

**INTANGIBLE CONDITIONS OF HUMAN RESOURCES FACTORS IN MSME
DECADE OF COVID 19
IN THE BANDUNG CITY -WEST JAVA-INDONESIA.**

By:

Deden Sutisna¹⁾
deden.sutisna@widyatama.ac.id
Sandro Fajry Abqori Hisan²⁾
sandro.fajry@widyatama.ac.id
Ifa Nur Chalida³⁾
ifa.nur@widyatama.ac.id
Muhammad Hatami Qalam Illahi⁴⁾
qalam.illahi@widyatama.ac.id
Elis solihah⁵⁾
elis.solihah@widyatama.ac.id

ABSTRACT

The purpose of this study is to compensate for the intangible variables of the human resources of MSME actors in Bandung City, related to Employee Engagement and Attitude at the time of the COVID-19. Therefore, the intact condition of the two related variables is important for stakeholders such as the government and other related parties to understand and serve as a basis for policy and decision making, especially when the economy is exposed to COVID-19.

The research method used is descriptive, verification and comparative. Data were tested using the validity test, reliability test, classical assumptions and data normality, and to test the level of contribution between variables and variable dimensions used correlation and termination tests. The data were obtained from the UMKM economic actors in the city of Bandung total 45 samples. The city of Bandung was chosen as a place of research because the city of Bandung is known as a model city, culinary, education, creative industries as well as the city of culture and government of West Java.

The results showed that the contribution, enthusiasm, pride of business people towards MSMEs was not supportive, lost trust and small. Only UMKM players have employee engagement in the form of willingness. Attitudes or attitudes in the form of motives, traits and self-concepts are still strong for every MSME actor in Bandung City, and this condition is in line with the willingness dimension of employee engagement.

Based on the results of the study, it can be concluded that the employee engagement of MSME actors in the city of Bandung is currently not good or has decreased, while the attitude at is still good.

Keyword: Intangible Variable, Employee Engagement, Attitude, UMKM.

1.INTRODUCTION

This research is a series of long research conducted on MSME actors in Bandung during COVID 19, from the aspect of human resource management, namely 1) the condition of employee engagement for non-service and service MSMEs, 2) Motives, 3) Traits, and 4) Self-Concept, Human Resources for Micro, Small and Medium Enterprises. The four research results above, each of which have a different level of depth and urgency, thus providing different levels of contribution to interested parties or stakeholders, for example government, researchers, non-governmental organizations, colleges, financial institutions and MSMEs alone.

The involvement of the aspects studied will describe the real condition of MSMEs in the city of Bandung in terms of human resources and more specifically related to HR factors in terms of intangible factors. Intangible factors are factors that are possessed by every human resource of MSME actors in an intangible way, or more in terms of psychological factors. Intangible factors have an indirect effect on downstream workers, but are very influencing. This is caused because this factor is the other side of the worker's psyche who is always present at any time where the worker is associated, including in making decisions.

This factor needs to be examined, because this HR will be an important study in any case, including the business run by MSME players in the city of Bandung. Remember that HR is a determining factor in every activity, because HR is a resource that regulates other resources, not the other way around. So whatever the risks and business outcomes that occur, the determinant is mostly HR, the rest is non-HR with a small percentage.

Regarding the importance of the HR factor of MSME business actors at a glance it can be simulated in the following table explanation:

Table 1: Number of Enterprises, Workers, and Average Absorption of Non-Agricultural Micro, Small and Medium Enterprises (UMKM) workforce by Category in West Java, 2016

Category	Business amount	Employee Amount	Average Labor Absorption
G. Wholesale and retail trade; Car and Motorcycle Repair and Maintenance	2.156.577	3.981.293	2
C. Processing Industry	600.720	1.673.252	3
I. Provision of Accommodation and Provision of Food and Beverage	860.312	1.569.177	2
P. Education	89.409	825.579	9
Hospital Other Services	181.017	403.469	2
H. Transportation and warehousing	295.782	357.279	1
	77.715	220.203	3
F. Construction	18.216	214.671	12
J. Communication and information	121.387	184.134	2
MN. Enterprise Service	54.241	155.412	3
L. Real Estat	90.498	117.926	1

