

# The Effect of Work Procedure on Work Consistency in Leather Creative Industry Sector in Garut

Gina Aulia<sup>1,\*</sup>, Asri Solihat<sup>2</sup>, Intan Permana<sup>3</sup>, Hendro Sugiarto<sup>4</sup>, Nizar Alam Hamdani<sup>5</sup>

<sup>1,2,3,4,5</sup> Faculty of Entrepreneurship, Universitas Garut, Garut, Indonesia

\*Corresponding author. Email: [auliagina30@gmail.com](mailto:auliagina30@gmail.com)

## ABSTRACT

This study aims to investigate the effect of work procedure on the employee's working consistency in the leather creative industry in Sukaregang, Garut. To achieve the objective, the study utilized a causal research design on 30 respondents. The data were analyzed through simple linear regression with SPSS 25 application. The results showed that working procedures and consistency have a significant effect on the employees' performances. This implies that creative industry employees did good and appropriate work procedures. This research offers benefits in the development of applied theory that the performance of employees in the creative fashion industry is influenced by the work procedures and consistency, either partially or simultaneously. This research also has practical benefits for businessmen to improve performance by always paying attention to the work procedures and consistency. The present study was conducted to fill the gap in the previous research. The novelty in this research is the simultaneous testing of the effect of work procedures and consistency. Further research may explore more on the dependent variables that are not listed in the present study.

**Keywords:** Consistency, Work procedures.

## 1. INTRODUCTION

The digital creative industry is a business industry that utilizes technology in running its business activities [1]. The creative industry has shown its significant contribution toward state revenue [2]. However, the development of the creative industry in Indonesia has faced several obstacles, including the problems of government regulation and protection, as well as the lack of technological knowledge and innovation of businesspeople [3]. Creative behavior has become a new demand in facing this competitive era. It has also been recognized that creativity is the main capital in facing global challenges in the 21st century [4].

The 21st century has allowed the development of digital technology to be increasingly competitive. Almost every aspect of life has been infiltrated by the digital and technology, including art. With these inevitable changes, global interaction is getting stronger [5]. In an attempt to improve the creative industry in Indonesia, the government has launched a blueprint for the "Indonesian Creative Economy", a new economic concept that is oriented towards creativity, culture, cultural heritage, and the environment. The main foundation of the creative

industry is developing Indonesia's human resources, making the program become very significant compared to other production factors [6].

The government starts to view the creative industry as an alternative that can help improve the economic development of the country. Creative industries include 14 sub-sectors, namely advertising, architecture, art market, crafts, design, fashion, video, film and photography, interactive games, music, performing arts, publishing, and printing, computer and software services, television and radio, as well as research and development [7]. The creative industry is impacted by the revolution of technology and information, and the rise of the 5.0 industry, including in the fashion sub-sector [8]. Industrial activities must continue and achieve value to produce a performance that continues to run smoothly [9].

Based on the data from the Ministry of Industry of the Republic of Indonesia in 2016, the creative industry has contributed Rp. 642,000,000,000,000.00 or 7.05% of the total gross domestic product (GDP) of Indonesia [10]. In 2015-2016, the number of people working in the creative industry sector tended to increase from 15.96 million

people in 2015 (13.90% of the national workforce) to 16.91 million people in 2016 (14.28%) (Central Bureau of Statistics and Creative Economy Agency, 2017) [11].

According to the development economics theory, the higher the contribution of the industrial sector to the economic development of a country, the more advanced the country is. If the contribution of the industrial sector has been above 30%, it can be said that the sector will bring the country's economy to a better level.

Garut is considered to be one of the productive cities in the field of the creative industry. One of the things produced by Garut is various typical handicrafts made mainly from sheep and cow skins (leather). The products are varied starting from leather jackets, gloves, bags, shoes, sandals to leather crackers. These products are favored by people of all ages starting from teenagers to the elderly who are not only local but also the tourists who simply visit the town to buy the products as souvenirs.

