

The Effect of Loyalty on Employee Performance at SAMSAT Corner Sun Plaza Medan

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ABSTRACT

Basically the employees of Samsat Corner Sun Plaza Medan already have loyalty to the leadership, existing systems and regulations, but it is undeniable that in reality not all employees have the same level of loyalty, because sometimes there are still employees who do things that reflect employee disloyalty. The formulation of the problem in this study is whether there is and how much influence loyalty has on the performance of Samsat Corner Sun Plaza Medan employees. This study used a questionnaire instrument in the form of a questionnaire given to 20 respondents. Technical analysis of the data used is based on product moment correlation coefficient, hypothesis testing and determination test. After processing the data and testing the data, from the calculation of the product moment correlation coefficient, a positive value is obtained, this means that the relationship between the two variables studied is positive with a correlation value of 0.65. There is a positive and significant influence between the influence of loyalty on performance at Samsat Corner Sun Plaza Medan as evidenced from the results of the calculation of the hypothesis test obtained $t_{count} = 4.68975$ while the t_{table} in $n-2$ (20-2) which is 2.101 at a significant level of 0.05 ($\alpha = 5\%$) it can be seen that the $t_{count} > t_{table}$ that is $4.68975 > 2.101$. So there is an influence between loyalty to performance at Samsat Corner Sun Plaza Medan and the hypothesis is accepted. The percentage of the influence of loyalty on performance at Samsat Corner Sun Plaza Medan is From the calculation of the determination test, it can be seen that the X variable affects the Y variable by 42.25 %, while 57.75 % is influenced by factors not examined in this study.

Keywords: Loyalty, Performance, SAMSAT.

INTRODUCTION

One of the factors that affect employee performance is employee loyalty to the agency or work. The success or failure of the goals of government agencies is determined by the performance of employees in accordance with established work procedures. To achieve the performance expected by the government, employees who are loyal and have a high commitment to the tasks assigned to them are needed.

Loyalty means following obediently and faithfully to someone or the system/rules set by an organization, both private and government. In this regard, employees at Samsat Corner Sun Plaza Medan are also expected to have high loyalty to their superiors, the system and applicable regulations.

Basically the employees of Samsat Corner Sun Plaza Medan already have loyalty to the leadership, existing systems and regulations, but it is undeniable that in reality not all employees have the same level of loyalty, because sometimes there are still employees who do things that reflect employee disloyalty, such as an employee who does not want to work overtime and does work outside the working hours that have been determined by him. Then sometimes there are employees who do their jobs well if supervised by their leaders.

Formulation of the problem

The formulation of the problem in this study are:

1. Is there any influence of loyalty on employee performance at Samsat Corner Sun Plaza Medan?
2. How big is the influence of loyalty on employee performance at Samsat Corner Sun Plaza Medan?

Literatur Riview

Definition of Loyalty

According to Rasimin (2008: 134), "In general, loyalty can be interpreted as loyalty, devotion and trust given or addressed to a person or institution, in which there is a sense of love and responsibility to try to provide the best service and behavior". This is in line with the statement put forward by Barrold (in Muhyadi, 2009: 321) which states that: "Loyalty is a willingness to cooperate which means a willingness to sacrifice oneself, a willingness to exercise self-control and a willingness to highlight one's own interests".

This willingness to sacrifice oneself involves an awareness to dedicate oneself to the company. This dedication will always support the participation of employees in the company. Steers & Porter (2003:413) argue that: "First, loyalty to the company as an attitude, namely the extent to which an employee identifies his workplace as indicated by the desire to work and try his best and second, loyalty to the company as a behavior, namely the process of where an employee makes a definite decision not to leave the company if he does not make an extreme mistake".

Based on the description above, it can be concluded that loyalty is a state of activity involving physical, psychological and social that makes individuals have the attitude to obey the rules that are determined, do and practice something that they obey with full awareness and responsibility for personal identification of efforts to achieve company goals according to their expertise. so that the company's effectiveness increases and is accompanied by a strong dedication.

Loyalty Aspects

Loyalty is not formed just like that in the company, but there are aspects contained in it that embody loyalty. Each aspect is part of the company's management relating to employees and the company.

Steers & Porter (2003:413) suggest aspects of loyalty related to the attitude that will be carried out by employees, and is a psychological process of creating loyalty within the company, including:

1. A strong urge to remain a member of the company, the strength of this aspect is strongly influenced by individual circumstances, both needs, goals and individual fit within the company.
2. The desire to try as much as possible for the company. The similarity of perception between employees and the company and supported by common goals within the company manifests a strong desire to strive for maximum, because with individuals the company will also be realized.
3. A definite trust and full acceptance of the company's values. The certainty of trust given by employees is created from the operations of the company which cannot be separated from the company's trust in the employees themselves to carry out their work.

The loyalty aspects above, whether it is an individual psychological process or in the workers mentioned above will often influence to form loyalty, namely a strong urge to remain a member of the company, definite trust, full acceptance of the company's values, obeying the rules and regulations. which applies a high sense of responsibility and a positive work attitude. If these things can be fulfilled and owned by employees, then surely these employees will have high loyalty in accordance with company expectations.

Factors Affecting Loyalty

Loyalty will be created when employees feel fulfilled in fulfilling the necessities of life from their work, so that they feel at home working in a company. Yuliandri (in Kadarwati, 2003: 187) asserts that: "Factors that affect employee loyalty are the existence of work facilities, welfare reviews, work atmosphere and wages received from the company".

