EFFECT OF EMPLOYEE CAPABILITIES AND COMMITMENTS TO THE PERFORMANCE OF THE TOUR AND TRAVEL COMPANIES

Heriyanto[1], Muhamad halilintar[2]
TNI-AL Planning Division, Universits Borobudur, Indonesia
Email : sidane.heriyanto@gmail.com

Abstract

This study aims to: (1) analyze the positive and significant effect of the ability and work commitment of employees together on the performance of the company Tour & Travel (Travel Bureau), and (2) analyze the variables that have a dominant influence on the performance of the Tour & Travel Company (Travel Bureau). The analytical method used is Multiple Regression with the F-test and t-test. The results show that: (1). The first hypothesis which states that "the ability and commitment of employees to work together has a positive and significant effect on the performance of the Tour & Travel Company (Travel Bureau)" is accepted as true. This can be seen from the F test which shows the F-count > F-table, and the probability is less than 0.05, and (2). The second hypothesis which states "Among the two variables, the employee commitment variable has the greatest influence on the performance of the Tour & Travel company" is accepted. This can be seen from the highest double partial coefficient (r_2) owned by the employee's work commitment variable of 28.0%.

Keywords : Employee Capabilities, Commitments, Performance

INTRODUCTION

Existing travel agencies are scattered throughout Indonesia, but most of them are located in areas with a large population, business centers, and tourist areas because in these areas the potential for consumers who will travel by utilizing the services of a travel agency large enough (Pratana & Abadi, 2018). 3 The prospect of a travel agency business in the next few years seems to be quite open, although it is still accompanied by a level of competition that is still quite tight. The tight competition seems to be influenced by the possibility of the rise of a travel agency that previously experienced operational difficulties or the emergence of a new travel agency (Farlen, 2011). The forecast for the rise of a travel agency that previously experienced operational difficulties and the emergence of a new travel agency is expected to be due to the increasing number of consumers who will use the services of a travel agency in the next few years (Bawelle & Sepang, 2016).

The world of tourism is one of the economic activities that are very dynamic, creative, and innovative, and includes various dimensions whose systems must be integrated (integrated system) and also sustainable and global (Fattah, 2017). Human resources workers and actors must be idealistic, motivators, and professionals, use the principle of "something new", and not monotonous (Ginting, 2016). The business branch of tourism after the hotel service industry, impresario, exhibitions, transportation, and others is the travel agency service industry. Tour & Travel Service whose task is to assemble and connect various branches of activities in the world of tourism, such as hospitality activities, and homestays. meals, transportation by land, sea, and air, to tourist attractions, souvenirs, culture, and arts, as well as other activities such as Meetings, Incentives, Conventions, and Exhibitions (Putri

et al., 2021).

Managers and staff who are at the forefront of the company are one of the keys to the success of Tour & Travel. This is inseparable from the ability and work commitment of employees, that ability is the capacity that a person has in carrying out a job. Ability is a biological trait that can be learned that allows a person to do some mental or physical activity. Mental ability is more of intellectual ability or intelligence, while physical ability is a skill that is realized through physical coordination. One form of intellectual ability of Tour & Travel is the level of education of managers to staff ranging from diploma to master (D3-S2). Some of them have formal education in tourism. The company also sometimes includes its employees in various tourism pieces of training at home and abroad. In addition, the majority of employees have previous work experience in the same field, so they can respond to customer wishes quickly and well.

