

Strategic Management: Enhancing Employee Performance through Professionalism Initiatives

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ABSTRACT

Achieving good employee performance and achieving organizational goals requires professionalism from every employee. It is undeniable that the professionalism of employees will greatly affect their performance. The better the performance of employees will further increase the efficiency of completing their tasks. With the better performance of its employees, the performance of the agency will be good too. This is where professionalism plays a role in organizations at various management levels to mobilize existing human resources rationally so that performance achieves the goals and objectives to be achieved. This study aims to determine the effect of employee professionalism on employee performance in the South Cimahi District. The method used is a quantitative method with a population and sample of all employees in the South Cimahi District. The data analysis technique used in this study is a simple linear regression analysis technique. The results showed that there was an influence South Cimahi District Cimahi City employees which was very significant, namely 0.931 or 93.1% which indicated that professionalism affected employee performance in the South Cimahi District environment and the remaining 6.9% was influenced by other variables not examined. in this research. Therefore, the hypothesis in this study is accepted because it is supported by the significance value

Keywords: Employees, Organization, Performance, Professionalism, Public Services

JEL Classification: G25, G30, R53



INTRODUCTION

The state apparatus serves as a provider of services to the public and, at the same time, is responsible for the public service function in Indonesia, directing its goals toward public service. This necessitates that the government continually seeks improvements in the quality of the services it delivers. Quality service implies providing satisfaction to customers (the public) and meeting their expectations. Because the customers are those who receive the outcomes of an employee's performance (Susanti, 2021).

Achieving good employee performance and organizational goals requires a sense of professionalism from each employee. It is undeniable that an employee's professionalism significantly impacts their performance. Improved employee performance enhances task completion efficiency. Thus, the better the performance of employees, the better the performance of the organization itself. This is where professionalism plays a crucial role in organizations at various management levels, as it rationalizes the mobilization of human resources to achieve the organization's goals. Professionalism also needs to accommodate both domestic and global changes resulting from the evolving dynamics of society (Siburian, 2014).

Professionalism in a job or profession has long been a concern for practitioners. In any profession, individuals are expected to possess professionalism, as it encompasses the skill or expertise to optimize knowledge, time, and effort, leading to improved performance. Professionalism is crucial for every employee, as it involves the ability to perform a task with high quality and standards and the desire to promote one's mission for career development and company advancement. Therefore, professionalism plays a pivotal role within organizations at various management levels to rationally manage the available human resources to achieve the desired goals and objectives. Professionalism is a factor influencing performance, much like motivation, which is crucial in any organization or company (Fausiah, 2022).

Cimahi Selatan Sub-district is a local government unit in the city of Cimahi, tasked with public service for the community and the administration of the district's governance. This includes five sub-districts, namely Cibeber, Leuwigajah, Utama, Melong, and Cibeureum, covering a total land area of 17.44 km² (BPS, 2022). The population in Cimahi Selatan Sub-district is 234,844 people, primarily dominated by individuals aged 10-39, accounting for 48.48% of the total population. This demographic presents an opportunity and a challenge for Cimahi Selatan Sub-district to improve its employee performance to provide excellent services to the community. Additionally, in the Utama sub-district, three residents suffer from malnutrition, and there are 130 fatalities due to flooding. There is no tsunami-specific early warning system, disaster warning signs, or evacuation routes in all sub-districts of Cimahi Selatan. These are issues that require the professionalism of government officials in Cimahi Selatan Sub-district to address every problem within its jurisdiction.

One critical aspect of human resource management is job performance, commonly referred to as performance. Employee performance refers to the quality and quantity of work accomplished by an employee according to their assigned responsibilities. Performance is closely related to workplace motivation, compensation, and the professionalism of employees (Dewi, 2019). Employee performance significantly influences organizational performance since an organization cannot exist without employees as a vital resource. If an organization's performance is to be improved, the performance of its employees must be considered. To enhance performance, performance standards need to be established by articulating the conditions expected when tasks are performed. Thus, the researcher aims to investigate the impact of professionalism on employee performance in Cimahi Selatan Sub-district.

