have relationship towards job satisfaction is the only employee working time itself, it is apparent from the value of approx. Significant under 5% (0.05). That means the higher the employee's work period, then it will look how employee job satisfaction itself, while other factors such as age, gender, education, as well as the status of being married, could not directly determine how the perceived job satisfaction (see Table I).

TABLE I. RELIABILITY OF THE LATENT CONSTRUCT

Variable	Construct Reliability					
	SSLF	S(SLF2)	S-error	CR Value	VE Value	VE Value
Work Value	12.14	7.90	11.10	0.93	41.6%	Reliable
Job Satisfaction	5.36	3.25	5.75	0.83	36.1%	Fair
Commitment	6.07	4.17	4.83	0.88	46.3%	Reliable

c. Relationship between Respondent Characteristics Organization Commitment

The characteristics of respondents who have a relationship against the work Commitment is just the age range of the employees themselves, this can be seen from the value of approx. Sig under 5% (0.05). That means the higher the age of employees, then it will look how employee Commitment itself, while other factors such as gender, education, as well as the status of married and working period, could not directly determine how The perceived work commitment.

d. Mistakes Relationship Characteristics of Respondents with Work Values

Characteristics of respondents who have a relationship against the value of the work itself is the age range and the employee's own time, it is apparent from the value significant under 5% (0.05). The working range which means a person can determine the value of work of employees itself, as well as during the work, the longer the working time of an employee, it can be seen how the value of their work.

e. Analysis Confirmatory Model

Analysis of Confirmatory factor is a factor analysis was used to test or confirm empirically model (measurement model) a or some manifest variable. Analysis of Confirmatory factor is not intended to produce a model, but rather a test measurement model developed on the basis of theoretical studies. In the meantime this is test measurement model on all variables in the absence of lines of influence. Following the CFA processing results using LISREL software (see Figure 1):

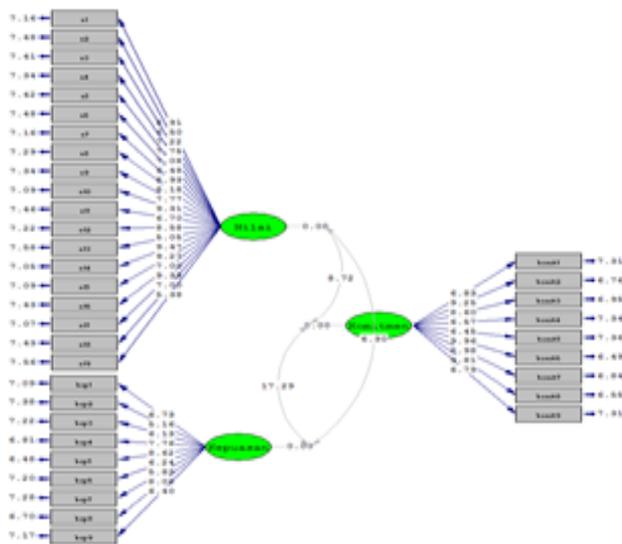


Fig 1. CFA processing

TABLE II. OVERAL MODEL MATCHES

GoF Measurement	Value	Accuracy
Chi Square/Degree of Freedom (χ^2/df)	1,733	Good Fit
Comparative Fit Index (CFI)	0.92	Good Fit
Root Mean Square Residual (SRMR)	0.058	Marginal Fit
Root Mean Square Error of Approximation (RMSEA)	0.079	Good Fit
Non-Normed Fit Index (NNFI)	0.91	Good Fit
Normed Fit Index (NFI)	0.87	Marginal Fit
Relative Fit Index (RFI)	0.84	Marginal Fit
Incremental Fit Index (IFI)	0.92	Good Fit

Based on the Table II in results of the output LISREL 8.80 above it can be seen that the equations of the third variable coefficient measurement for study (a work value, satisfaction and commitment) each indicator has a value of the t-value ≥ 1.96 which means that indicators in each variable are all valid and statistically significant with a level

of significance of 5%. and there need be no disposal of the indicators.

f. Reliability Analysis Models

From the calculations in Table II above, it can be seen that the value of the overall construct of reliability on Religiosity ≥ 0.70 extracted Variance value while there are still 40% during < satisfaction but the variance is simply extracted option. This suggests that the reliability of measurement model on latent invalid constructs research has been supported by data obtained.

