

The Impact of Low Turn-Over Intention on On-line Media Journalist

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Abstract

The purpose of this study is to test the theoretical models of significant/significant influence of extraversion and self-efficacy personality variables on turnover intentions, with organizational resources as moderators. Research subjects involved in this research all on-line journalists of media Harian Barometer, Harian Pagi Wawasan, Harian Jateng Pos, Harian Tribun Jateng and Suara Merdeka. The place of study will be conducted in Harian Barometer, Harian Pagi Wawasan, Harian Jateng Pos, Harian Tribun Jateng and Harian Suara Merdeka. Variable data which are collected in this study are exogenous variables, which consist of extraversion and self-efficacy personality. Endogenous variables are turnover intentions. The moderator variable is an organizational resource. Data analysis techniques used in this study are descriptive statistical techniques and structural model analysis techniques. Descriptive statistical techniques are used to obtain an overview of respondent data. The technique of data analysis using Structural Equation Modeling (SEM) which its process through LISREL 8.8, to test the suitability of measurement model with existing data in the field and to test the hypothesis of structuring relationship in the theoretical model whether they are fit with empirical data. The expected results in this study are: There is significant / significant influence of extraversion and self-efficacy personality variable on turnover intentions, with organizational resources as moderator.

Keywords: Turnover Intention, Extraversion Personality, Self-efficacy, Organizational Resources

Background

An organization in this millennium era has gained tremendous benefits due to the development of technology and the abundance of human resources. However, no matter how advanced and developed the technology, the organization must still pay attention to the human resources that become the key to the success of an organization. Human resources nowadays become a complicated problem, because the available job with the number of labors is very unbalanced. One of the effects of the abundance of labors is the arbitrariness of the organization to the individual. Such abuse is committed by the organization to individuals who are deemed to be no longer effective when they are maintained within the organization. Because individuals are treated arbitrarily, many individuals have the desire to leave the organization and join other organizations. The advantages of this research is that the research subjects are four publishing companies in Semarang, but the four companies have journalists who are spread all over the country so that the theory model in this research can be valid and can be generalized to journalists nationally.

Objectives of Research

The purpose of this study was to examine the meaning or significant effect of extraversion and self-efficacy personality variables on turnover intentions, through organizational resources as moderators to On Line journalists”

Literature Review Turnover Intention

a. Definition of Turnover Intention

Fishbein and Azjen (1991) defined intentions as “A Person’s locatration on a subjective probability dimension involving a relation between himself and some action”. It can be said that intention is the subjective possibility of a person that involves a relationship between him and a certain act. Furthermore Fishbein and Azjen (1991) explained that the formation of intention in a person is bound to a certain behavior. Intentions are formed in order to meet the necessary factors that have an impact in behavior. Intention also signifies how a person’s efforts are determined to try and plan to display certain behaviors. In this study, the intention of turnover is the desire to move individuals from one organization to another organization.

b. Impact caused by Turnover

Losses to the organization due to turnover include increased fees for recruitment and selection, additional costs for training and development, disruption of the organization and possible demoralization for surviving employees. According to Dalton and Tador, (in Robertson & Cooper, 2001), disruptions in company operations often occur, loss of capacity, production and profit especially in organizations with high or unpredictable turnover rates. Furthermore, the organization will lose its skilled and experienced workers. According to Dalton and Tador (Robertson & Cooper, 2001) as mentioned above, it is suggested that an organization as early as possible give special attention to individuals who show symptoms of turnover intentions.

c. Aspects of turnover intentions

Aspects of turnover intention used by the author in this research are aspects of turnover intention of Fishben and Ajzen developed by SarlitoWirawanSarwono (1997), which consist of behavioral belief, normative beliefs, subjective norms and perception of perceived behavioral control.

d. Factors Affecting Turnover Intensity

Turnover is a complex phenomenon caused by many factors that interact with each other (Sompal, Valias & Young, 2000). As explained further, in general the turnover is caused by factors of the organization and the factors of the individual who leave the job. Siegal (1990) also explained considerable emphasis on organizational and personality variables related to voluntary resignation.

