



The effect of demographic characteristics, service and perceived organizational support on affective commitment in pt. bensatra medan advertising

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ABSTRACT

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From the initial research that researchers do, the phenomenon that occurs in the company is the number of employees who relaxed when the work is still loose, the experts in the company feel comfortable because of the absence of rivals, as well as lack of trust given the company to employees in providing jobs in scale the greater one. This is behind the lack of affective commitment of employees to the company. The purpose of this study is to determine the influence of demographic characteristics, length of work and perceived organizational support to affective commitment at PT. Bensatra Advertising Medan. The analysis technique used is multiple linear regression. The results showed that simultaneously variable of demography characteristic, work period and perceived organizational support have significant effect to affective commitment. Demographic characteristics have no significant effect on affective commitment, tenure and perceived organizational support affect affective commitment.

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1. Introduction

In today's tight business world, companies must be able to compete among other companies. It is undeniable that the role of employees is important in the operation of an organization. The achievement of organizational goals is only possible because of the efforts of actors in the organization (Northcraft and Neale, 2010: 52). This happens because there is a close relationship between individual performance and organizational performance. Nowadays, companies are required not only to survive but also to make a profit.

Ansari (2011: 108) states that no single organization can produce maximum performance unless its employees are committed to organizational goals. Meyer and Allen in Riggio (2013: 69) also reveal from an attitude perspective, where organizational commitment can be defined as a psychological state that shows the character of the employee's relationship with the organization and has implications in the decision to continue membership in the organization. Organizational commitment is an individual's willingness to be with the organization which has three components, namely: affective commitment, continuance commitment, and normative commitment.

Affective commitment is an emotional approach that is owned by employees to the organization, has identification as part of the organization, and has involvement with the organization because of the values in the organization in order to advance the organization. Affective commitment develops based on things that are psychological because it involves the affective side, namely the closeness of feelings possessed by individuals to the organization where the individual works. Continuance commitment is the extent to which an employee has the intention to continue working at his organization based on consideration of the losses he experiences if he has to leave the organization. Continuous commitment is formed based on economic considerations from employees to the organization. Normative commitment is the extent to which an employee feels he has an obligation to remain and continue to work in the organization. Normative commitment relates to the social experience that individuals have in accordance with their norms. As an effort to increase the affective



commitment of employees to carry out their work well, it can be done through the storytelling method. Storytelling is a form of communication that contains stories. Through the provision of storytelling, employees will more easily involve their emotions in the organization and it will be easier for employees to identify themselves with the organization. This is because the storytelling method is a method that is quite effective in attracting the attention of listeners so that it is faster to build emotional and cognitive bonds of listeners.

Factors that support affective commitment include demographic characteristics, tenure and perceived organizational support. Demographic characteristics consist of age, gender, education level so that it indirectly affects how committed employees are to the organization where they work. The more mature the age, the work carried out according to their gender and the level of education that is adjusted to the field they are engaged in, of course this will be able to increase the affective commitment of employees. In addition to demographic characteristics, tenure is very important because the more often the work is carried out, the more skilled and ready employees will be to carry out the tasks assigned to them by the company. Likewise with perceived organizational support, where in an organization will tend to form a general trust regarding the extent to which the organization values employee contributions and cares about their welfare, the perception held by employees will be important to support the achievement of company goals.

Phenomena that occur within the company are the number of employees who relax when the work is still loose, the experts in the company feel comfortable because there are no competitors, and the lack of trust given by the company to employees in providing jobs on a larger scale. This is the background of the employee's lack of affective commitment to the company. PT. Bensatra Advertising Medan as a private company engaged in advertising services must have competent and qualified employees so that they can provide good work productivity. This is fully realized by the management of the company, that in order to be able to compete with competitors in a similar business they must have qualified employees to make the organization more productive. Employees who are expected to create a productive organization are employees who have high organizational commitment.

Based on the description above, the authors chose the title: "The Influence of Demographic Characteristics, Work Period and Perceived Organizational Support on Affective Commitment at PT. Bensatra Advertising Medan".