METHOD RESEARCH

The research uses a quantitative approach, which is an attempt by researchers to find knowledge by providing data in the form of numbers and calculations based on statistics.
1. Data collection technique
a. This library research is carried out through the collection and review of relevant literature with the problems studied to obtain clarity in the effort to develop a theoretical basis that will be very useful for further discussion. The literature can be in the form of books, reports, newspaper or magazine articles, the internet, and others that can be used as references in research.
b. Field Research in collecting data through field research is done by observing the research location. The techniques used in this way are: (a). Interview, this technique is a data collection tool to obtain information by communicating directly with respondents. (b). Questionnaire (questionnaire), namely data collection conducted by researchers through the distribution of questionnaires to respondents.
2. Variable Identification
Research The variables referred to in this study are:
a. The independent variable, independent is the ability and commitment of employees. The indicators can be seen in the table below.
b. The dependent variable, the dependent is organizational performance and the assessment is based on the theory of Kaplan and Norton, which consists of four perspectives, but this study is only limited to three perspectives consisting of financial, customer, and internal business perspectives. Learning and growth are not used considering that one of the measuring tools for learning and growth is an ability which is one of the independent variables (Isvandiari & Fuadah, 2017).

RESULT AND DISCUSSION
A. Research result

Description of Research Respondents The object of this research consisted of 30 respondents consisting of directors, managers, and staff. The description of respondents as many as seven questions concerning name, gender, age, position, last education graduate, length of work, and previous work experience (Imro'atun, 2017). These seven questions will be described in the following sections (Karina & Wibowo, 2022).
1. Names of Respondents The names entered in the table are the names of directors, managers, and staff. Names are intentionally included as an element of the assessment because one of the questionnaires includes the supervisor's assessment of each of his

subordinates (Riniwati, 2016).

2. Gender The gender of a person will affect their opinion about an object. This is important when it comes to evaluating a job, where there is a tendency for women to be much more thorough and diligent in doing a job. The results of the assessment show that men work more than women.

3. The age of the respondent is one of the elements included in this study. This is based on consideration of the way, mindset, and maturity of the respondents in answering all research questions.

4. The position of the respondent means the position he is currently holding. The figure below shows the various positions of respondents, ranging from president director, director, manager, ticketing & reservation staff, finance, and administration staff, marketing and equipment staff, to tour guides (Rismawati & Mattalata, 2018).

5. Respondent's education is important because giving answers, of course, requires thought and reasons why certain answers are chosen by respondents.

6. Length of service is used as one of the respondents' data questions with the consideration that they have been able to assess their abilities and commitments as well as assess the company's performance.

7. Previous work experience is an element of assessment in this study with the consideration that respondents' answers to their abilities and commitments will more or less be influenced by their previous work experience.

B. Description of Research Variables

The independent variable is the ability of the employee and the employee's work commitment. While the dependent variable, in this case, is the performance of the Tour & Travel company.

Employee Ability (X1) In the employee ability variable, there are six indicators studied, including (1) knowing the ins and outs of travel services, (2) knowing in detail about tourism places both at home and abroad, (3) knowing correct the stages in completing the work, (4) providing explanations to customers smoothly and fluently, (5) skilled/deft employees when completing tasks using computers, and (6) completing routine tasks with computers is common.

Table 1. Respondent's Response to Employee Ability Variable (X1)

No	Indicator	Category					
	X	STS	TS	KS	S	ST	Total
1.	X1	0(0%)	0(0%)	2(7,0%)	25(85,5%)	5(6,5%)	30(100%)
2.	X2	0(0%)	0(0%)	5(16,5%)	20(60%)	10(23,5%)	30(100%)
3.	X3	0(0%)	0(0%)	1(3,5%)	15(16,5%)	10(37,0%)	30(100%)
4.	X4	0(0%)	0(0%)	7(23,5%)	15(5,35%)	5(23,5%)	30(100%)
5.	X5	0(0%)	0(0%)	5(16,5%)	15(50%)	10(3,5%)	30(100%)
6.	X6	0(0%)	0(0%)	3(10%)	10(40%)	15(50%)	30(100%)

Based on the six indicators, the ability variable will be summarized in general as to how the average value of each respondent's response to this variable is. The average value is derived from the acquisition of the average ability of employees (see Appendix) which is then divided into 5 (five) intervals according to the weight of the assessment, namely 1.00 - 1.80 = very low; 1.81 - 2.60 = low; 2.60 - 3.40 = rather low; 3.40 - 4.20 = high, and 4.20 – 5.00 = very high.