The Trading Department of the Republic of Indonesia took advantage of this situation by compiling the Creative Economy Development Plan for 2009-2015. To develop a creative economy, a number of qualified human resources with high innovation and creativity, as well as spaces to explore creative ideas and do self-actualization are required [4].

**Table 1.** Data of leather-based fashion industry in Garut

Details	Formal	Informal	Total
Business unit	75	342	417
Workforce	812	2.132	2.953
Investment (000RP)/year	404	1.710.000	2.114.000
Production value (000RP)/year	27.406.200	30.500.000	57.906.200

Table 1 shows that each year the leather-based fashion industry in Garut earned around Rp.57,906,200. Developing the tourism sector cannot be separated from the role of existing human resources, especially in the current era of globalization. However, if we look at the results of the preliminary observations, the educational background of the employees in this industrial center is generally junior high school level. This is closely related to competence in the knowledge dimension. In addition, the high turnover indicates that the job satisfaction of the employees is not optimal. This may lead to a problem since "employees who are satisfied at work greatly affect individual and organizational performance" [13].

The work procedure is a series of sequential work procedures which help show the flow of the work completion; where the work originates, where it is continued, and when or where it should be completed. In other words, the role of work procedures in a company is to provide clarity about a process that needs to be carried out.

Work procedures are also the detailed steps that are directed to achieve the desired results. In other words, work procedures can be interpreted as the details of the organizational mechanisms. There are several dimensions that are covered in the work procedures including efficiency, effectiveness, flexibility, consistency, and implementation. In the process of production, frequent delays or inaccuracies in the implementation of activities are often perceived to be the prominent ones. However, this problem can be overcome by good work procedures. In fact, by obeying work procedures, employee performance will increase. Therefore, companies need to create appropriate procedures. The principle of work procedures is a series of activities that are carried out repeatedly in the same way. An important procedure is designed by an organization so that everything can be done uniformly. The principle of working procedures is also a sequence of clerical work, usually involving several people in a section or more, arranged to ensure a similar quality of treatment toward the business transactions.

Creative industry can be defined as an industry whose main elements are creativity, expertise, and talent that has the potential to increase welfare [3]. The creative industry is also defined as an industry originating from the utilization of individual creativity, skills, and talents to achieve prosperity and create employment by generating and empowering the individual's creativity and creative power [6].

In every industry, there are work procedures that have the following characteristics: 1) based on the field situation. 2) stable and flexible in making adjustments. 3) in accordance with the current development and situation that occur [13]. The new wave of the creative economy which was pioneered by the US and acknowledged for the first time in 1996 has helped an export sales value of 60.18 billion dollars (approximately Rp600 trillion) which far exceeded the exports of other sectors such as automotive, agriculture, and aircraft.

Consistency is a benchmark for evaluating employees' performance. Consistency can be understood as a match between words and actions. "Consistency means that each individual tries to harmonize attitudes and behavior to make it look rational and consistent". This means that someone who is consistent has a fixed attitude, always trying to harmonize his words, attitudes, and behavior. Persistence in adhering to the principle is one of the behaviors of someone who has a good sense of consistency. A person who has certain interests and goals

will not succeed if he does not have a consistent attitude. A desire will not be directed to act as long as the person does not have a strong determination and have doubts.

This is in accordance with Sonia's statement which says "the behavior of self-consistency can be seen in a person's way of thinking, speaking, and behaving. He has a firm principle and of course corrective tendency". Therefore, someone who is consistent will be firm to the principle, always tries to realize his goals, and is careful in acting [29]. Based on the information above, it can be understood that the consistency dimension is having determination that is aligned, appropriate, and firm. The person sticks to the believed principles to achieve the will, interests, and desired goals.[28]

The purpose of increasing competence and job satisfaction is to improve employees' and company performance. Therefore, the researchers are interested in researching further on "The effect of work procedures on work consistency of the employees in Leather Creative Industry, Sukaregang Garut" either partially or simultaneously. To be specific, this study aims to: 1) determine the effect of work procedures on the employee work's consistency in the production division. 2) To find out the implementation of work procedures in every activity of the leather creative industry in Sukaregang Garut. 3) To find out the employee's performance in the production division in the Leather Creative Industry in Sukaregang, Garut