2. Literature Review

2.1 Understanding Affective Commitment

Meyer and Allen in Riggio, (2013: 72) state that employees' affective commitment to the organization is influenced by the emotional closeness that employees have to the organization and emotional involvement that can identify employees with the organization because of the values in the organization. Affective commitment develops by involving the affective side, namely the closeness of feelings possessed by individuals to the organization. Employees with high affective commitment have a close emotional attachment to the organization. This shows that these employees have the motivation and desire to contribute significantly to the organization compared to employees with low affective commitment. The formation of affective commitment is influenced by feeling comfortable when employees are in an organization and by identifying with the values of the organization. Indicators of affective commitment (Meyer et al., 2013: 237) are:

- a) Loyalty
Loyalty is employee loyalty to the organization where the employee works. Loyalty is needed by the organization because without employee loyalty, the organization will experience serious problems.
- b) Proud
Every employee has a sense of pride in the organization. This sense of pride encourages employees to have high work motivation and has an impact on loyalty. Conversely, if employees do not have a sense of pride, employees will have a negative attitude towards the organization.
- c) Participation
An employee who has a high commitment to the organization will provide creative and innovative ideas or ideas for the betterment of the organization. Conversely, if employees have an apathetic and passive attitude, they will not be willing to give good ideas for the betterment of the organization.

- d) Thinks the organization is the best
Even if many other organizations have advantages, a highly committed employee will assume that the organization they work for is always the best. This attitude does not mean looking down on other organizations but rather an expression of pride.
- e) Emotionally attached to the organization you work for
Employees who have a high commitment will feel sick if the organization where they work is viewed negatively. This attitude is caused because the employee is emotionally attached so that the organization where he works has become part of the employee

2.2 Definition of Demographic Characteristics

According to Sunyoto (2013: 2), demographic characteristics are characteristics that describe differences in society based on age, gender, occupation, education, religion, ethnicity, income, family type, marital status, geographic location and social class. Demographic characteristics are important to study because the producers can know with certainty the market segmentation that is suitable for their products. Such as whether the product can be marketed or accepted by people who live in cities or villages, by children or adults, and by the lower middle class or upper middle class.

Age is one form of human capital (Yi-Ching Chen et al., 2012: 9). Where, age is one of the factors that has a good influence on the performance and organizational commitment of an employee in the organization. In the research of Meyer and Allen (2011: 84), regarding organizational commitment previously it was said that workers were more committed because they felt they experienced higher satisfaction at an older age. Gender roles and relationships develop from interactions that occur between various biological, technological, economic, and other social constraints (World Bank, 2005). Based on research conducted by Hutagalung and Perdhana (2016: 172) found that women are more committed to the organization when compared to men (Poopola, 2009: 94).

2.3 Definition of Working Period

The tenure according to Susilo (2014: 108) is based on the idea that senior employees show high loyalty from the employees concerned in the organization where they work. The working period is calculated from the first time the worker enters work until the time the research is carried out which is measured in years. The tenure of service can also be seen from how long the workforce devotes themselves to the company, and how the relationship between the company and its workforce is. In this connection, to establish a more harmonious cooperation, each party needs to increase a sense of responsibility, a sense of belonging, courage, and introspection in the context of the company's survival, so that the workforce can calmly produce so that productivity is high (Sinungan, 2010: 40). Length of service is defined as the total time a worker is employed by the organization. Aryee et al in English et al (2010: 59) define career stages in the working period are divided into: probationary period (less than two years of service), stabilization period (two to ten years of service) and maintenance period (more than ten years).

2.4 Understanding Perceived Organizational Support

The theory of organizational support presented by Rhoades, Eisenberger and Armeli (2011: 294), can explain the emotional commitment of employees to the organization, which this approach assumes that to meet social emotional needs and to assess organizational readiness to reward increased effort. , employees will form a basic belief about the extent to which the organization values employee contributions and cares about employee welfare, this definition forms the perception of organizational support or Perceived Organizational Support (POS). If an employee in an organization, can feel the support from the organization in accordance with the norms, desires, expectations of the employee, then automatically a commitment will be formed from the employee to fulfill his obligations to the organization, and will never leave the organization, because the employee has have a strong emotional bond to their organization (Kartika, 2011: 57). Perceived Organizational Support (POS) will increase the affective commitment of employees by creating an obligation to care for the welfare of the organization, and based on the norm of reciprocity the organization is also obliged to pay attention to the welfare of its employees. The experience that emerges from employees as a result of an ongoing reciprocal process with the organization, will lead to employee satisfaction with the welfare of the organization. With the employee's own feelings and emotional attachment to the organization will arise (Rhoades, Eisenberger, & Armeli, 2011: 301).