Table 2. Ability Variable Interval (X1)

No	Interval Scale	Category	Amount	Percentage

No	Interval Scale	Category	Amount	Percentage
1.	1,00 – 1,80	Very low	0	0
2.	1,81 – 2,60	Low	0	0
3.	2,61 – 3,40	Slightly low	5	3,5
4.	3,41 – 4,20	Tall	15	50
5.	4,21 – 5,00	Very high	10	46,5
	Total		30	100

Employee Work Commitment (X2) In the employee work commitment variable there are nine indicators studied, including (1) happiness to have a career at work, (2) office problems becoming employee problems too, (3) feeling part of the company, (4) have a moral obligation to keep working at the company, (5) even though it will be profitable it feels like employees should not leave or move from this company, (6) feel indebted to this company, (7) will not leave the company just because they get a profit offer (financial and or non-financial), (8) serious consequences if leaving the company are at least alternative jobs in other companies, and (9) continue to work in the company (Murtiningsih et al., 2017).

Table 3. Respondents' Responses to Employee Ability Variables (X2)

No	Indicator X2	Category					
		STS	TS	KS	S	ST	Total
1.	X2.1	0(0%)	0(0%)	0(0%)	25(76,5%)	5(24,5%)	30(100%)
2.	X2.2	0(0%)	0(0%)	0(0%)	20(70%)	10(30%)	30(100%)
3.	X2.3	0(0%)	0(0%)	5(6,5%)	15(46,5%)	15(46,5%)	30(100%)
4.	X2.4	0(0%)	0(0%)	5(6,5%)	15(50,5%)	15(43,5%)	30(100%)
5.	X2.5	0(0%)	0(0%)	0(0%)	20(63,5%)	10(36,5%)	30(100%)
6.	X2.6	0(0%)	0(0%)	5(6,5%)	20(66,5%)	10(26,5%)	30(100%)
7.	X2.7	0(0%)	0(0%)	5(10%)	20(60,0%)	9(30,5%)	30(100%)
8.	X2.8	0(0%)	0(0%)	5(10%)	15(43,5%)	15(46,5%)	30(100%)
9.	X2.9	0(0%)	0(0%)	0(0%)	20(56,5%)	15(43,5%)	30(100%)

Based on the nine indicators of the employee commitment variable, it will be summarized in general what the average value of each respondent's response to this variable is. The average value is derived from the acquisition of the average work commitment of employees (see Appendix) which is then divided into 5 (five) intervals according to the weight of the assessment, namely 1.00 - 1.80 = very low; 1.81 - 2.60 = low; 2.60 - 3.40 = rather low; 3.40 - 4.20 = high, and 4.20 – 5.00 = very high.

Table 4. Ability Variable Interval (X2)

No	Interval Scale	Category	Amount	Percentage
1.	1,00 – 1,80	Very low	0	0
2.	1,81 – 2,60	Low	0	0
3.	2,61 – 3,40	Slightly low	0	0
4.	3,41 – 4,20	Tall	10	35%
5.	4,21 – 5,00	Very high	20	65%
	Total		30	100%

Company Performance (Y) In the company's performance variable there are nine indicators studied, including: (1) the company's return on capital following the target, (2) sales growth (tickets, place reservations, tour packages, tourist vehicle rentals, hajj and

Umrah) has increased every year, (3) new customers/consumers continue to increase, (4) there are still many old customers who continue to use this company's services, (5) the company has breakthroughs in improving organizational performance, (6) the number of employees continues to increase, (7) there have been no complaints from customers about service quality, (8) there is an increase in the number of services, and (9) employee welfare is increasing.

