Moral Issue: Effect of Individualism and Egoism Millennial When Having High Technical Skill on Working Performance

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ABSTRACT

This study aims to determine the effect of individualism and egoism with high-tech millennial skills on work performance at PT XYZ which is a member of the Triputra Group. The population of the study were all 170 employees of PT XYZ. The sample used in this study were 25 employees as respondents obtained by probability sampling with proportional random sampling method. The data collection method used a questionnaire and multiple linear regression data processing techniques. The results of multiple linear regression analysis show that individualism has a negative and significant effect on employee work performance at PT XYZ and egoism has a negative and significant effect on employee work performance at PT XYZ. From these variables, the most dominant variable affecting the work performance of PT XYZ employees is egoism caused by high technical skills and a lack of interest in sharing knowledge and experiences with fellow workers. It is recommended that PT XYZ implement several system methods and work procedures such as employee rotation, skill equalization, skill and competency mapping. For further researchers, it is recommended to add other variables including work environment, compensation, culture and achievement.

Keywords: Egoism, Individualism, Millennial high-technical skills, work performance

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh individualisme dan egoism yang berketerampilan teknik-tinggi milenial terhadap performa kerja di PT XYZ yang merupakan salah-satu anggota dari Triputra Grup. Populasi dari penelitian adalah seluruh karyawan PT XYZ sebanyak 170 karyawan. Sampel yang digunakan dalam penelitian ini sebanyak 25 karyawan sebagai responden yang diperoleh dengan probability sampling dengan metode proporsional random sampling. Metode pengumpulan data menggunakan kuesioner dan teknik pengolahan data regresi linier berganda. Hasil analisis regresi linier berganda menunjukkan bahwa Individualisme berpengaruh negatif dan signifikan terhadap performa kerja karyawan di PT XYZ serta egoisme berpengaruh negatif dan signifikan terhadap performa kerja karyawan di PT XYZ. Dari variabel tersebut, variabel yang paling dominan mempengaruhi performa kerja karyawan PT XYZ adalah egoism yang disebabkan oleh kemampuan Teknik yang tinggi dan kurangnya minat untuk berbagi ilmu dan pengalaman pada sesama pekerja. Direkomendasikan kepada PT XYZ untuk menerapkan beberapa metode sistem dan prosedur kerja seperti rotasi karyawan, pemerataan skill, pemetaan skill dan kompetensi. Bagi peneliti selanjutnya disarankan untuk menambahkan variabel lain diantaranya, lingkungan kerja, kompensasi, culture dan prestasi.

Kata-kata kunci: Egoisme, Individualisme, Milenial berketerampilan teknik-tinggi, Performa kerja

A. INTRODUCTION

Humans are social creatures who cannot live without other people, wherever they are, humans need other people, it is impossible for humans to live alone without other people. an ability to communicate with other humans and form groups called organizations. It is necessary to know and understand the different terms of individual, individualist and individualism. The individual is a person himself or a person himself. Meanwhile, Individualist is a person who prioritizes / affirms / maintains his / her freedom and personality, adherents of individualism who are selfish, selfish, do not care about their environment, especially the community or organization (Widhianingtanti, 2017). Those who do not need an attitude of egoism in organization / society because it is related to mutual cooperation, which is essentially cooperative, if this attitude is attached to a member of society or organization, the goals to be achieved cannot be achieved. And the attitude of individualism is one of the notions that considers that humans personally need abilities and their needs cannot be generalized because according to the adherents of this individualism they do not think about the needs of others because they are busy paying attention and thinking about their own needs, so there is a common thread between individualism and egoism. This understanding also calls for freedom to do something / do something and to adhere to a belief. For people who understand individualism, in

reality, they emphasize individual rights in addition to the scope of the interests of society or the state. Understanding that considers yourself (personality) more important than others.