g. Analysis of structural Model

After doing the calculation and analysis of Confirmatory Factor Analysis (CFA), then the next SEM Analysis can be measured against the model of research includes some stuff that is testing the assumptions of normality and test matches on the model overall:

- Assumptions of Normality Test: Testing the normality of the data related to the size of the skewness and kurtosis. Skewness indicates a distribution while this asymmetry degree kurtosis is the degree of sharpness of a distribution. Skewness and kurtosis indicates data or Gaussian if p-value in excess of 10% (0.01) and 5% (0.05). The following testing normality skewness and kurtosis with using LISREL

Look at normality testing using the skewness and kurtosis above or has a value from the threshold limit i.e. a. Normal, if the value of the z statistic (CR) skewness values of 3 and $CR < kurtosis < 7$ and Moderately Non-normal, if the value of CR skewness 2-3 and kurtosis value of CR 7-21, so it can be said that the data on research is Gaussian.

- Test Matches the overall Model: Based on the Table II above, it can be seen that the value of the Chi Square Normed (CMIN/DF) is of 1.733, CMIN/DF is said to be a good fit in the value CMIN/DF $2.0/3.0 <$, then the value of the RESTING METABOLIC RATE is 0058, this value is more than 0.05 but still below the 0.08 so included in the category of marginal fit,. The subsequent RFI, NNFI, NFI, IFI, CFI and some value ≥ 0.90 0.80 range and are on - 0.90. this means everything can be categorized or fit good marginal fit as well as a value that is less than 0.08 RMSEA. So, overall it can be concluded that the overall SEM model (hybrid) measured showed a good match (good fit).

h. Analysis of Causal Relationships

After analysing the results of the model test research and measurement assumptions as well as the fit of the model, the analysis of next SEM done is to do an analysis of the causal relationships in structural models, where the model is hypothesized influence directly the entire exogenous the values of work, job satisfaction, and commitment. Statistical testing for causal relationships of structural model is made with a level of significance of 5% critical value from the t-value is ± 1.96 . The results of the estimation of all causal relationships can be seen in the results of the research output of the LISREL 8.80 as follow:

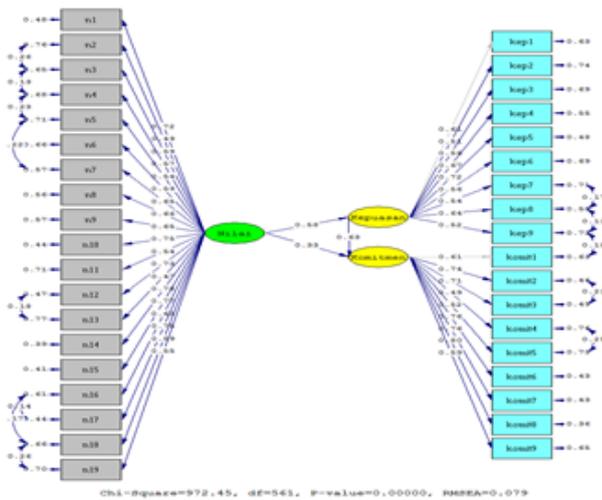


Fig 2. The output of the LISREL

From the structural form of the equation above (see Figure 2) can be seen the value of R2 equation. The value of R2 serves to demonstrate how big each exogenous variable capable of explaining endogens variables, the satisfaction of having R2 of 0.34. This figure shows that the value of Variables simultaneously influential 34% against satisfaction, while the rest is explained by factors other than this research. Further work commitments have value R2 of 0.75, which emphasizes the influence of value and Satisfaction against Commitments amounting to 75% while the rest is explained by factors other than this research.

- Directly Hypothesis Testing: There are three hypothesis on direct influence. Analysis of hypothesis testing is performed with a 5% significance level, thus generating the critical *t*-value of ± 1.96. The hypothesis was accepted when the *t*-value obtained ≥ 1.96, while hypotheses are not supported when the *t*-value obtained < 1.96.

TABLE III. T-VALUE

Hypothesis	Exogen	Endogen	T-value	Load Factor	Result
H1	Work Value	Satisfaction	4.92	0.58	Significant
H2	Work Value	Commitment	3.69	0.33	Significant
H3	Satisfaction	Commitment	4.57	0.63	Significant

The output results are obtained in the form of a *t*-value (see Table III), as for the *t*-value of the whole hypothesis > 1.96 meaning on the hypothesis that there is a significant influence among them, the value of work partial effect, both to the satisfaction of working with the value of the influence of 0.58, and against a commitment to the value of the influence of 0.33. The significant influence satisfaction toward the value of commitment against the influence of 0.63.