2.5 Relationship Between Demographic Characteristics and Affective Commitment

According to Hutagalung and Perdhana (2016), there is no influence of demographic characteristics variables (age, gender, education) on affective commitment. Gender roles and relationships develop from interactions that occur between various biological, technological, economic, and other social constraints (World Bank, 2005). Based on research conducted by Hutagalung and Perdhana (2016: 172) found that women are more committed to the organization when compared to men. Education is also one of the things that affect attitudinal commitment compared to behavioral commitment, where attitudinal commitment in this case is defined as a commitment that describes in terms of affective dimensions. With the better knowledge and intellectual experience found by an employee or human, the task can be easily done and able to produce the best output. Indicators of demographic characteristics are age, gender (gender) and education (Yi-Ching Chen, 2012: 15).

2.6 The Relationship Between Work Period and Affective Commitment

According to Hutagalung and Perdhana (2016), tenure does not show a significant relationship, there is no effect of the length of time employees work on affective commitment. Length of service is defined as the total time a worker has been employed by the organization. Aryee et al in English et al (2010: 59) define the career stages in the working period are divided into: a probationary period (less than two years of service), a stabilization period (two to ten years of service) and a maintenance period (more than ten years).

2.7 The Relationship Between Perceived Organizational Support and Affective Commitment

According to Han et al (2012) stated that Perceived Organizational Support (POS) proved to have a positive and significant effect on affective commitment. Rhoades et al (2011: 294), can explain the emotional commitment of employees to the organization, where this approach assumes that to meet social emotional needs and to assess the organization's readiness to reward increased effort, employees will form a basic belief about the extent to which organizations value employee contributions and care about employee welfare, it is this definition that shapes perceived organizational support or Perceived Organizational Support (POS).

3. Research Methods

3.1 Types of research

This research is an associative research, namely research that is connecting two or more variables. Based on the explanation above, it can be seen that associative research is intended to provide an explanation of the effect of demographic characteristics, tenure and perceived organizational support on affective commitment.

3.2 Research Data Analysis Techniques

Multiple Regression Analysis

To determine the effect or relationship of independent variables (demographic characteristics, tenure and perceived organizational support) with the dependent variable (affective commitment), multiple linear regression will be used and data analysis will also use SPSS, the formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

y = Affective commitment
 a = Constant
 b_1, b_2, b_3 = multiple regression coefficient
 X_1 = Demographic characteristics
 X_2 = Years of service
 X_3 = *Perceived organizational support*
 ε = *Standard Error*

4. Results And Discussion

4.1 Research result

Tabel 1. Validity Test Results Y (Affective Commitmen)

Statement	r_{hitung}	r_{tabel}	Validitas
Grain 1	0,586	0,237	Valid
Grain 2	0,537	0,237	Valid
Grain 3	0,590	0,237	Valid
Grain 4	0,647	0,237	Valid
Grain 5	0,647	0,237	Valid
Variable Validity Test Results X_1 (Demographic Characteristics)			
Statement	r_{hitung}	r_{tabel}	Validitas
Grain 1	0,602	0,237	Valid
Grain 2	0,445	0,237	Valid
Grain 3	0,461	0,237	Valid
Variable Validity Test Results X_2 (Term of Service)			
Statement	r_{hitung}	r_{tabel}	Validitas
Grain 1	0,556	0,237	Valid
Grain 2	0,409	0,237	Valid
Grain 3	0,508	0,237	Valid
Variable Validity Test Results X_3 (Perceived Organizational Support)			
Pernyataan	r_{hitung}	r_{tabel}	Validitas
Grain 1	0,606	0,237	Valid
Grain 2	0,524	0,237	Valid
Grain 3	0,428	0,237	Valid
Grain 4	0,494	0,237	Valid

The table above shows that all statement items are valid because $r_{count} > r_{table}$. Thus, the questionnaire can be continued at the reliability testing stage.