Extraversion Personality

a. Understanding Extraversion Personality

Gerald, Pervin and John (1997) defined personality as something that is demonstrated through various human characteristics that have a consistent pattern of feelings, thoughts and behaviors. Meanwhile, according to Allport (in Robbins: 2001) personality is a dynamic organization in each psychophysical that determines the unique adjustment to the environment. In this study the meaning of extraversion personality is the nature of active, talkative, open, person oriented and optimistic. Aspects of Extraversion Personality Aspects of Personality by McCrae and Costa (2005)

consist of sociable, active, talkative, open, optimistic and honest.

Self-Efficacy

a. Definition of Self-Efficacy

Bandura (1997) defined self-efficacy as an individual's belief in his ability to organize and perform a series of actions to achieve a desired performance. According to Pintrich and Schunk (1996), self-efficacy is closely related to the belief in self-ability to complete specific tasks as well as perceptions of individual competencies.

b. Aspects of Self-Efficacy

According to Bandura (1997) self-efficacy has three aspects that have behavioral implications: 1) Level (difficulty level of task), is the dimension associated with task difficulties, 2) Generality, is the dimension related to the area of behavioral, 3) Strength, is the dimension associated with degree of stability or strength / weakness of belief or expectation.

3.4. Organization Resources

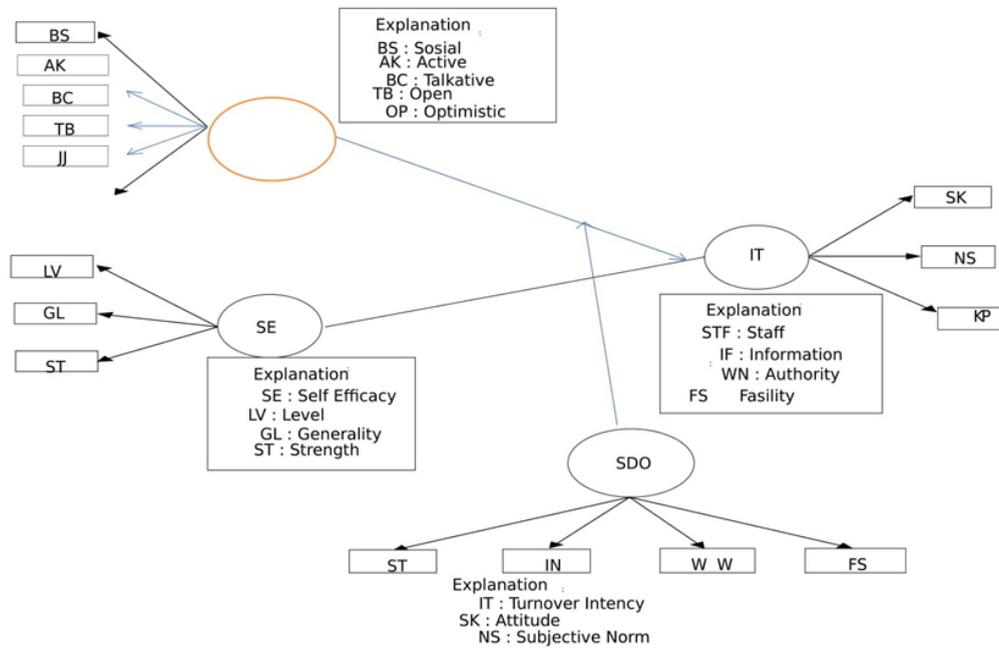
a. Definition of Organizational Resources

Demerouti, Bakker, Nachreiner and Schaufeli (2001) argue that organizational resources are aspects of the organization that serve to achieve goals, which can reduce job demands and physical and psychological costs that can ultimately affect personal growth, learning and organizational development.

b. Aspects of Organizational Resources

Aspects of organizational resources used in this study are aspects of Edward III (1980) which consists of: Staff, Information, Privileges, Facilities.

The following researchers attached a description of the Research Theoretical Model.