- Hypothesis testing Mediation (Indirect Influence): There is one hypothesis moderation by the variable satisfaction. Analysis of hypothesis testing is performed with a 5% significance level, thus generating the critical *t*-value of ± 1.96. The hypothesis was accepted when the *t*-value obtained ≥

1.96, while hypotheses are not supported when the *t*-value obtained < 1.96.

The results indicate that the variable Satisfaction can influence among variables mediate the attitude, commitment towards employees. It is apparent from the *t*-value for count is greater than 1.96 of 4.13.

B. Discussion

The characteristics of the individual variables namely age, education, gender, status of married, and period of employment. from the variables that influence significantly to job satisfaction of employees of halal tourism places in Jakarta is the old work so the longer the individuals working at these attractions are increasingly adding to the satisfaction of working at the venue. The research results obtained in a trend often seen that the more elderly person getting high also the employees job satisfaction as well as education gender status married has no influence on the significant as well against job satisfaction. If the longer employees work in a workplace will feel any ties with the company. Space time period of the work, the same man who has had extensive work experience, both the resistance as well as its success.

A study halal tourism at Jakarta that the characteristics of the individual worker at Jakarta's halal tourism which include age, education, gender, status of the marriage, and the work shows that only on the characteristics ages under 5% while others, for example; education, gender, status of marriage, and the work is still above 5% this shows only the variables that influence the age of significant against the organizational commitment of employees of halal tourism places in Jakarta. It indicates that the individual characteristics of a positive and significant effect against the commitment of the organization. But for the characteristics of the halal industry has no effect because only a significant age are other influential does not have significant influence.

Based on the research of the individual characteristics who is the most influential work of Muslim that is worth less than 5% is the working period and the age of the individual worker in halal tourism so it means the working range one can determine the value of employee work itself, as well as during the work, the longer the working time of an employee, it can be seen how the value of their work. While increasingly influential sex education and married status does not affect the value of the work the individual Muslim

The study found the presence of influence on job satisfaction of employees of halal tourism places in Jakarta. Based on the results of the structural model of data processing, the output results are obtained in the form of a *t*-value, as for the *t*-value of the whole hypothesis > 1.96 meaning on the hypothesis that there is a significant influence among them, the value of work partial effect on job satisfaction influence value of 0.58. Work values such as cooperation, virtue, attitude and competitive cooperative effect to employee job satisfaction in the Islamic sights. The better the work values of Islam someone the more satisfied working at the venue.

The results obtained of output either a *t*-value, as for the *t*-value of the whole hypothesis > 1.96 meaning on the hypothesis that there are significant effects against a commitment value of 0.33 influence positive influence suggests that the higher Islamic work ethic then the resulting

in organizational commitment are also high. Job satisfaction as measured by workload, salaries, the increase of Office, supervisors and co-workers indicates has been well managed so that contributes to organizational commitment. Job satisfaction reflects the feelings of a person against the payment through employment, when a person is satisfied towards improvements then they will be more committed to the organization.

IV. CONCLUSION AND RECOMMENDATION

The result of this study highlight that variable characteristics of the individual does not have an effect on job satisfaction, organizational commitment and also the value of work of employees of Islamic halal tourism spots. While the work of influential Islamic values significantly to job satisfaction of employees of halal tourism places in Jakarta and significant effect against the organizational commitment of employees of halal tourism places in Jakarta. Meanwhile, job satisfaction and commitment organization had significant relationships.

Based on the results of research on performance of workers in halal tourism spots in Jakarta, investigators give advice because of the positive influence between job satisfaction, organizational commitment and past work values then the author suggested that the Manager halal tourism places in Jakarta in order to conduct training to develop the work values of Islam so that job satisfaction and organizational commitment of employees the halal sights can be improved better because there is a positive influence among all three and also the maintainer of the attractions of halal in order to pay attention to the individual characteristics of the workers because of them because the working period of work or old person working in the place influence on job satisfaction and the Islamic workers begins work that means that the more someone long worked at the venue will be the better work values of Islam and his satisfaction and also pay attention to the age factor because the workers more old adults then commitment to organizations in the sights and the value of his work is getting better,

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