Table 2. Variable Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Standar	Information
Affective Commitmen (Y)	0,811	0,60	Reliable
Demographic Characteristics (X_1)	0,686	0,60	Reliable
Term of Service (X_2)	0,676	0,60	Reliable
Perceived Organizational Support (X_3)	0,720	0,60	Reliable

In testing the reliability of Cronbach's Alpha value must be greater than 0.60 then the research instrument can be said to be reliable. From Table 2 it can be seen that the Cronbach's Alpha value > 0.60 means that the instrument is reliable.

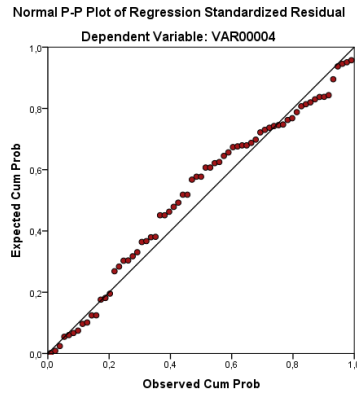


Figure 1. Classic Assumption Test

From the figure, it can be seen that the points spread around the line and follow the diagonal line, so the residual value is normal.

Table 3. Multicollinearity Test Results

Type	Collinearity Statistics	
	Tolerance	VIF
1 Demographic Characteristics	,398	2,513
2 Term of Service	,418	2,394
3 <i>Perceived Organizational Support</i>	,696	1,437

Dependent Variable : Affective Commitmen

- a. The VIF value of the Demographic Characteristics, Term of Service and perceived organizational support values is smaller or below 10 ($VIF < 10$), this means that it is not affected by multicollinearity between independent variables in the regression model.
- b. The Tolerance value of the Demographic Characteristics, Term of Service and perceived organizational support values is greater than 0.1, this means that there is no multicollinearity between independent variables in the regression model.

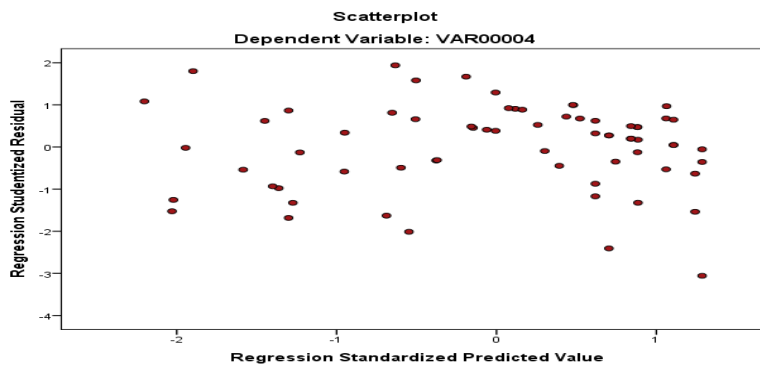


Figure 2. Heteroscedasticity Testing

Based on the figure, it can be seen that there is no clear pattern, and the points spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model.

Table 4. Multiple Regression Coefficient

Type	Unstandardized Coefisients		Standardized Coefisients
	B	Std. Error	Beta
(Constant)	8,253	2,892	
Demographic Characteristics	-,338	,313	-,188
Term of Service	,682	,311	,372
<i>Perceived Organizational Support</i>	,422	,161	,344

$$\hat{Y} = 8,253 - 0,338 X_1 + 0,682 X_2 + 0,422 X_3$$

Table 5. Hypothesis testing, F Test Results

Type	Sum of Squares	df	Mean Square	F	Sig
Regression	236,720	3	78,907	6,829	,000
Residual	727,967	63	11,555		
Total	964,687	66			

From the table it can be seen that $F_{count} > F_{table}$ ($6,829 > 3,15$) or $sig F < 5\%$ ($0,000 < 0,05$). It means that together the variables Demographic Characteristics, Term of Service and perceived organizational support have a significant effect on Affective Commitment. Thus this research model can be used.