4. Methodology

Based on theoretical basis, general hypotheses of theoretical models can be proposed that the extraversion and self-efficacy personality influence the turnover intention, affecting the organization's resources as moderator (fit with empirical data). As the subjects in this study are all on-line media journalists in four press companies, namely Harian Barometer, Harian Pagi Wawasan, Harian Jateng Pos and also Harian Tribun Jateng totally 325 people. The subjects of the study were all on-line media journalists in four press companies, namely Harian Barometer, Harian Pagi Wawasan, Harian Jateng Post and Harian Tribun Jateng which totaled 200 people. The sampling technique used is accidental sample, purposive

sample and quota sample. The research instruments used are turnover intention scale, Extraversion Personality scale, Self-efficacy scale, organizational resource scale. The hypothesis formed is:

1. There is an influence pattern of achievement to the intention of turnover.
2. There is an influence of self-efficacy on turnover intentions.
3. There is an Influence of extraversion personality to turnover intention.
4. Effect of organizational resources on turnover intentions.
5. Effect of extraversion personality on turnover intentions with organizational resources as moderator.

Findings Description of research data

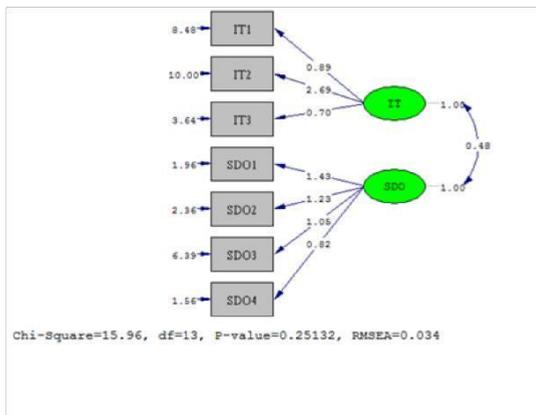
Testing the model of each research variable, conducted by analyzing the Confirmatory Factor Analysis (CFA) of each variable model. This is to test whether the model of each variable with the indicator has already fit.

Table 1. Counted Result with Overall Fit Endogenous Variables

No	Indicator	Count	Cut-off	Conclusion
1	Chi Square-P	0,26	> 0,05	Fit
2	Chi Square /df	1,22	2 – 5	Not Fit
3	RMSEA	0,034	≤ 0,08	Fit
4	NFI &NNFI	0,92 ; 0,97	≥ 0,90	Fit
5	CFI	0,98	≥ 0,90	Fit
6	IFI	0,99	≥ 0,90	Fit
7	RFI	0,97	≥ 0,90	Fit
8	GFI	0,98	≥ 0,90	Fit

Source: Processed primary data, 2015

Endogenous variables are organizational resource variables and turnover intentions. Of the 8 indicators above, only 1 states that the model has a poor fitness; the rest states that the model has a pretty good fitness. So from this it could be concluded that the model has a pretty good fitness. It can also be seen from the CFA model that shows the indicator of endogenous variables indicate that all significant with endogenous variables.



Picture 1. CFA Endogen

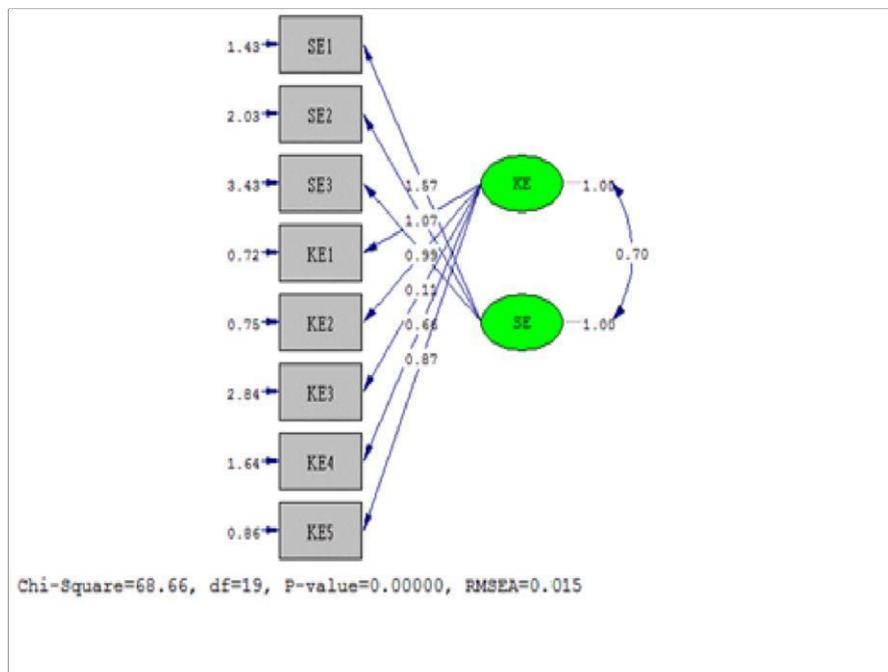
Table 2. Counted Result with OverallFit Exogenous Variables