Table 5. Respondents' Responses to Company Performance Variables (Y)

No	Indicator Y	Category					
		STS	TS	KS	S	ST	Total
1	Y1.1	0(0%)	0(0%)	0(0%)	15(53,5%)	15(53,5%)	30 (100%)
2	Y1.2	0(0%)	0(0%)	5(23,5%)	10(26,5%)	10(26,5%)	30 (100%)
3	Y1.3	0(0%)	0(0%)	10(30%)	5(23,5%)	5(23,3%)	30 (100%)
4	Y1.4	0(0%)	0(0%)	5(16,5%)	5(13,5%)	5(13,5%)	30 (100%)
5	Y1.5	0(0%)	0(0%)	5(30,0%)	5(20,0%)	5(20,0%)	30 (100%)
6	Y1.6	0(0%)	0(0%)	7(23,5%)	10(26,5%)	10(26,5%)	30 (100%)
7	Y1.7	0(0%)	0(0%)	5(13,5%)	10(26,5%)	10(26,5%)	30 (100%)
8	Y1.8	0(0%)	0(0%)	5(16,5%)	10(26,5%)	10(26,5%)	30 (100%)
9	Y1.9	0(0%)	0(0%)	5(16,5%)	5(20,0%)	5(20,0%)	30 (100%)

Based on the nine indicators of the company's performance variables, it will be summarized in general what the average value of each respondent's response to this variable is. The average value is derived from the average performance of the company (see Appendix) which is then divided into 5 (five) intervals according to the weight of the assessment, namely 1.00 - 1.80 = very bad; 1.81 - 2.60 = bad; 2.60 - 3.40 = not good; 3.40 - 4.20 = good, and 4.20 - 5.00 = excellent.

Table 6. Company Performance Variable Interval (Y)

No	Interval Scale	Category	Amount	Percentage
1.	1,00 – 1,80	Very low	0	0
2.	1,81 – 2,60	Low	0	0
3.	2,61 – 3,40	Slightly low	5	15%
4.	3,41 – 4,20	Tall	15	50%
5.	4,21 – 5,00	Very high	10	35%
	Total		30	100%

C. Reliability test

The questionnaire was conducted to know the consistency of the degree of dependence and stability of the measuring instrument (Sumar, 2019). High or low, strong or weak correlation can be determined based on the size of the value (r) correlation coefficient)

Table 7. Category of Correlation Values

No	Correlation Value	Category
1.	0,00 - 0,20	Very low
2.	0,21 – 0,40	Low
3.	041 – 0,60	Slightly low
4.	0,61 – 0,80	Tall
5.	0,81 – 1,00	Very high

The SPSS statistical program, the results of the Cronbach Alpha were the same or even greater than 0.8 for the three variables, namely the employee ability variable, 105 employee commitment, and company performance. The results of the reliability of the variables can be seen in table 13. The Cronbach's Alpha if Item Deleted in the Reliability appendix (Rompas[1]

et al., 2018).

D. Classic Assumption Test (BLUE)

Multicollinearity Test This section discusses the presence or absence of multicollinearity or the occurrence of correlations among independent variables. A good regression model is certainly not multicollinear. Multicollinearity can be seen in the output of Collinearity Diagnostic in the following table.

Table 8. Collinearity Diagnostic

No	Model	Collinearity Statistic	
		Tolerance	VIF
1.	Ability	.665	1.515
2.	Work commitment	.665	1.515

Based on the Collinearity Statistic column table above, namely the Tolerance, it can be seen that all independent variables have a Tolerance value above 0.0001. The default for SPSS for the tolerance number is 0.0001. All variables that will be included in the calculation of the regression model must have a tolerance above 0.0001. In the table above, it can be seen that the two variables have met the tolerance threshold requirements with a tolerance value of 0.660 each (Prawirosentono, 2008).

CONCLUSION

Based on the regression analysis that has been done, several conclusions can be drawn that a first hypothesis which states that "the ability and commitment of employees together, the Tour & Travel Company is accepted correctly. This can be seen from the F test which shows Fcount > Ftable, and the probability is less than 0.05 and the second hypothesis which states "Between these two variables, the variable employee work commitment has the greatest influence on the performance of Tour & Travel companies" is accepted. This can be seen from the highest double partial coefficient (r2) which is owned by the employee work commitment variable of 27.7% 125.

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