In developing human resources, the workforce in Indonesia currently consists of individuals from various generations including Baby Boomers, Generation X (1965-1980), Generation Y (Millennial), and Generation Z (over 2000). The term generation refers to a group of people who are in the same age range, experiencing societal experiences such as economic situations, historical events, dominant cultural values, popular culture and values in family and friendships that help shape a generation and create a value arrangement. -Unique value. Thus, generation is generally defined by the period of birth which then refers to age (Pinzaru, Vatamanescu, & Mitan, 2016). Various studies regarding the characteristics of generation Y or millennial generation in the West, it is known that from a personality perspective, the millennial generation is more likely to be narcissistic which is also supported by a tendency to have high self-esteem, but the need for social recognition is also quite high (Wicaksono, 2017). Millennials are born in the era of information technology and technology is part of their lives. They prefer instant messaging and video / computer learning. Millennials are the types of people who are multitasking, like dynamic lives and move fast (Widhianingtanti, 2017). Research conducted by Prabowo, Latifah, & Rahmadiani, (2017) regarding the personality of generation Y with the birth age of 1990-1994, it is known that this generation is a person who is creative, dynamic, optimistic about desires, flexible in the social sphere and in new things, likes things. practical but lacks fighting power and tends to be self-oriented. Although the millennial generation is dynamic, creative and capable of technology, there are concerns about the mental attitude of this millennial generation. A survey conducted by Besen, Matz-Costa, Brown, Smyer, & Pitt-Catsouphes, (2013) to 1,873 respondents across generations in America, it is known that the millennial generation or generation Y (aged 26 years and under) stated that their work is meaningful. and have a purpose.

In Indonesia, in the APJII 1 survey, the majority of internet users as much as 72.41 percent are still from the urban community. Its use has gone further, not only to communicate but also to buy goods, order transportation, to do business and work. Young age, many Internet innovations cannot be separated from the daily life of today's youth. According to Larry and Richard E. Potter in (W, Poluakan, Dikayuana, Wibowo, & Raharjo, 2019) that social media also brings drastic changes to the development of early adulthood / millennial generation, especially in social life, first, the presence of social media without realizing it brings changes in changes in beliefs (belifs), values, and attitudes (attitudes). Social media changes a person's behavior, especially millennials because 'self' is made the 'center' of all social media activities, so it is not uncommon that what appears is a winning attitude, wanting more than others and not being able to respect other people.

Based on observations made by researchers at PT. XYZ which is a PT engaged in the automotive sector. Researchers found that there are still many millennials who do not obey their superiors' orders based on their skills and tend to feel that they are more than others. So, based on the

explanation above, the researcher wants to know the effect of egoism and individualism millennial when having high technical skill on working performance.

B. LITERATURE REVIEW

1. Habits of Nature and Behavior at Work

Behavior at work is a philosophy based on the view of life as values Characteristics, habits, and driving forces are cultured in the life of a community group or organization which is reflected in attitudes into behavior, beliefs, ideals, opinions and actions that are manifested as work or work (Triguno, 2004).

The nature and work behavior can be divided into 2 (Amnuai & Ndraha, 2003), namely:

1. Behavior towards work, namely a liking for work compared to other activities, characteristics such as relaxing, or simply getting satisfaction from being busy with one's own work, or feeling forced to do something only for his survival.

2. Behavior at work and traits such as diligence, dedication, responsibility, caution, thoroughness, thoroughness, a strong willingness to learn their duties and obligations, like helping fellow employees, or vice versa.

2. Individualism

The term individualism was first put forward by Alexis de Tocqueville to describe a symptom of the isolation of individuals from society, as a result of the French revolution. The study of individualism and collectivism has increased dramatically, since Hofstede's pioneering research in 1980 (Voronov & Singer, 2002).

Individualism in this modern era has had a lot of effects on attitudes that move away from the principles of the Indonesian state, namely the attitude of mutual cooperation in social matters such as morals, politics, even in socializing, for that reason individualism is not a feature of mutual cooperation. The attitude of individualism which is very different from the principle of mutual cooperation has resulted in many obstacles because in advancing Indonesia we are required to work hand in hand to develop Indonesia in a more advanced direction (Claudya, 2019).

3. Egoism

Egoism is in the nature of employees themselves which by definition ego means "Self" or "I". Ego can be said as a person's perception of self-esteem which in turn affects his self-confidence. Everyone has an ego, ego does not always mean negative because someone's ego can lead someone to something positive. However, when a person cannot control his ego properly, in reality, someone can act selfishly. Selfish, that is, someone who likes to prioritize (accentuate) himself, always feels that his desires are important. Then egoism itself comes from the words "Ego" and "Ism". A belief which states that all actions or actions are always

caused by the desire to benefit oneself and consider oneself more important than others. Meanwhile, egoistic, namely, with regard (with) people who are selfish, meaning that someone who is selfish feels that their own interests are greater than their social interests. As employees, they tend to have an ego, but that ego develops from various values and norms that come from family, society and the environment along with the growth of one's life (Rika, 2016).