No	Indicator	Count	Cut-off	Conclusion
1	Chi Square-P	0,00	> 0,05	NotFit
2	Chi Square /df	3,47	2 – 5	Fit
3	RMSEA	0,015	≤ 0,08	Fit
4	NFI &NNFI	0,91 ; 0,90	≥ 0,90	Fit
5	CFI	0,93	≥ 0,90	Fit

6	IFI	0,93	$\geq 0,90$	Fit
7	RFI	0,91	$\geq 0,90$	Fit
8	GFI	0,92	$\geq 0,90$	Fit

Source: Processed primary data, 2015

Exogenous variables are self-efficacy variable and extraversion personality. From the 8 indicators above, only 1 states that the model has a poor fit; the rest states that the model has a good fit. So from this it can be concluded that the model has a good fit. This could also be seen from the CFA model which shows that the indicator of exogenous variables indicate that all significant with exogenous variables.

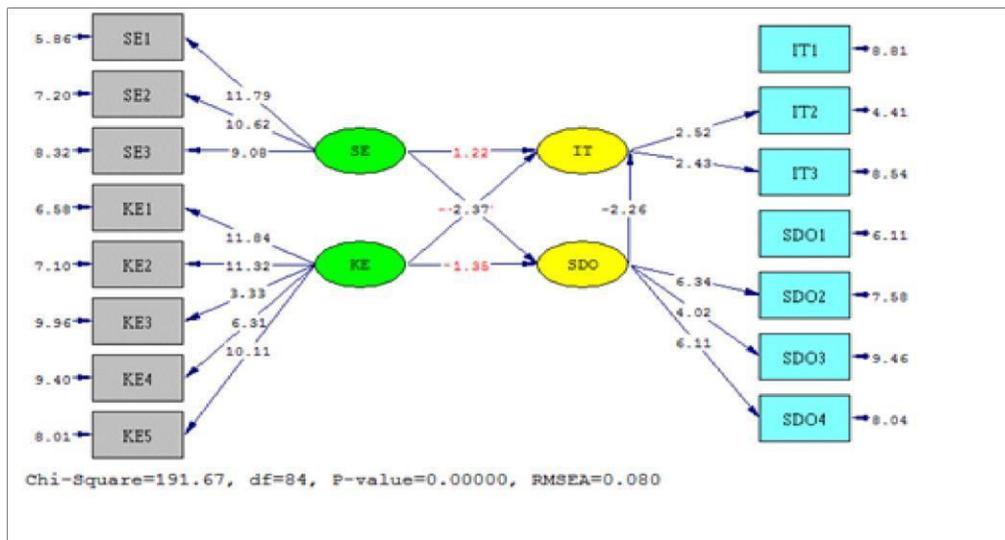


Picture 2. CFA Exogenous

Results of Research Data Analysis

a. Test of Validity and Reality Test

Test validity is a test which has a purpose to determine the ability of an indicator in measuring the latent variables (Ghozali and Fuad, 2008).