## 2. METHODS

The research method is basically a scientific way to obtain the data with certain purposes and uses [16]. This research was conducted in one of the industrial shops in the leather creative industry, Sukaregang, Garut. This study tested the hypothesis regarding the effect of work procedures toward the employees' working consistency in every activity in the aforesaid Industry. In this study, the researchers utilized a quantitative method using SPSS 25 where the dependent variable is "Consistency (Y)" and the independent variable is "Work procedures (X)".

**Table 2.** Variables

Work Procedures (X) [19]	Consistency (Y) [28]
Efficiency, Effectiveness Flexibility, Implementation	Determination, uniformity, and appropriacy

The research hypotheses are formulated as follows:

$H_0$  : There is no effect of work procedures on the employees' working consistency in every activity in the Leather Creative Industry, Garut.

$H_a$  : There is an effect of work procedures on the employees' working consistency in every activity in the Leather Creative Industry, Garut.

The population in this study were 30 employees of the leather-based industry at Sukanggang Garut, from different divisions including marketing, production, and so on. The sampling technique used was the census method (survey). The sample size was determined in reference to the number of independent variables; the entire population which was 30 people was used as a sample.

The data collection technique used in this study was a questionnaire. The statement scale used was the Likert scale. The Likert scale is a widely used scale that asks respondents to mark the degree of agreement or disagreement toward each item in a series of statements about the investigated object. In this study, the obtained data were analyzed descriptively and quantitatively. For quantitative analysis, it was carried out using the SPSS (Statistical Product and Service Solution program).

The measurement scale used by the researcher was the interval that allows researchers to perform arithmetic calculations on the obtained data. The measurement has no real zero value. The measurement of consumer attitudes that are commonly used in marketing research is the Likert scale. The Likert scale is a scale that asks respondents to determine their degree of agreement and disagreement toward the perceived object. The degrees are arranged from strongly agree, agree, neutral, disagree, and strongly disagree [14].

## 3. RESULTS AND DISCUSSION

### 3.1. Measurement

#### 3.1.1. Work Procedures

The working procedure of the leather creative industry in Sukaregang is categorized at a high level, meaning that the work procedures applied by several companies are good. Based on the results of data processing with Excel on 30 respondents, the average value of the work procedure variable in the creative industry of Sukanggang Garut is high. The Cronbach's alpha value obtained was 0.690. This shows that it has a high-reliability interpretation.

#### 3.1.2. Consistency

Based on the result of processing data with reliability test using SPSS on Y variable, the average value of consistency variable (Y) is high. The value of Cronbach's alpha obtained was 0,763 which shows the high-reliability interpretation.

### 3.2. Hypothesis testing

1. Analysis of the effect of work procedures on work consistency

The first testing was carried out as hypothesis testing intended to find out the significance of the regression coefficient. The second testing was performed to assure the significance of the regression coefficient (X variable influences on Y variable). The hypothesis testing was conducted by comparing the significant value and probability of 0,05 or t-observed and t-critical.

**Table 3.** Results

Respondent	Work Procedure (x)	Consistency (y)
1	52	95
2	56	102
3	40	74
4	55	100
5	55	101
6	57	104
7	56	104
8	60	111
9	57	105
10	54	100
11	47	88
12	49	91
13	54	101
14	59	110
15	69	128
16	62	115
17	63	118
18	62	117
19	62	117
20	69	130
21	67	126
22	75	140
23	65	123
24	74	139
25	63	119
26	75	141
27	77	145
28	72	136
29	29	58
30	30	60

**Figure 1.** Anova Results

		Sum of Squares	df	Mean Square	F	Sig.
konsistensi * Prosedurkerja	Between Groups	331.250	14	23.661	2.295	.061
	Linearity	153.010	1	153.010	14.844	.002
	Deviation from Linearity	178.240	13	13.711	1.330	.296
	Within Groups	154.617	15	10.308		
Total		485.867	29			

Based on the significance value (sig) of the output above, the deviation from linearity significance value was 0.296, greater than 0.05, so it can be concluded that there was a significant linear relationship between variable X (work procedure) and variable Y (consistency). Based on the F value from the output above, the calculated F value was 1.330, smaller than the F table, 2.45. Thus it can be concluded that there was a significant linear relationship between variable X (work procedures) and variable Y (consistency).

