

THE EFFECT OF WORK ATTACHMENT ON THE PERFORMANCE OF FREELANCE DAILY EMPLOYEES AT PT X SEMARANG

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ABSTRACT

In the current *new normal* era, economic conditions are growing rapidly and advancing. This makes various companies in Indonesia need to make various adaptations and are required to continue to innovate and develop in order to be able to compete with other companies to dominate the market. This study aims to determine the effect of work attachment on the performance of freelancer employees at PT. X Semarang. The research method used in this study was quantitative using a sample of 52 employees. Sampling technique in this study, the author used a *probability simple random sampling technique*. Data collection in this study used the *Utrecht Work Engagement Scale (UWES)* compiled by Schaufeli and the *Job Performance Scale* compiled by Koopmans, et al. Based on the results of data analysis, it was found that work attachment has a positive and significant influence on employee performance by obtaining an F value of 19.804 with a significance level of 0.000 (< 0.05). Work attachment has an influence of 28.4% on employee performance. Thus, the more employee work attachment increases, the more employee performance increases.

Keywords: *performance, employees, attachment*

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INTRODUCTION

In the current new normal era, economic conditions are growing rapidly and advancing (Li et al., 2019). This makes various companies in Indonesia need to make various adaptations and are required to continue to innovate and develop in order to be able to compete with other companies to dominate the market. Along with the increasing development of the industry that makes competition tighter, this makes companies must be able to develop new strategies and innovations in order to compete for market domination. The success of a company is determined by the performance of its employees, if the performance of employees is good then the performance of the company will increase (Fauziah, 2016). This is because employees are the most important resource for the company, employees are the main cogs of the company so it is very necessary for the company to optimize the performance of employees in order to create company goals and ideals.

Employee performance has an impact on many things such as company goals that will be easily achieved if the performance of employees is maximized (Şahin & Çankir, 2018).. Not only does it have an impact on the company, performance also has an impact on the employees themselves. Performance is important for individuals because by completing the job and reaching the highest level in the job will be a matter of pride and satisfaction. Vice versa, when an employee fails to achieve maximum performance will make it a personal failure.

Employee performance can be affected by various factors, both internal and external (Huang et al., 2015). One of the factors that has influence on employee performance is internal factors that come from within the employee himself and are also related to his work environment, namely work attachment. Work attachment is an important factor in achieving optimal performance (Raziq & Maulabakhsh, 2015). This is because by having a sense of work

attachment, employees will have positive emotions such as pride and happiness when working so employees will always show positive behavior and can help companies achieve success (Yandi & Bimaruci Hazrati Havidz, 2022). While employees who do not have a sense of attachment to their work tend to show less caring traits such as not maximizing their work, not having focus at work. So that with these things that exist in employees, employee productivity will decrease and will reduce company productivity and revenue.

The results of interviews conducted with 6 freelance daily employees of PT. X Semarang concluded that work attachment plays an important role in performance. When employees have a sense of engagement with work, employees focus on work and are able to give their best to achieve maximum performance. This is in line with the findings of Munir & Ali (2021), When employees have a sense of engagement with work, it can be a determinant in the success of employees in carrying out their roles. So by having a sense of engagement towards work, employees show high enthusiasm for their work. In addition, by having a sense of engagement, employees will minimize negative behaviors, so employees avoid behavior that harms themselves and the company and will have a strong spirit, mentality and determination to face difficulties when doing their work. However, not all employees of PT X Semarang have a sense of work attachment to their work. When viewed from the existing phenomenon, the enthusiasm possessed by freelance daily employees at PT. X Semarang which is classified as low.

Based on the explanation above, the author is interested in conducting research related to performance issues and work attachment of freelance daily employees at PT. X Semarang. The title proposed by the author is "The Effect of Work Attachment on the Performance of Freelance Daily Employees at PT X Semarang".

Employee performance is a condition where an employee is able to perform and complete the tasks delegated to him in accordance with predetermined work standards to be able to realize the goals and ideals of the company (Koopmans et al., 2011). Employee performance can be influenced by several factors such as individual ability, effort, and support from the company (Koopmans et al., 2011). The ability of an employee to carry out and complete the tasks that have been assigned to him in accordance with predetermined work standards is known as employee performance. Employee performance can be affected by several factors such as individual capacity, effort, and support from the organization (L. et al., 2014).

Work Attachment

Work attachment as the behavior and mind of employees who are positive and enthusiastic at work (W. Schaufeli & Bakker, 2004). Employees, when they have employees feel engaged, will get a boost of motivation to be able to achieve success in doing work. Employees with high job attachment tend to have the willingness to put all the energy and mind they have into their work. Work attachment is the similarity between the physical, emotional, and cognitive energy that individuals bring to their role at work. There are three aspects of work attachment, these aspects include Vigor, Dedication, and Absorption (Bakker et al., 2012). Vigor refers to behavior that shows high energy to complete the job and is mentally strong to face every difficulty in the work (Demerouti et al., 2010). Dedication refers to a condition in which employees have strong feelings about their work (Karatepe & Olugbade, 2009). Absorption refers to a condition in which employees are serious and focused when they work.

METHOD

The research method used in this study is a descriptive quantitative research method regression model. The regression research model was carried out with the intention of knowing how much influence work attachment has on employee performance. The population in this study is freelance daily employees who work at PT. X Semarang. The sampling technique used is the probability simple random sampling technique. The determination of the number of samples was carried out using the Slovin formula with a margin of error of 5% so that the number of samples obtained was 52 people.