LITERATURE REVIEW

According to Kurniawan (2005) as cited in Wirjayanti (2014), professionalism can be defined as an individual's ability and skills in performing their job according to their respective field and level. Professionalism pertains to the alignment between the bureaucracy's capabilities and the job requirements. The fulfillment of this alignment between capabilities and job requirements is a prerequisite for the establishment of professional employees. This implies that the skills and abilities of civil servants reflect the direction and goals that an organization aims to achieve.

The term "professionalism" originates from the English word "professionalism," which lexically means the quality of being a professional. A professional person exhibits distinct characteristics compared to someone who is not professional, even when their job is the same. Professional characteristics differ from the behavior of professionals or non-professionals entirely. The characteristics referred to are those that are manifested in actions, not merely claimed in words by individual actors (Fausiah, 2022).

The concept of performance can be defined as the level of achievement of outcomes.

Performance is the result of a series of activities and processes carried out to achieve specific objectives within an organization. Performance evaluation is crucial as it serves as a measure of an organization's success in accomplishing its goals (Sugiarti, 2018).

Organizational performance represents an overview of an organization's work results in achieving its goals, influenced by the resources at its disposal. These resources may include physical resources like human resources and non-physical resources such as regulations, information, and policies. The concept of organizational performance also illustrates that every public organization provides services to the public and that its performance can be measured using performance indicators to assess whether the organization has effectively carried out its duties and determine whether its goals have been achieved or not (Larasati, 2018).

METHODS

The research employed a quantitative research approach. According to Sugiyono (2017), quantitative research is a "research method based on positivism philosophy, used to study a specific population or sample, data collection employs research instruments, data analysis is quantitative or statistical in nature, with the purpose of testing predetermined hypotheses." The relationship between variables is causative. The research variables consist of independent variables and dependent variables. The independent variable is employee professionalism, while the dependent variable is employee performance.

This research was conducted at the Cimahi Selatan Sub-District Office, Jl. Baros No.14, Utama, Cimahi Selatan Sub-District, Cimahi City, West Java. The population and sample in this research were all employees within the Cimahi Selatan Sub-District Office, totaling 47 individuals. The data analysis technique used in this research is the simple linear regression analysis technique. The simple linear regression analysis technique is employed to examine the impact of professionalism on employee performance at the Cimahi Selatan Sub-District Office.

RESULT AND DISCUSSION

Table 1. Simple Linear Regression Analysis

From the calculations in the model summary below, the value of the adjusted R-squared can be observed:

Tabel 4. Model Summary

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.931 ^a	.867	.864	2.640

a. Predictors: (Constant), X

b. Dependent Variable: Y

sumber: data primer diolah, 2023

The value of the adjusted R-squared (R^2) is 0.931. This figure is used to assess the combined influence of professionalism and employee performance at Cimahi Selatan Sub-District on employee performance within the Cimahi Selatan Sub-District. This is done by calculating the coefficient (KD) using the formula as follows:

$$\begin{aligned}
 \text{KD} &= r^2 \times 100 \% \\
 &= 0,931 \times 100 \% \\
 &= 93,1 \%
 \end{aligned}$$

This figure indicates that the combined influence of professionalism on employee performance within Cimahi Selatan Sub-District is 93.1 %, while the remaining 6.9% is influenced by other factors

outside the scope of this study. In other words, the variability in employee performance within Cimahi Selatan Sub-District that can be explained using the variable of professionalism is 93.1%, while the remaining 6.9% is influenced by other unexamined variables.

Hypothesis testing was carried out by comparing the significance level (sig) obtained from calculations with a significance level of 0.05 (5%), as shown in the following table, which presents the values of the significance level (sig) in the study:

Tabel 5. Anova

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2039.693	1	2039.693	292.581	.000
Residual	313.712	45	6.971		
Total	2353.404	46			

a. Predictors: (Constant), X

b. Dependent Variable: Y

Sumber: data primer diolah, 2023

Based on the calculations using SPSS software, as seen in the ANOVA table above, the significance value is 0.000, which is less than 0.05. This means that H0 is rejected, and H1 is accepted. Therefore, it can be concluded that there is a direct influence of professionalism on employee performance within Cimahi Selatan Sub-District.