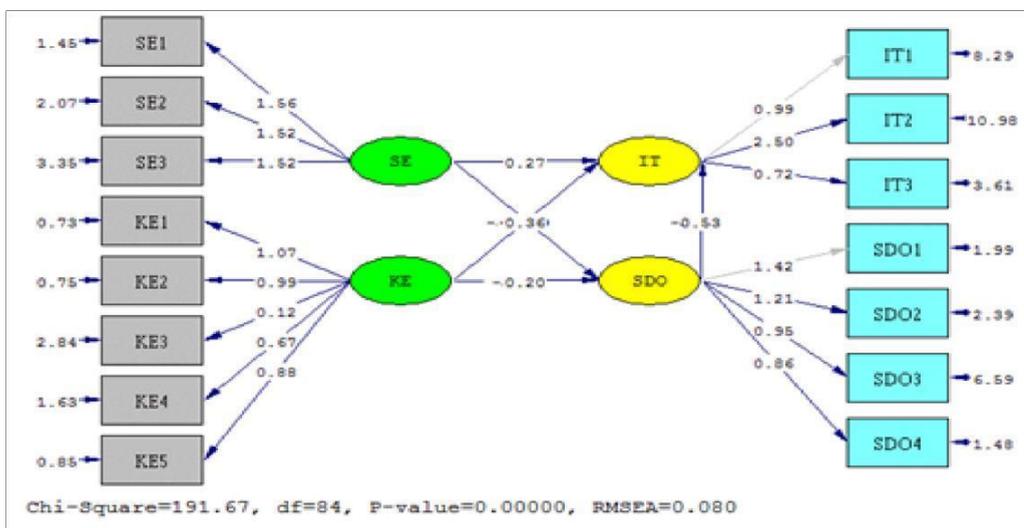


Picture 3. t-value Research Model

The model used in this study, all the loading of the indicator was significant ($p < 0.05$) as shown by the value of t greater than the t table with $df = N-2 = 149-2 = 147$ and $\alpha = 0.05$, so t table = 1.65529, so it can be said that all indicators are valid and feasible to use. To measure the reliability of each

variable, use the information in the Completely Standardized Solutions section. According to Bagozzi and Yi (1988) (in Ghozali&Fuad, 2008), the cut-off rate to say that composite reliability is good is 0.6. Therefore, the five variables provide reliable measures.

b. Structural Equation Modeling



Picture 4. Estimated Model

LISREL Estimates (Maximum Likelihood) Structural Equations

$$IT = -0.53*SDO + 0.27*SE - 0.39*KE, \text{ Errorvar.} = 0.68, R^2 = 0.32$$

(0.24)	(0.22)	(0.23)	(0.44)
-2.26	1.22	-1.67	1.56

This output means that increasing organizational resources and extraversion personality will make turnover intentions decrease. While increasing self-efficacy will make the turnover intention increase.

$$SDO = 0.36*SE - 0.20*KE, \text{ Errorvar.} = 0.73, R^2 = 0.27$$

(0.15)	(0.15)	(0.17)
2.37	-1.35	4.23

This output means that increasing self-efficacy will make organizational resources increase. While an extraversion personality enhancement will make organizational resources decrease.

c. Testing Model

Table 3. Counted Result with Overall Fit Research Model

No	Indicator	Count	Cut-off	Conclusion
1	Chi Square-P	0,00	> 0,05	Not Fit
2	Chi Square /df	2,33	2 – 5	Fit
3	RMSEA	0,080	≤ 0,08	Fit
4	NFI & NNFI	0,94 ; 0,98	≥ 0,90	Fit
5	CFI	0,90	≥ 0,90	Fit
6	IFI	0,90	≥ 0,90	Fit
7	RFI	0,90	≥ 0,90	Fit
8	GFI	0,91	≥ 0,90	Fit

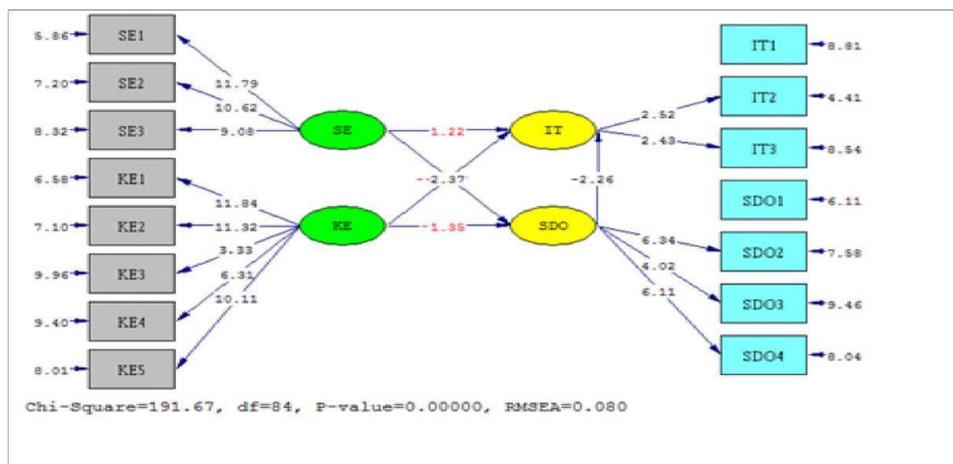
Source: Processed primary data, 2015

Of the 8 indicators above, only 1 states that the model has a poor fit; the rest states that the model has a good fit. So from this it can be concluded that the model has a good fit.