The scale of measuring instrument uses the Likert scale using 4 alternative answers, namely SS (Very Suitable), S (Conforming), TS (Not Compatible), and STS (Very Inappropriate). The use of 4 alternatives is done with the aim of avoiding participants from giving safe answers. To measure the 2 variables studied in the study, the authors used the Utrecht Work Engagement Scale (UWES-17) compiled by W. B. Schaufeli & Bakker (2004), to measure work attachment variables author adapted the job performance scale compiled by L. et al (2014).

Table 1.
Blueprint Work Engagement Scale

Aspects	Items	Total
Spirit	1, 4, 8, 12, 15, 17	6
Dedication	2, 5, 7, 10, 13	5
Passion	3, 6, 9, 11, 14, 16	6
Total	17	17

Table 2.
Blueprint Performance Scale

Aspects	Items	Sum
Task Performance	1, 2, 3, 4, 5	5
Contextual Performance	6, 7, 8, 9, 10, 11, 12, 13	8
Counterproductive Performance	14, 15, 16, 17, 18	5
Total	18	18

RESULTS AND DISCUSSION

Reliability Test

In reliability testing, researchers use Cronbach's Alpha criterion which states that a reliability value of <0.60 indicates poor reliability and if the reliability value >0.60 then reliability is acceptable. Based on the results of data processing, performance scale and work attachment scale were processed using the help of IBM SPSS Statistics 23.0 program. For Windows, an alpha value of >0.800 was obtained on both scales. So that the results provide a conclusion that the scale of both variables is declared reliable.

Table 3
Reliability of Work Attachment Variables

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,825	,827	17

Table 4.
Reliability of Employee Performance Variables

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,839	,839	17

Test the hypothesis

In hypothesis testing, this study uses simple linear regression analysis testing conducted to determine the direction of the relationship between work attachment variables (x) and employee performance variables (y). In the analysis, regression tests use several calculations, such as significance tests. Based on the analysis that has been done, the value of $R = 0.533$, and the value of the determinant coefficient (R Square) is 0.284. So it tends to be interpreted that the variable of work attachment has an influence on performance by 28.4% while 71.6% is influenced by other elements that are not studied in this review. These results can be seen from table 5 below.

Table 5.
Simple Linear Regression Test Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.269	4.891

a. Predictors: (Constant), Work Attachment

b. Dependent Variable: Employee Work

Then in the significance test is carried out to determine the level of significance of the regression. Based on the results of the tests that have been carried out, an F score of 19.804

was obtained with a significance level of 0.000 (<0.05). These results can be seen from table 6 below.

Table 6.
Anova Test Results

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	473.802	1	473.802	19,804	.000 ^b
	Residuals	1196,256	50	23.925		
	Total	1670,058	51			

a. Dependent Variable: Employee Performance

b. Predictors: (Constant), Work Attachment

The T test is carried out with the aim of finding out whether or not there is an influence of each variable of partial work attachment to employee performance variables. Based on the results of the simple linear regression coefficient test above, a regression coefficient value of 4.450 (p<0.05) was obtained. These results can be seen from table 7 below.

Table 10.
Test T Results (Partial)

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)					
Work Attachment	24,906	7,386		3,372	.001
	.583	.131	.533	4,450	.000

a. Dependent Variable: Employee Performance

The results of the equation in the table above can be written in the regression equation as follows:

$$Y = 24.906 + 0.583 X$$

From the regression equation above, it can be explained that work entanglement will have a fixed value of 24.906 if all independent variables in the model that have been formed are zero, as long as other factors outside the model are considered constant. This can be explained by looking at the regression equation above. The value of the constant is 24.906. The work attachment coefficient of 0.583 indicates that the employee's performance value will increase by 28.4% for every one percent increase in work attachment.

DISCUSSION

Based on the results of the calculation above, it is concluded that work attachment has a positive and significant influence on employee performance. With these results, the higher the employee's work attachment, the higher the performance of the employee itself, and vice versa

if the employee's work attachment is low, the performance of the employee will also decrease. There are several reasons that can make work attachment affect employee performance. Like employees will feel more responsibility to be able to work ideally and contribute optimally to the company. This statement is in line with the findings of Gaikwad & Swaminathan (2021), which states that a high sense of attachment to work will make employees able to do tasks attentively and correctly. Then with a sense of work attachment, employees will have high seriousness, strong mentality, and perseverance in facing difficulties in every job so that employees will be able to do their work optimally. This result is in line with the findings of Aziz (2022), who said that the higher the sense of engagement of employees in their work, the more they will be able to improve the performance of the employees themselves. This means that employees who have high enthusiasm and enthusiasm will find meaning and purpose in the work they do. So employees will provide higher performance because employees already have meaning and purpose in their work.

Work attachment can also increase the ability and willingness of employees to continue working because work attachment contains strong motivational aspects. So that this allows employees to lead to healthy careers and productive performance in a sustainable manner (Bayona et al., 2020). While employees who do not have a sense of attachment to work will feel that they have no meaning and purpose in doing work, do not have the dedication to work and also employees tend to have contradictory behaviors that can harm themselves and also the company such as coming to the workplace beyond the specified time, not completing their work optimally and leaving their work area prematurely.

CONCLUSION

Work attachment has a positive and significant effect on employee performance at PT X Semarang, as shown by research findings and data analysis related to work attachment and employee performance. Based on these findings, employee performance will increase along with the increase in employees' sense of attachment to their work.

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