

The Impact of Community Empowerment and Organizational Behaviour on Satisfaction and Performance of the Salt Industry in Sumenep

Alvin Arifin^{1*}, Sabarudin Akhmad²

¹ University of Bahaudin Mudhary Madura

² University of Trunojoyo Madura

Abstract. This study examines the effect of community empowerment and organizational behavior on the satisfaction and performance of salt farmers in Sumenep Regency. This research is a quantitative research that examines the influence between variables. Data collection techniques using questionnaires distributed to respondents. The population of this research is 57 salt farmers with the population using the census technique, namely by using the entire population. The results of the analysis show that there is a significant influence between community empowerment on performance and organizational behavior on performance significantly. The indirect effect shows that satisfaction mediates the influence of community empowerment on performance significantly and satisfaction mediates the influence of organizational behavior on performance significantly.

Keywords: Community Empowerment, Organizational Behavior, Satisfaction, Performance.

1 Introduction

The benchmark for the success of an organization can be seen from its performance. Every company will certainly always improve its performance to produce the goals desired by the organization. Good organizational behavior will produce an organization that has maximum performance. The ability of an organization to empower its employees can of course also affect its performance [1].

Performance is the result of work obtained in a certain period of time. Performance can be influenced by employee satisfaction with his work so that he will be consistent in carrying out his work. This consistency is needed by the company to achieve its organizational goals. It requires the support of all parties in the organization for this to be achieved [2]. Empowerment means giving strength. Strength in question is the granting of authority and flexibility in carrying out a thing. The importance of empowerment is to increase self-confidence and a sense of respect. This is important to create satisfaction on performance [3].

Organizational behavior is individual behavior that is carried out outside of their responsibilities. This behavior is usually voluntary in relation to teamwork. The benefits of organizational behavior can increase the effectiveness of work so that no work is neglected. Organizational behavior is important to improve organizational performance [4].

This research was conducted on a salt farmer community in Sumenep Regency. Salt farming is the main livelihood of coastal communities in Sumenep Regency in addition to being fishermen. The abundant salt yields make Sumenep Regency, especially Madura Island, the best salt producer in Indonesia.

The formulations of this research are: (1) Does community empowerment directly affect performance? (2) Does organizational behavior affect performance directly? (3) Does satisfaction mediate the effect of community empowerment on performance? (4) Does satisfaction mediate the effect of organizational behavior on performance?

The objectives of this study are: (1) to analyze the direct influence of community empowerment on performance (2) to analyze the direct influence of organizational behavior on performance (3) to analyze the influence of mediation satisfaction on the influence of community empowerment on performance (4) to analyze the influence of mediation of satisfaction on the influence of organizational behavior on performance. Performance.

2 Literature Review

2.1 Performance

Performance is something that results from his work. Performance is usually influenced by various factors so

* Corresponding author : alvinarifin@unibamadura.ac.id

as to obtain work results within a certain period of time. Every performance is the responsibility of the individual and the organization under his authority [5].

The indicators of performance are as follows: (1) Quality, (2) Amount, (3) Promptitude, (4) Effectiveness, (5) Emancipation, (6) Cognizance.

2.2 Community Empowerment

Community empowerment is a method used as a strategy to increase capacity so that individuals have more initiative in working. Initiatives can only work if they are given more authority to carry out their duties. The authority in question is responsibility, position and space for movement. Empowerment is good in increasing satisfaction because of the feeling of being valued at work [6].

Indicators of empowerment with structural and psychological empowerment dimensions are as follows [7]: (1) Opportunity to develop himself, (2) Communication, (3) Cooperation, (4) Accomplishment rewards, (5) Self-movement, (6) Willingness, (7) Confidence.

2.3 Organizational Behavior

Organizational behavior is a science that studies the impact of individual, group, or organizational behavior that aims to analyze its impact on organizational effectiveness. Organizational behavior is usually always associated with the behavioral characteristics of each unit in the organization and even the organization as a whole. The impact of organizational behavior is usually on the performance of the organization [8].

Indicators of organizational behavior are: (1) Risk taking decisions, (2) Details in work, (3) Output result, (4) Personal result, (5) Team result, (6) Agility, (7) Consistency.

2.4 Satisfaction

Satisfaction is a feeling for the results that have been achieved in work. Satisfaction can increase the confidence of workers in carrying out their duties. Satisfaction may vary from time to time. The consistency of good work results will stabilize the satisfaction that has been felt. The resulting satisfaction can provide economic benefits that will be received by the organization [9].

Indicators of satisfaction are as follows [10]: (1) Work environment and include policies, (2) Superintendence, (3) Pay, (4) Interpersonal relationship, and (5) Area conditions.

3 Research Methods

This research is quantitative research that looks for the influence between variables, either directly or indirectly.