Sumber: Economic census 1305097.32 in Deden Sutisna

Based on the table above, it shows that from each unit of busines activities carried out by MSMEs starting with dealer, motorbike and car workshops, industry, housing providers, food and beverages, education, health services, transportation and warehousing, construction,

communication and information, services title and real estate show a large number of actors, with a large absorption of labour, with an average absorption capacity of 40 people as a whole. Thus it appears that the contribution of the Human Resources factor as workers in the MSME sector is very large and decisive compared to other factors. Thus, it stands to reason that the human resources of workers have a very vital portion for MSMEs, especially when COVID 19 takes place. The impact of this virus will have a strong impact on MSMEs in both positive and negative terms.

Related to competence, HR experts Spencer and Spencer (1993), said that competence is "An underlying characteristic of an individual that is causally related to criterion-referenced effective and / or superior performance in a job or situation", namely the characteristics that underlie a person. workers who are generally associated with the criteria for effectiveness and / or superior performance in a job. This is from competence to have 5 (five) competency characteristics that affect employee performance, namely, motives (motives), traits (characteristics), self-concept (self-concept), knowledge (knowledge), and skills (skills). The five characteristics will color the competence possessed by each individual in behaving productively, which will determine whether or not it is good.

Macey, Schneider, Barbera, Young, 2011

"The number of UMKM is 99 percent but with insignificant contribution. This is compared to large businesses which are only 1 percent but have a contribution to GDP of 40 percent and exports of 80 percent," he explained.

For that, Teten emphasized a number of policies for developing UMKM in the future. First, the development of MSMEs is carried out with a group, community and cluster approach.

Koran Sindo Tuesday, 10 December 2019 - 08:54 WIB

Based on real conditions and research studies show that 1) employee engagement, 2) Motives, 3) Traits, and 4) Self-Concept of Human Resources for Micro, Small and Medium Enterprises in the city of Bandung has an important role in determining the growth and development of this sector. For this reason there is also a scientific and practical interest to conduct research on these factors in the form of studies:

1. What is the condition of employee engagement, motives, traits, self-concept of human resources for micro, small and medium enterprises.
2. Contribution from employee engagement, motives, traits, self-concept of human resources for micro, small and medium enterprises.

THEORETICAL BASIS

To explain theoretically related to the discussion of variables studied from the human resources of MSME actors above, it can be explained as follows:

Employee engagement is an idea in organizational behavior that has become an attraction in recent years. This attraction arises because employee engagement has an effect on overall company performance. This has been defined by one of the leading research organizations as the high emotional connection an employee feels to the current job he is in.

Furthermore, several experts conveyed the following limitations regarding employee engagement:

Tritch, 2003, states that employees who have engagement values are employees who have full involvement and are enthusiastic about their work.

Macey & Schneider 2008, In addition to this definition, the popular view of this term states that employee engagement not only makes employees contribute more, but also makes them have higher loyalty thus reducing the desire to leave the company voluntarily.

According to Thomas 2007, Employee engagement is a stable psychological state and the result of interactions between an individual and the environment where the individual works.

According to Kahn (Nusatria, 2011: 4) engagement is a multidimensional idea. Employees can be emotionally, cognitively, or physically attached. Engagement occurs when a person is consciously alert and / or emotionally connected to another person. Disengaged employees, on the other hand, release themselves from work tasks and withdraw consciously and emotionally (Luthans and Peterson 2002 in Nusatria, 2011: 4). The Conference Board (in Vibrayani, 2012: 10) states that employee engagement is a strong emotional and intellectual relationship that an employee has with his job, organization, manager or co-worker, which in turn, will influence him to put more effort into work.