Tabel 6. Coefficients

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.965	2.215		1.790	.080
X	.944	.055	.931	17.105	.000

a. Dependent Variable: Y

sumber: data primer diolah, 2023

The magnitude of the influence of the professionalism variable on employee performance within Cimahi Selatan Sub-District, Cimahi City, in Table 6 above, the value of the Constant (a) is 3.965, and the value for performance is 0.944. Therefore, the simplified regression equation model is as follows:

$$Y = a + bX$$

$$Y = 3.965 + 0.944X$$

Explanation:

1. The constant value = the constant value of the professionalism variable, which is 3.965.
2. The regression coefficient value 0.944X means that for each additional 1% in the professionalism variable, the employee performance variable in the Cimahi Selatan Sub-District increases by 0.944. Since the coefficient value is positive, the independent variable has a positive influence on the dependent variable.

Therefore, the decision-making process in the simple linear regression test is as follows:

1. The sig value in the Coefficients table is $0.000 < 0.05$, which means there is an influence between the professionalism variable and the employee performance variable in the Cimahi Selatan Sub-District.
2. Based on the t-value: it is known that the calculated t-value is $17.105 >$ the tabulated t-value of 1.987, indicating that the professionalism variable has an influence on the employee performance variable in the Cimahi Selatan Sub-District.

The research findings indicate that the professionalism variable obtained a sig. value of 0.000 (Sig. Value < 0.05), which is smaller than 0.05. This means that the professionalism variable has a significant influence on employee performance in the Cimahi Selatan Sub-District, Kota Cimahi. Thus, the research successfully confirms the hypothesis that there is an influence of professionalism on employee performance in the Cimahi Selatan Sub-District, Kota Cimahi. This can be interpreted as a significant influence between the professionalism variable and employee performance in the Cimahi Selatan Sub-District, Kota Cimahi. With the professionalism possessed by every employee, it can ultimately improve employee performance in the Cimahi Selatan Sub-District, Kota Cimahi. This should be well-maintained by all employees and leaders in the Cimahi Selatan Sub-District to establish a harmonious and sustainable relationship in achieving the government's goals at the sub-district level, as expected, which will ultimately have a positive impact within the organization. Based on the research findings, it can be concluded that, in general, the Cimahi Selatan Sub-District has applied employee professionalism well, resulting in an improvement in employee performance in the Cimahi Selatan Sub-District, Kota Cimahi.

The implications of these findings are that professionalism not only has moral and ethical value but also directly contributes to productivity and work outcomes. This influence has the potential to have a significant positive impact on achieving the government's goals at the sub-district level. In other words, professionalism becomes a key factor in achieving better employee performance and more satisfactory public service results. Furthermore, these results also reflect the existence of a work culture that supports professionalism in the Cimahi Selatan Sub-District. The application of ethical standards and responsibilities in work has been successfully internalized by employees, ultimately enhancing the quality of services provided to the public. However, despite the positive findings, it is important for leaders and employees to maintain and continuously promote professionalism practices to ensure the sustainability of the positive impact achieved. Overall, these findings contribute to a deeper understanding of the relationship between professionalism and employee performance in the government context. However, it is essential to understand that these research results may be limited to the specific context of the Cimahi Selatan Sub-District and may not be universally applicable. A more in-depth interpretation can be obtained by considering the research methodology details and other factors that may influence the results.

CONCLUSIONS

Based on the analysis results in this research, it can be concluded that there is a significant influence of the professionalism variable on employee performance within the Cimahi Selatan Sub-District, accounting for 93.1%. This indicates that higher levels of professionalism will enhance employee performance within the Cimahi Selatan Sub-District in Cimahi City. Based on the analysis and conclusions, it is recommended that the leadership of the Cimahi Selatan Sub-District continually strive to improve and maintain the professionalism of their employees. This can be achieved through involvement, consistency, adaptability, and a shared mission, which will lead to an enhancement of employee performance within the Cimahi Selatan Sub-District. Furthermore, supporting facilities, education and training, as well as employee compensation should be enhanced to ensure that the human resources can perform their tasks optimally. Additionally, employees within the Cimahi Selatan Sub-District should coordinate and collaborate effectively in carrying out their duties and responsibilities, ensuring effective organization.

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