Table 6. t-Test

Type	Unstandardized Coefisients		Standardized Coefisients	t	Sig
	B	Std. Error	Beta		
(Constant)	8,253	2,892		2,854	,006
Demographic Characteristics	-,338	,313	-,188	-1,081	,284
Term of Service	,682	,311	,372	2,197	,032
<i>Perceived Organizational Support</i>	,422	,161	,344	2,624	,011

From the table, the t-table value is obtained with degrees of freedom $67 - 3 = 64$ and the 5% significance level is 1,998. The t-count value for $X_1 < t\text{-table}$ ($-1,081 < 1,998$), then Demographic Characteristics has no significant effect on Affective Commitment. For X_2 , the value of $t\text{-count} > t\text{-table}$ ($2,197 > 1,998$), thus the Term of Service has a significant effect on Affective Commitment. For X_3 , the $t\text{-count} > t\text{-table}$ ($2,624 > 1,998$), thus perceived organizational support has a significant effect on Affective Commitment.

Table 7. Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,495	,245	,209	3,39927

From the table, the calculation results are obtained where the variable X_1 (Demographic Characteristics), variable X_2 (Term of Service) and variable X_3 (perceived organizational support) jointly contribute to variable Y (Affective Commitment) by 24.5% and the remaining 75.5 % is determined by other variables outside the contribution of this study.

4.2 Discussion

According to Sunyoto (2013: 2), Demographic Characteristics are characteristics that describe community differences based on age, gender, occupation, education, religion, ethnicity, income, family type, marital status, geographic location and social class. Demographic Characteristics is important to study because the producers can know with certainty the market segmentation that is suitable for their products. Such as whether the product can be marketed or accepted by people who live in cities or villages, by children or adults, and by the lower middle class or upper middle class. From the results of the regression test, it is stated that Demographic Characteristics has no effect on Affective Commitment. This is in accordance with the opinion of Hutagalung and Perdhana (2016) which states that there is no influence of age, gender, education variables on Affective Commitment. Term of Service does not show a significant relationship, there is no effect of the length of time employees work on Affective Commitment, salary satisfaction has a positive and significant relationship with Affective Commitment.

The term of service can also be seen from how long the workforce has devoted themselves to the company, and how the relationship between the company and its workforce is. In this connection, to establish a more harmonious cooperation, each party needs to increase a sense of responsibility, a sense of belonging, courage, and introspection in the context of the company's survival, so that the workforce can calmly produce so that productivity is high (Sinungan, 2010: 40). There are several things that can affect the organizational commitment found by an employee, namely personal elements related to human capital, to activities related to the commitment itself. One of several factors that can influence this is the length of service or the employee's Term of Service. Term of Service indicators are the probationary period and the stabilization period (English et al, 2010: 62).

From the results of the regression test, it is stated that the Term of Service has an effect on Affective Commitment. This is in line with the opinion of Koesindratmono and Septarini (2011) which states that there is a significant correlation between the term of service and psychological empowerment.

The theory of organizational support presented by Rhoades, Eisenberger and Armeli (2011: 294), can explain the emotional commitment of employees to the organization, which this approach assumes that to meet social emotional needs and to assess organizational readiness to reward increased effort, employees will form a basic belief about the extent to which the organization values employee contributions and cares about employee welfare, this definition forms the perception of organizational support or Perceived Organizational Support (POS). From the results of the regression test, it is stated that perceived organizational support has an effect on Affective Commitment. This is in accordance with the opinion of Han, Nugroho, Kartika and Kaihatu (2012) which states that based on the results of the study, it can be concluded that perceived organizational support (POS) has a positive and significant effect on Affective Commitment; Job satisfaction has a positive but not significant effect on Affective Commitment;

5. Conclusion

From the previous descriptions, the author tries to draw some conclusions as follows, Simultaneously, the variables Demographic Characteristics, Term of Service and perceived organizational support have a significant effect on Affective Commitment, Demographic Characteristics has no significant effect on Affective Commitment at PT. Bensatra Advertising Medan. Term of Service has an effect on Affective Commitment at PT. Bensatra Advertising Medan. Perceived organizational support has a significant effect on Affective Commitment at PT. Bensatra Advertising Medan. Variable X1 (Demographic Characteristics), variable X2 (Term of Service) and variable X3 (perceived organizational support) together contribute to variable Y (Affective Commitment) by 24.5% and the remaining 75.5% is determined by other variables beyond the contribution of this research.

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