Motives is something where a person consistently thinks so that he takes action. Spencer and Spencer (1993) add that motives are "drive, direct and select behavior toward certain actions or goals and away from others". For example, someone who has achievement motivation consistently develops goals that give a challenge to himself and takes full responsibility for achieving these goals and expects some kind of "feedback" to improve himself.

Traits are traits that make people behave or how someone responds to something in a certain way. For example, such as self-confidence, self-control, fortitude or endurance.

Self-concept is the attitude and values that a person has. Attitudes and values are measured through tests to respondents to find out what value a person has and what attracts someone to do something.

METHOD

This research was conducted in the city of Bandung-West Java, Indonesia, on MSME actors for various types of businesses. The results of the research are comparative from various aspects related to human resources of workers, so as to produce a variety of scientific information that can be used as a reference for making policies for this sector. The research method used is verification and descriptive, with a sample of 45 MSME actors and assisted by SPSS Version 25 in testing data such as the validity test, reliability test, normality test and classical assumption test. In determining the degree of relationship and influence of each variable under study, the correlation coefficient and termination are used.

RESULTS AND DISCUSSION

In the results of this discussion, a compilation of 4 previous research results will be presented with topics that are in line with the study of HR and MSMEs during the COVID-19

period in Bandung, West Java-Indonesia. The results of the study of each variable that became the study were as follows:

1. Conditions for Employee Engagement

The level of engagement of a worker with his job outside of the factors of compensation, education, environment and so on which is intrinsic is engagement. This fact is owned by all workers, what distinguishes it is the degree of strength and weakness. This factor is considered weak if the decision to stay or not stay in working, including business is due to considerations of income, environment or other economic factors. Meanwhile, the strength of this level is because there are other factors that affect it outside the economy, such as proximity to sources, traditional and cultural beliefs, as well as religion.

The level of contribution of each respondent tested on the factors of each dimension studied from the employee engagement variable, the results are as follows:

Tabel 2:
Component Matrix^a

	1	2	3	4
VAR00001	.750	-.283	-.093	-.281
VAR00002	.728	.100	-.328	.172
VAR00003	.560	.478	-.093	.073
VAR00004	.651	.090	-.328	-.021
VAR00005	.577	-.208	.579	-.120
VAR00006	.534	-.438	.303	.215
VAR00007	.611	-.075	.451	.148
VAR00008	.641	-.285	.255	-.144
VAR00009	.872	-.050	-.186	-.205
VAR00010	.579	-.346	.126	.404
VAR00011	.784	-.119	-.227	-.121
VAR00012	.715	.186	-.391	.138
VAR00013	.892	-.036	-.075	-.287
VAR00014	.305	-.235	-.248	.788
VAR00015	.815	.082	-.051	-.212
VAR00016	.479	.685	.360	.211
VAR00017	.531	.583	.370	.080

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

1. For the Willingness dimension of 17 statements measured against 45 MSME business actor respondents, it shows positive support.
2. For the contribution dimension of the 17 statements measured against 45 MSME business actor respondents, it shows positive support is only given by 7 MSME players and the remaining 10 gives negative or unsupportive attitudes from MSME players.

3. For the dimension of enthusiasm, from 17 statements measured against 45 MSME business actor respondents, it shows positive support is only given by 7 MSME players and the remaining 10 gives negative or unsupportive attitudes from MSME players.
4. For the dimension of pride, from 17 statements measured against 45 MSME business actor respondents, it shows positive support is only given by 9 MSME players and the remaining 8 gives negative or unsupportive attitudes from UKM players.