In this study, the main hypothesis was that work procedures significantly influenced consistency (Ha). The test was carried out using the ANOVA table above. If the significant value was  $0.00 < 0.05$ , then (Ha) was accepted. This implied that work procedures had a significant effect on work consistency. Based on the results of the analysis, the dimensions of work procedures that affected consistency were efficiency, effectiveness, flexibility, consistency, and implementation. This efficiency illustrated that the leather creative industry had contributed the efforts to balance the number of workers with the resulting production. In addition, effectiveness was described such working hours which were in accordance to what had been decided. The availability of leather product shops in several Sukaregang leather centers causes consumers satisfied to get the products they needed. Operating hours from early morning to late at night provided consumers with the flexibility to make transactions. The consumer was highly interested in Garut leather creative industry.

2. The analysis of work consistency effect on business activities in a leather creative industry of Sukaregang Garut.

The first analysis was conducted to determine the value of the regression coefficient of work procedure dimensions towards the consistency dimension. This analysis was used to determine how much work procedures (X) give influence consistency (Y). In simple linear regression analysis, the value of R Square or R<sup>2</sup> contained in the SPSS output of the Summary Model section was used as the reference.

**Figure 2. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.561 <sup>a</sup>	.315	.290	3.448

a. Predictors: (Constant), Prosedurkerja

From the output above, it was obtained the R Square value of 0.315. This value implied that the effect of work procedures (X) on consistency (Y) was 31.5%, while 68.5% (100-31.5) of consistency was influenced by other variables which were not examined in the study. In this study, the main hypothesis tested was that work procedures and consistency significantly affect the activities of the leather creative industry.

**Figure 3. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.010	1	153.010	12.871	.001 <sup>b</sup>
	Residual	332.857	28	11.888		
	Total	485.867	29			

a. Dependent Variable: konsistensi

b. Predictors: (Constant), Prosedurkerja

**Figure 4. Regression Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.794	6.573		2.251	.032
	Prosedurkerja	.580	.162	.561	3.588	.001

a. Dependent Variable: konsistensi

In general, the formula for the equation of a simple linear function was  $Y = a + Bx$ . To find out the value of the regression coefficient, we could see from the output above. "A" was a constant number of unstandardized coefficients and the value obtained was 14,794. This value was a constant number meaning that if there is no work procedure (X) then the consistent value of Consistency (Y) is 14,794. B was regression coefficient value obtained was 0.580, meaning that for every 5% addition to the level of work procedures, the consistent value of consistency was 0.580. Because the value of the regression coefficient was positive, it can be said that the work procedure had a positive effect on consistency, so the regression equation was  $Y = 14,794 + 0,580 X$ .

Overall the results of this study argues that the effect of work procedures and consistency on the creative leather industry of business activities in Sukaregan Garut gives positive results, provides high attractiveness, and has proper working hours.

## 4. CONCLUSIONS

After analyzing the theory and the results of the study, the researchers could answer the formulation of the research problem with the following conclusions: 1. This study aims to investigate how much work procedures give an effect on the consistency of work. Researchers

draw conclusions based on the results of data analysis, that there has been an effect in terms of efficiency, effectiveness, flexibility, consistency, and implementation. 2. This study is intended to see the effect of work procedures on consistency. This is a case study on employees of the leather creative industry. Researchers make conclusions based on the results of data analysis, that there is an effect of consistency on the activities of the creative leather industry. This research has the benefit of applying performance procedures to employees consistently to gain good work results.