4. Work Performance Job

performance is the achievement of organizational goals that can form quantitative and qualitative outputs, creativity, flexibility, reliability or other things that the organization can desire. Emphasis on work performance can be short-term or long-term, as well as at the individual, group or organizational level. The work performance of individuals contributes to group work performance which in turn contributes to organizational work performance. In highly effective organizations, management helps create positive synergies, namely that the whole is greater than the sum of its parts. At any level, there is no single criterion that accurately reflects the work performance (Suprihati, 2014).

5. Organizational Management

To find out about Organizational Management we can start from 2 words, namely Management and Organization. Management itself means programming, methods, or planning for something. While the organization is an association with a specific purpose. So that when combined, Organizational Management is a plan for an association to achieve its goals.

In the world of work we can find Organizational Management in companies engaged in the field of resources. Because indeed planning in management is to direct people to achieve organizational goals where with this management it is hoped that the performance provided by HR can be more effective in achieving organizational goals. With the existence of this management is also expected to form good cooperation so that organizational goals can be achieved more quickly.

In terms of function in Organizational Management can divide several functions, namely: Planning, direction, control, organizing, motivation, recruitment, and time management. In organizational management, several objectives can be divided, such as: Achieving effective and efficient results, creating performance, and creating a conducive environment (Ayunda, 2020).

C. RESEARCH MODEL

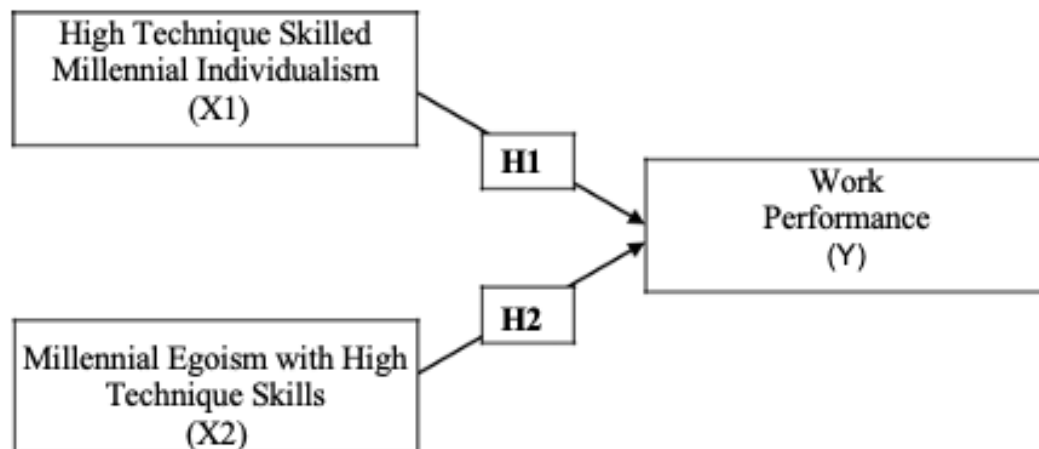The analytical framework used as the concept of this study is as follows:

Figure 1. Analysis Framework

D. RESEARCH METHOD

This research uses qualitative data in the form of a questionnaire, which is quantitative so that it can be analyzed the relationship between dependent and independent variables. The data needed in this study were collected using a questionnaire that will reveal the effect of individualism and egoism for high technical skills millennials on work performance at PT XYZ. The research questionnaire is in the form of questions sent to respondents consisting of closed questions. Respondents chose one of the answers that would suit the reality they were facing.

The population who became respondents in this study were employees of PT XYZ. The total number of employees is 170 (one hundred) people, so the method used in sampling is probability sampling with proportional random sampling method. With an error margin of 30%, the n value is obtained as a sample of 51 people.

To use proportional random sampling method, the calculation of the number of samples for each department was carried out by diversifying the number of employees per department at PT XYZ.

E. RESULTS AND DISCUSSION

Multiple Linear Regression Analysis The regression

coefficients obtained from the results of data processing are as follows:

Table 1.4 Multiple Regression Analysis Results

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	0,8317	0,01487
Individualism	-0,0579	0,0033
Egoism	-0,0588	0,0033

Source: Data Questionnaire Treated using SPSS

Based on Table 1.4, equations obtained are as follows

$$Y = 0,8317 - 0,0579 \ X1 - 0,0588 \ X2 + E$$

From the results of the analysis can be the following explanation is given:

1. A constant or intercept of 0.83 or 83% this means that if X1 and X2 are worth 0 (zero) or there is no individualism and egoism factor in teamwork, then Y (working performance) is 0.83 or 83% with variable assumptions Outside X1 and X2 constant or unchanged (citeris paribus).