Furthermore, Steers & Porter (2003:413) states that the emergence of loyalty is influenced by:

1. Personal characteristics, are factors that concern the employee himself which includes age, years of service, gender, level of educational achievement, race and personality traits.
2. The characteristics of the work, concerning the ins and outs of the company that are carried out include work challenges, job stress, opportunities for social interaction, *job enrichment*, task identification, feedback and task fit. Adjustment is included in the process of social interaction, where an employee is required to be able to adapt to the environment in which he works, including all the supporting elements of the company, especially with human resources.
3. The design characteristics of the company, regarding the company's internal aspects which can be seen from the centralization, the level of formality, the level of participation in decision making, have at least proposed various levels of association with corporate responsibility. Functional dependence as well as the company's supervisory function.
4. The experience gained from the company, namely the internalization of individuals to the company after carrying out work in the company so that it creates a sense of security, feels that personal decisions are fulfilled by the company.

Based on the factors that have been disclosed above, it can be seen that each factor has its own impact on the survival of the company, so that the demands for loyalty expected by the new company can be met if employees have the

characteristics as expected and the company itself has been able to meet the expectations of employees. , so it can be concluded that the factors that influence the loyalty include: the existence of work facilities, welfare benefits, work atmosphere, wages received, individual or employee personal characteristics, job characteristics, company design characteristics and the experience gained during the employee's work.

Understanding Performance

In general, performance is defined as a result of work produced by an employee defined to achieve the expected goals. According to Tika (2006:87), "Performance is the results of the work function / activities of a person or group in an organization that is influenced by various factors to achieve organizational goals within a certain period of time.

According to Rivai and Basri (2005:44), "Performance is the willingness of a person or group of people to carry out an activity and perfect it in accordance with responsibilities with results as expected. According to Bambang Guritno and Waridin (2005:66), "Performance is a comparison of the work achieved by employees with predetermined standards".

According to Kusnadi (2003 ; 64), "Performance is every movement, deed, implementation, activity or action directed to achieve certain goals or targets". According to Hariandja (2002 ; 195), "Performance is the result of work achieved by employees or real behavior that is displayed in accordance with their role in the organization". Meanwhile, according to Mathis and Jackson (2002:78), "Performance is basically what employees do and don't do. Employee performance affects how much they contribute to the organization. Employee performance is a very important thing in the organization's efforts to achieve its goals, so various activities must be carried out by the organization to improve it.

Factors Affecting Performance

According to Gibson (2003:39), there are three sets of variables that affect behavior and work performance or performance, namely:

1. Individual variables, consisting of: abilities and skills, mental and physical, background (family, social level), salary and demographics (age, origin, gender).
2. Organizational variables, consisting of: resources, leadership, rewards, job design structure.
3. Psychological variables, consisting of: perception, attitude, personality, learning, motivation.

According to Mathis and Jackson (2002:79), "There are three main factors that influence individual performance, namely the individual's ability to do the work, the level of effort devoted and organizational support".

The focus of measuring the performance of the public sector is precisely on the *outcome* and not the *input* and the *outcome process* that is meant is the *outcome* produced by the individual or the organization as a whole, the *outcome* must be able to meet the expectations and needs of the community to be a benchmark for the success of public sector organizations.

METHOD

The agency that is the location of this research is the Samsat Corner Sun Plaza Medan which is the agency where the author works. The location of this research is Sun Plaza Mall Lobby Lift LG which is located at Jalan Zainul Arifin Medan. The subjects in this study were employees of Samsat Corner Sun Plaza Medan. While the object of research is employee loyalty and performance. The statistical methods used in this study are: product moment correction coefficient and coefficient of determination.

RESEARCH RESULTS AND DISCUSSION

From the calculation of the product moment correlation coefficient, a positive value is obtained, this means that the relationship between the two variables studied is positive with a correlation value of 0.65 . This means that loyalty has a very high relationship on the performance of the Samsat Corner Sun Plaza Medan in accordance with the interpretation table of the product moment correlation coefficient, which is $0.60 < r < 0.79 = \text{High}$.

From the results of the calculation of the hypothesis test obtained $t_{\text{count}} = 4.68975$ while t_{table} at $n-2$ (20-2) which is 2.101 at a significant level of 0.05 ($\alpha = 5\%$) it can be seen that the $t_{\text{count}} > t_{\text{table}}$ that is $4.68975 > 2.101$. So there is an influence between loyalty to performance at Samsat Corner Sun Plaza Medan and the hypothesis is accepted.

From the calculation of the determination test, it can be seen that loyalty has an effect on performance Samsat Corner Sun Plaza Medan employees amounted to 42.25 %, while the other 57.75 % was influenced by factors not examined in this study such as promotions, incentives, salaries, superior leadership, communication, motivation and others.

CONCLUSION

Based on the results of the analysis and discussion of the influence of loyalty on performance at Samsat Corner Sun Plaza Medan , the following conclusions can be drawn :

1. There is a positive and significant influence between the influence of loyalty on performance at Samsat Corner Sun Plaza Medan as evidenced from the results of the calculation of the hypothesis test obtained $t_{count} = 4.68975$ while t_{table} at $n-2$ (20-2) which is 2.101 at a significant level of 0.05 ($\alpha = 5\%$) it can be seen that the $t_{count} > t_{table}$ that is $4.68975 > 2.101$. So there is an influence between loyalty to performance at Samsat Corner Sun Plaza Medan and the hypothesis is accepted.
2. The percentage of the influence of loyalty on performance at Samsat Corner Sun Plaza Medan is From the calculation of the determination test, it can be seen that the X variable affects the Y variable by 42.25 %, while 57.75 % is influenced by factors not examined in this study. such as promotions, incentives, salaries, superior leadership, communication, motivation and others.

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