## REFERENCES

- [1] A. Aryanti, "Knowledge management: upaya penciptaan industri kreatif digital yang unggul", *Jurnal Indonesia Membangun*, vol. 19, no. 2, pp. 100-114, 2020.
- [2] G. Fatah Maulani, N. Hamdani, S. Nugraha, A. Solihat and T. Sapril Mubarak, "Information Technology Resources and Innovation Performance in Higher Education", *International Journal of Interactive Mobile Technologies (iJIM)*, vol. 15, no. 04, p. 117, 2021. Available: 10.3991/ijim.v15i04.20193.
- [3] D. Murniati, "Peran perguruan tinggi dalam triple helix sebagai upaya pengembangan industri kreatif", *Seminar Nasional Peran Pendidikan Kejuruan Dalam Pengembangan Industri Kreatif*, vol. 21, 2009.
- [4] A. Gede Agung, "Pengembangan model wisata edukasi-ekonomi berbasis industri kreatif berwawasan kearifan lokal untuk meningkatkan ekonomi masyarakat", *Jurnal Ilmu Sosial dan Humaniora*, vol. 4, no. 2, 2016. Available: 10.23887/jish-undiksha.v4i2.6380.
- [5] C. Valenci and T. Winata, "Ruang Kreatif Digital", *Jurnal Sains, Teknologi, Urban, Perancangan, Arsitektur (Stupa)*, vol. 1, no. 2, p. 2075, 2020. Available: 10.24912/stupa.v1i2.4435 [Accessed 2 January 2021].
- [6] A. Kamil, "Industri kreatif Indonesia: Pendekatan analisis kinerja industri", *Media Trend*, vol. 10, no. 2, 2015. [Accessed 2 January 2021].
- [7] A. Ananda and D. Susilowati, "Pengembangan usaha mikro kecil dan menengah (umkm) berbasis industri kreatif di kota malang", *Jurnal Ilmu Ekonomi JIE*, vol. 1, no. 1, 2017. [Accessed 2 January 2021].
- [8] R. Ramadhina and M. Kharnolis, "Keterampilan digital abad 21: persiapan kerja siswa tata busana di era industri 5.0", *Jurnal Tata Busana*, vol. 10, no. 1, 2021. [Accessed 2 January 2021].

- [9] Z. Saqib, K. Saqib and J. Ou, Role of Visibility in Supply Chain Management. IntechOpen, 2019.
- [10] T. Suhaeni, "Pengaruh Strategi Inovasi Terhadap Keunggulan Bersaing di Industri Kreatif (Studi Kasus UMKM Bidang Kerajinan Tangan di Kota Bandung)", *Jurnal Riset Bisnis dan Investasi*, vol. 4, no. 1, p. 57, 2018. Available: 10.35697/jrbi.v4i1.992 [Accessed 3 January 2021].
- [11] R. Rofaida, Suryana, Asti Nur Aryanti and Yoga Perdana, "Strategi Inovasi pada Industri Kreatif Digital: Upaya Memperoleh Keunggulan Bersaing pada Era Revolusi Industri 4.0", *Jurnal Manajemen dan Keuangan*, vol. 8, no. 3, pp. 402-414, 2020. Available: 10.33059/jmk.v8i3.1909 [Accessed 3 January 2021].
- [12] R. Alhamdi, "Pengaruh kompetensi dan motivasi terhadap kinerja karyawan dengan kepuasan kerja sebagai variabel moderasi di patra semarang convention hotel", *Jurnal Pariwisata Pesona*, vol. 3, no. 1, 2018. Available: 10.26905/jpp.v3i1.1877.
- [13] Performance management. London: BPP Learning Media Ltd., 2014.
- [14] Y. Prawira, "Pengaruh Citra Merek, Persepsi Harga dan Kualitas Produk Terhadap Minat Beli Pelanggan", *Jurnal Manajemen Bisnis dan Kewirausahaan*, vol. 3, no. 6, p. 71, 2019. Available: 10.24912/jmbk.v3i6.6100.