2. Meanwhile, the b1 coefficient of -0.0579 indicates that each addition of 1 (one) individualism constant will contribute to a decrease in the amount of working performance by -0.057 or -5.7%, assuming that Egoism (X2) is constant and variable. Other than in the model is also constant (citeris paribus).

3. The coefficient b2 of -0.058 indicates that each addition of 1 (one) egoism constant will contribute to a decrease in the amount of working performance by -0.058 or -5.8%, assuming that Individualism (X1) is constant and other variables other than in the model Also constant (citeris paribus).

Coefficient of determination

The coefficient of determination is used to determine how much effects the interaction variable between individualism and egoism has on work performance. The results of the multiple linear regression test are as follows:

Table 1.5 Results of the Correlation Coefficient and the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,974	0,949	0,947	0,015

Source: Questionnaire Data Processed using SPSS

At the output above the R Square (R2) value is 0.94, this means that the individualism (X1) and Egoism (X2) variables determine the amount of working performance by 0.94 or 94%, while the other 6% is determined by other variables in Outside the model (variables other than X1 and X2).

T test (Significance Test of Individual Parameters)

Table 1.6 Calculation Results of t testt

Model	table	t count	Sig.
1 (Constant)	1,975	6,977	.000
Individualism	1,975	3,791	.000
Egoism	1,975	3,074	.003

Source: Data Questionnaire Treated Using SPSS

Based on the partial test (t test), for two independent variables individualism and selfishness can be explained as follows:

1. Effect Individualism (X1) to Work Performance (Y)

The t-test results for the individualism variable (X1) on work performance (Y) show the value of 0.000, which means that the significance value is smaller than the probability value of 0.05 (0.000 <0.05) and tcount shows the value of 3,791, meaning that tcount> ttable (3,791> 1,975).

So the conclusion is that H01 is rejected and Ha1 is accepted. So it can be said that individualism has a significant effect on employee work performance. Because the t_{count} is positive, the individualism variable increases, the employee's performance will also decrease significantly. And conversely, if the individualism variable decreases, the employee's work performance will also increase significantly.

2. The Effect of Egoism (X2) on Work Performance (Y)

The results of the t-test for the variable egoism (X2) on employee work performance (Y) show a sig value of 0.000, which means that the significance value is smaller than the probability value 0.05 (0.003 <0.05) and tcount shows a value of 3.074, meaning that tcount> ttable (3.074> 1.975).

Then the conclusion is that H02 is rejected and Ha2 is accepted. So it can be said that egoism has a significant effect on employee work performance. Because the tcount is positive, the egoism variable increases, the employee's work performance will also decrease significantly. And conversely, if the egoism variable decreases, the employee's work performance will also increase significantly.

DISCUSSION

The Effect of Individualism on Work Performance

From the analysis, it was found that individualism had a negative and significant effect on employee work performance. The results of the analysis are in accordance with the hypothesis which states that Individualism (X1) in millennial employees with high technical skills has a negative effect on work performance (Y) for XYZ employees. So it can be said that the increasing individualism characteristic of millennial employees with high technical skills tends

to reduce the work performance of PT XYZ employees. This result is in accordance with the theory that individualism can effects job performance (Hui et al, 2008).

The Effect of Egoism on Work Performance

From the analysis, it was found that egoism had a negative and significant negative effect on work performance. The results of the analysis are in accordance with the hypothesis which states that egotism (X2) in millennial employees with high technical skills has a negative effect on work performance (Y) for XYZ employees, so it can be said that the increasing egoism in high technical skilled millennial employees tends to reduce employee work performance. PT XYZ. The results of this analysis are in accordance with the theory which states that egoism in work can have a negative effect on work performance (Meral, 2008).

F. CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This study is intended to determine the effect of individualism and egoism on high-tech millennial employees who tend to reduce the work performance of PT XYZ employees. Based on the description of the results of the research and discussion, the conclusions of this study can be drawn as follows:

1. Individualism variables in high technical skilled millennials have a negative and significant effect on the work performance of PT XYZ employees.

2. The egoism variable in high technical skilled millennials has a negative and significant effect on the work performance of PT XYZ employees**.**

Recommendation

The company can hold family bonding activities to increase the spirit of kinship among employees, so that this can reduce the individualism and egoism that exist in employees at PT XYZ. In addition, the company can also provide leadership training and hold challenges to carry out activities together without relying on the individualism and egoism of employees, and there is a special team to monitor each employee's activities and developments. For further researchers, it is recommended to add other variables including work environment, compensation, culture and achievement.

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