Based on the results of the above analysis, it can be determined that the Small and Medium Enterprises in Bandung City that:

1. All business actors have a strong business will or 100% when COVID 19 is running in Bandung City.
2. Business actors who still have a positive contribution of 41.18% to the business and the remaining 58.82% have a negative contribution when COVID 19 is running in Bandung City. This means that their level of dependence on the business they do has decreased.
3. For the enthusiasm of business people when Covid 19 in Bandung, only around 41.18%, the remaining 58.82% no longer hope for the business they are doing.
4. The pride of business actors including the gift of the family is currently only 52.92% and the remaining 47.08% is no longer proud of MSMEs when COVID 19.

2. Condition of motive, traits and self-concept of UMKM actors in Bandung

Motive:

Is the basis for someone to take or not take action in an activity. Of course, there are many considerations that underlie a person's motives at work, for example economic or non-economic considerations. The motives for trying from MSMEs in the city of Bandung during COVID-19 are as follows:

Tabel 3: Summary Item Statistics (Motive)

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
4.594	4.375	4.775	.400	1.091	.028	4

The mean data is 4,594, meaning that the condition of the motives of MSME actors in Bandung is 4,594. this means that the motive state is in the interval 4-5 and the condition is very strong or very good.

Traits:

Is a person's response in responding to a job that is assigned to employees. This response varies from supportive to unsupportive. The results of the study indicate that the traits are as follows:

Table 4: Summary Item Statistics (Traits)

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.454	4.075	4.650	.575	1.141	.041	6

Means shows the result of 4,454, meaning that the response of the MSME actors to the condition being faced is positive and very good, because it is in the interval 4 - 5.

Self - concept:

Are the attitudes and values that a person has. Of course, this value is born and exists as a result of the previous environment, including the new environment or place of business. This value is important because it will contribute to MSME actors especially during the COVID 19.

The results showed that, Traits within the MSME actors are as follows:

Table 5: Summary Item Statistics (self Concept)

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
4.439	4.150	4.600	.450	1.108	.025	7

The traits owned by MSMEs in Bandung have a value of 4,439, and this value is in the 4 - 5 interval, and this value is very good.

Based on the table above, it can be concluded that the conditions of the motive, traits, self concept and performance of MSME actors in the city of Bandung are very good because they are at 4 -5 intervals seen in the mean of each variable.

Based on table 7-10, the results of the analysis of the level of the relationship can be presented as follows:

1. The correlation between motive and performance is 0.690 and the degree is categorized as strong.
2. The correlation between traits and performance is 0.718 and the degree is categorized as strong.
3. The correlation of self-concept to performance is 0.691 and the degree is categorized as strong.

While the level of influence can be known as follows

1. The influence of motive on performance is 48% and the degree is big.
2. The effect of traits on performance is 52% and the degree is large.
3. The effect of self concept on performance is 48% and the degree is large.
4. The influence of motive, traits and self concept on performance is 66.30% and the degree is big.

On the basis of the above analysis, the four variables studied can be explained as follows:

Tabel 6: Variable Mapping and Research Result

No	Intangible Variabel	Sub Variabel	Conditions
1	Employee Engagement	Ability	Positif =100%
		Contribution	Not Support =58.82%
		Enthusiasm	Lost Fith =58.82%
		Pride	Small =47.08%

2	Attitude	Motive	Strong =4.594= 91.80%
		Traits	Strong =4.454=89.00%
		Self-Concepts	Strong =4.439=88.80%

CONCLUSIONS AND RECOMMENDATIONS

Conclusion:

On the basis of the results of the analysis and discussion above, it can be concluded as follows:

1. Employee engagement for MSME players in Bandung City during COVID-19 for the contribution obtained from managing business results currently does not support the needs of life. As a result, MSME actors have started to lose their trust and pride in their business. The only thing that remains and has a positive value in their eyes on this UMKM is the willingness to continue to run it because there is no other choice.
2. Attitude or attitudes owned by MSME actors seen from the motives, traits and self-concepts are still very strong, meaning that the basis for taking action to continue choosing MSMEs, the response in answering choices on MSMEs and the value considered for choosing MSMEs is still strong. Their strong attitude is because only the UMKM institution provides flexibility in meeting economic needs, there is no other choice.