Hypothesis 1: There is an influence of achievement motive, self-efficacy and extraversion personality to turnover intention with organizational resource

mediator.

Based on the fit model, it can be seen that the model can be used to predict turnover intentions with organizational resource mediators. In other words achievement motive, self-efficacy and extraversion personality affect the intention of turnover with the mediator of organizational resources.



Picture 5. t-Value Research Model

Hypothesis test is carried out by looking at t value of each variable to see the influence of independent variable to mediator and influence of mediator variable to dependent variable. T table of this research is ttable with $df = N-2 = 149-2 = 147$ and $\alpha = 0,05$, so get $ttable = 1,65529$. If $t arithmetic > t table$, then the hypothesis status that there is an influence from one variable to other variables can be accepted and vice versa.

Hypothesis 2: There is an effect of organizational resources on turnover intentions.

Based on the result of research, it can be seen that $tcount > ttable (-2,26 < 1,65529)$. This proves that organizational resources influence the intention of turnover. So, hypothesis 2 is accepted. The indirect effect is the influence of an independent variable on a dependent variable mediated through a mediator variable.

Hypothesis 3: There is an influence of self- efficacy on the intent of turnover with the mediator of organizational resources.

Based on the result of research, it can be seen that $tcount < ttable (1,22 < 1,65529)$. This proves that self-efficacy has no effect on turnover intentions with organizational resource mediators. But self-efficacy affects organizational resources.

Hypothesis 4: There are extraversion personality influences on turnover intentions with organizational resource mediators.

Based on the result of research, it can be seen that $tcount < ttable (1.67 < 1.65529)$. This proves that extraversion does not affect the intention of turnover with the mediator of organizational resources. Extraversion personality also has no effect on organizational resources.

Discussion

There is an influence of achievement motive, self-efficacy and extraversion personality to turnover intention with organizational resource mediator. Based on the results of the research, proving that there is an influence of achievement motive, selfefficacy and extraversion personality toward turnover intention with

organizational resource mediator, this proves that in the performance of on-line journalist, achievement motif has positive influences on journal of on-line journalist to survive in a press company where he works. This is also supported by the self-efficacy of media on-line journalists, so that journalists can successfully carry out their duties properly. Likewise with the support of facilities and infrastructure that are components of organizational resources could be more supporting the performance of on-line journalists. There is an influence of organizational resources on turnover intentions. An on-line media journalist will be successful when he is supported by a maximum organizational resource role. This means supporting facilities and facilities from the company will contribute positively to the success of online media journalists. Facilities and infrastructure such as Camera, Android Smartphone, a set of computers or laptops, note blocks, pens, tape recorder, voice recorder, telephone. In addition, adequate transportation and salary will increase the enthusiasm of media on-line journalists. There is an influence of self-efficacy on turnover intentions with organizational resource mediators. An on-line media journalist can work well if he is supported by good confidence as well. This is the requirement of an online media journalist, as journalists are required to be

able to communicate and always have good ideas to persuade informants to provide accurate information to journalists. The sophistication of communication facilities and infrastructure are very important things which are needed by on-line media reporters because of the heavy task of updating information, so that with self-efficacy confidence and supported by maximum organizational resource role, the performance of on-line media journalist can succeed. There is an Extraversion Personality Influence on turnover intentions with organizational resources as moderators. Extraversion personality affects the intent of turnover when supported by the role of organizational resources. It is quite reasonable that the extraversion personality plays a small role in suppressing the intent of turnover, but when the role of organizational resources is maximized, the intention of turnover can be reduced. Extraversion personality plays a role in suppressing the intention of turnover when supported by the maximum function of staff, information, authority and facilities. This is in line with the opinion put forward by Siegel (1990), that the individual who wishes to leave his work is related to several factors such as, peer support and supervision, job variation, opportunities, goals and values among staff, staff development, organizational climate³⁰

perceptions and how well the goals and values the staff and organization have.

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