The variables studied were X1 (Community Empowerment), X2 (Organizational Behavior), Y1 (Satisfaction), and Y2 (Performance). The data obtained are primary data using a questionnaire. The population in this study were 57 salt farmers who are members of the micro business community in Sumenep Regency. The sample of this study is a saturated sample or a sample population that is taking the entire population as a sample. The analytical tool used is Partial Least Square (PLS) with SmartPLS.

The framework of thought in this research is as follows:

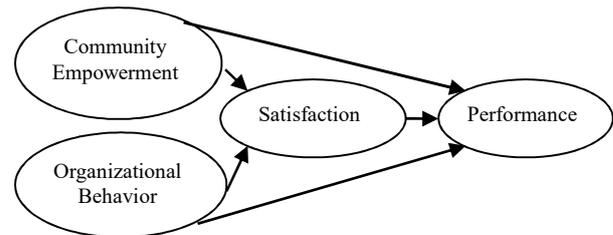


Fig. 1 Research framework.

The research hypothesis is as follows: (1) Hypothesis 1: Community empowerment has a significant direct effect on performance, Hypothesis 2: Organizational behavior has a significant effect on performance, Hypothesis 3: Satisfaction mediates the influence of empowerment on performance significantly, Hypothesis 4: Satisfaction mediates the influence of organizational behavior on performance significantly.

4 Result and Discussion

The following is the output of the data analysis used in this study:

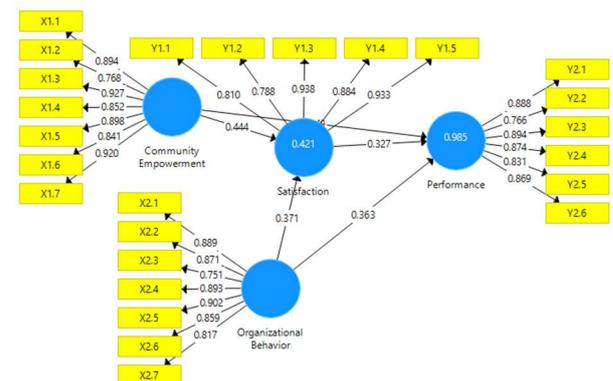


Fig. 2 Output Analysis.

The following are the results of the validation test for each indicator of the following variables:

Table 1. Construct Validity

Variables	Indicators	Outer Loading
X1	X1.1	0.894
	X1.2	0.768

	X _{1.3}	0.927
	X _{1.4}	0.852
	X _{1.5}	0.898
	X _{1.6}	0.841
	X _{1.7}	0.920
X ₂	X _{2.1}	0.889
	X _{2.2}	0.871
	X _{2.3}	0.751
	X _{2.4}	0.893
	X _{2.5}	0.902
	X _{2.6}	0.859
	X _{2.7}	0.817
Y ₁	Y _{1.1}	0.810
	Y _{1.2}	0.788
	Y _{1.3}	0.938
	Y _{1.4}	0.884
	Y _{1.5}	0.933
Y ₂	Y _{2.1}	0.888
	Y _{2.2}	0.766
	Y _{2.3}	0.894
	Y _{2.4}	0.874
	Y _{2.5}	0.831
	Y _{2.6}	0.869

The results of the validity test, it can be seen that all indicators in the study are valid. Furthermore, the reliability was tested for all research variables. The results of the reliability test are as follows:

Table 2. Construct Reliability

Variables	Cronbach's Alpha	Composite Reliability	AVE
X ₁	0.947	0.957	0.762
X ₂	0.940	0.950	0.733
Y ₁	0.920	0.941	0.762
Y ₂	0.926	0.942	0.730

The test results, it shows that all variables are reliable and can be used in this study.

The results of the analysis will be significant if the T-Statistics is greater than T-Table (1.96) and the P-Value is less than 0.05. The following is a test of the influence between variables both direct and indirect, as follows:

Table 3. Direct Effect

Variables	Original Sample	T-Statistics	P-Value
X ₁ – Y ₁	0.444	3.166	0.002
X ₂ – Y ₁	0.371	3.110	0.002
X ₁ – Y ₂	0.464	4.094	0.000
X ₂ – Y ₂	0.363	3.688	0.000

From the results of the analysis of the direct influence between variables, it shows that all variables have a significant direct effect.

Table 4. Indirect Effect

Variables	Original Sample	T-Statistics	P-Value
X ₁ – Y ₂	0.342	3.663	0.000

X ₂ – Y ₂	0.477	3.528	0.003
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From the results of the analysis of the indirect influence between variables, it shows that satisfaction mediates the indirect effect of community empowerment on performance and organizational behavior on performance.

5 Conclusion

The conclusions of this study are: (1) Community empowerment has a significant direct effect on performance, (2) Organizational behavior has a significant effect on performance, (3) Satisfaction mediates the influence of empowerment on performance significantly, Hypothesis (4) Satisfaction mediates the influence of organizational behavior on performance significantly.

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