Suggestion:

Looking for other forms in an effort to increase the contribution, trust and institutionalization of these economic actors at the time of COVID-19 to this MSME institution in Bandung City.

Recommendation:

1. Stakeholders, both government and private, to strengthen this economic institution, so that the existence of these economic actors is not easily marginalized and given a wide and front space, such as for marketing, funding, technology and information as well as institutions.
2. The city of Bandung must carry out training in an effort to maintain the value and pride of this institution from the MSME actors, and make this institution a form of community economic institution that is legally protected.

REFERENCE

- Bangun, Wilson. 2012. *Manajemen Sumber Daya Manusia*. Erlangga. Jakarta
- Edison, Emron, Anwar, Yohny dan Komariyah, Imas. 2016. *Manajemen Sumber Daya Manusia*. Cetakan ke-1. Bandung: Alfabeta.
- Deden Sutisna, et.al. 2020. Employee Engagement Of Small And Medium Micro Businesses (Msme) In Bandung City-Jawa Barat At The Condition Of Covid Pandemic 19
-Comparative Study And Dominant Factor Employee Engagement Micro Small And Medium Enterprises In The Sector Of Services And Non Services At The Covid 19 Time In The Bandung City-West Java
-Perspective Of Human Resources Perspective Of Small And Medium Micro Enterprises Based On Employee Engagement In The Bandung City-West Java-Indonesia.

-Competency Human Resources Of Micro Small And Medium Enterprises (MSME) Actors And Business Performance In The Pandemic Covid 19 In Bandung City West Java-Indonesia
-Conditions Of Motives, Traits, Self-Concept And Performance Factors Of Medium And Small Micro Enterprises (Msme) In The Bandung City- West Java-Indonesia. Solid State Technology ISSN 0038-111X www.solidstatetechtechnology.us , editor@solidstatetechtechnology.us
-Environmental, Education, Training Of Human Resources Support For Small And Medium Micro Enterprises In Bandung City And Its Impact On Business Performance.Case Study On Middle Small Micro Enterprises, Bandung-West Java-Indonesia.
- Ghozali, Imam. 2012. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Yogyakarta: Universitas Diponegoro
- Koran Sindo Selasa, 10 Desember 2019 - 08:54 WIB
- Mangkunegara, A.A.A. (2014), *Manajemen Sumber Daya Manusia Perusahaan*.Bandung: Remaja Rosdakarya.
- Macey, Schneider, Barbera, Young, 2011, *Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage*, John Wiley & Sons.
- Mathis dan Jackson .2011. *Human Resource Management: Manajemen Sumber Daya Manusia*. Terjemahan Dian Angelia. Jakarta: Salemba Empat.
- Ranupandojo.2002.*Manajemen Sumber Daya Manusia Perusahaan*. Rineka Cipta, Jakarta.
- Sutrisno, Edy. 2016. *Manajemen Sumber Daya Manusia*. Jakarta : Prenadamedia Group.
- Sensus Ekonomi.Katalog 1305097.32.**
- Spencer, Lyle M and Signe M. Spencer. 1993. *Competence at Work*. New York: John Wiley & Sonc, Inc.
- Spencer, Lyle M and Signe M. Spencer. 1993. *Competence at Work*. New York: John Wiley & Sonc, Inc.
- Sinambela.2016). *Manajemen Sumber Daya Manusia*. Rineka Cipta, Jakarta.
- Thomas, Kenneth W. 2014, *Intrinsic Motivation at Work: What Really Drives Employee Engagement*, Berrett-Koehler Publishers.
- Turner, Paul, Titec, 2020. *Employee Engagement in Contemporary Organization: High Productivity an sustained Competitiveness*, springer Nature.
- Undang-Undang Republik Indonesia Nomor 20 Tahun 2003*. Tentang. Sistem Pendidikan Nasional.