

THE EFFECT OF WORK ETHIC ON PRODUCTIVE BEHAVIOR OF FOOTWEAR CRAFTSMEN IN BOGOR REGENCY

Pengaruh Etos Kerja terhadap Perilaku Produktif Perajin Alas Kaki di Kabupaten Bogor

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ABSTRACT

Footwear product is one of Bogor Regency's most well-known products, in which the production is spread across three sub districts: Ciomas, Tamansari, and Dramaga. The Footwear industry also has the potential to take in labor, reduce unemployment, and influencing local economy. This situation calls for special attention from central and regional government to help improve the footwear craftsman business. One of the factors that encourages the increase of productive behavior is work ethic. The purpose of this study is to determine the effect of work ethic on productive behavior of footwear craftsmen in Bogor Regency. The sample of this study consists of 316 footwear craftsmen that came from the three Subdistricts mentioned above. This study used quantitative research method with LISREL SEM used as the data analysis method to test the hypotheses. The results showed that work ethic influenced the productive behavior of footwear craftsmen in Bogor Regency.

ABSTRAK

Produk alas kaki merupakan salah satu produk unggulan Kabupaten Bogor, yang sebarannya di 3 Kecamatan yaitu Kecamatan Ciomas, Kecamatan Tamansari dan Kecamatan Dramaga, selain itu sektor ini berpotensi untuk menyerap tenaga kerja, sehingga dapat mengurangi pengangguran dan berpengaruh terhadap ekonomi masyarakat. Hal ini perlu perhatian khusus dari pemerintah pusat dan pemerintah daerah untuk meningkatkan usaha perajin alas kaki. Faktor yang mendorong meningkatnya perilaku produktif diantaranya adalah etos kerja. Tujuan penelitian ini untuk mengetahui pengaruh etos kerja terhadap perilaku produktif pada Perajin alas kaki di Kabupaten Bogor. Sampel penelitian ini 316 perajin alas kaki yang diambil di 3 kecamatan. Metode penelitian kuantitatif dengan teknik analisis data menggunakan lisrel SEM untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa Etos Kerja berpengaruh terhadap perilaku produktif perajin alas kaki di Kabupaten Bogor.

INTRODUCTION

Footwear product is a significant industry that needs to be developed with the consideration that it has considerable opportunities, export potential, and could take in a substantial amount of workforce. Footwear product is an industrial sector that has the potential to contribute to Indonesia's economic growth significantly. It happens because footwear has become a necessity for everyone with a broad market segment, ranging from young children to adults in every level of society. The increasing population and changes in people's lifestyle will lead to an increase in demand for footwear (Putri et al., 2015).

West Java is a region that contributes to the production of numerous Indonesian footwear (BPIPI, 2010), most of which came from Bogor Regency. Most of Ciomas Subdistrict locals in Bogor Regency, for example, work as footwear craftsmen, which makes the footwear industry a dominant business among the people of Bogor Regency.

Bogor Regency is one of the regions in West Java that has the biggest potential to produce footwear products. The Department of Industry and Trade of Bogor Regency said that 756 craftsmen are spread across Ciomas, Tamansari, and Dramaga Subdistrict (Department of Industry and Commerce Bogor Regency, 2016).

The development of the footwear industry has the potential to reduce unemployment, poverty, and could also improve the welfare of the community. Because of this, it is quite important to improve the footwear craftsman workforce. Footwear craftsman skills are needed to increase productivity. For this reason, it is

crucial to have high quality human resources in the footwear industry. One of the efforts to achieve this is to increase the productive behavior of footwear craftsmen. One of the factors that could encourage the increase of productive behavior is apparent in work ethic.

Miller, Woehr, and Hudspeth (2002) defined work ethic as a set of attitudes and beliefs that influence work behavior. These attitudes and beliefs would influence work behavior so that individuals would consistently display behaviors that promote productivity. High productivity, in turn, could improve people's welfare.

This study contributes to the Department of Industry and Trade of Bogor Regency and the Ministry of Industry of the Republic of Indonesia in making future policies on the development of the footwear industry and assistance for footwear craftsmen in Bogor Regency.

Work Ethic

Definition of Work Ethic

Miller et al. (2002) defined work ethics as a set of beliefs and attitudes that reflect fundamental values at work.

Work ethic is an attitude towards work, a view about work, work habits, traits, or characteristics regarding the way of work of an individual, a group, or a nation (Miller et al., (2002) & Ness et al., (2010)).

Ethics, or Ethos, is defined as a set of positive behaviors rooted in fundamental beliefs and are accompanied by a total commitment of an integral work paradigm (Sinamo, 2011).

According to Sukardewi, et al. (2013), work ethic is an attitude that arises from

one's will and awareness based on a system of cultural values towards work.

Out of all the definitions from the experts above, this study chose to use the definition from Miller et al., (2002) in accordance with the conditions of the footwear craftsmen. "Work ethic is a set of attitudes and beliefs about work behavior." In other word, work ethic is a set of attitudes and belief that influence work behavior. The work ethic of footwear craftsmen is a positive behavior that can be measured when footwear craftsmen choose raw materials, design, produce, and market the finished product.

Factors that Influence Work Ethic

Experts differ in their opinions for factors affecting work ethic. Anoraga (2001) explained that the factors that influence work ethic are as follow: (1) Religion, religion is a system of values that will influence or determine the lifestyle of its adherents. The way of thinking, behaving, and acting of a person is certainly colored by the religious teachings adopted by said person, if said person genuinely believes in religious life; (2) Education, work ethic cannot be separated from the quality of its human resources. By improving the quality of the human resources, it will, in turn, make said human resources have a stronger work ethic; (3) Environmental/geographical conditions, a conducive natural environment would influence the people who are in it to try to manage and benefit from said environment and it could even encourage people to invite newcomers to help them make a living in said environment. Culture, mental attitude, determination, discipline, and community

work spirit are also referred to as cultural ethics, and cultural ethics, by its operational definition, could also be referred to as work ethic. The quality of work ethic depends on the cultural value system of its community; (4) Social Politics, high or low work ethic quality of a society is influenced by the presence of political structures that encourage people to work hard and enjoy the results of their hard work fully; (5) Economic Structure, High or low work ethic quality of a society is also influenced by the presence of economic structure that incentivize community members to work hard and enjoy the results of their hard work fully; (6) Individual Intrinsic Motivation, individuals that have a high work ethic quality are highly motivated. Work ethic is a point of view and attitude based on values that one has.

Other factors that could influence work ethic are received income (salary), religious, discipline, socio-political, and environmental factors, level of education, economic structure, and motivational factors (Fitriyani, et al., 2019).

Based on the factors mentioned above, the factors that influence the work ethic are religion, education, geographical, cultural, and socio-political factors, economic conditions, and individual motivation.

The Dimensions of Work Ethic

Sharma & Rai (2015) and Banister (2018) defined the seven dimensions of work ethic are Self-Reliance, Morality/Ethics, Leisure, Hard Work, Work Centrality, Wasted Time, and Delay of Gratification.

Miller, et al. (2002) and Ness, et al. (2010) adopted Weber's (1930) concept of the dimensions that constitute work ethics,

which are classified into seven dimensions: (1) Self-Reliance, individuals who are not well established in their careers need to quickly show the ability to work independently (Ness, et al., 2010). In this study, it is defined as the attitude of footwear craftsmen to work independently and to not depend on others in completing their daily work; (2) Morality/Ethics, morality is a reference for someone when assessing character, habits, and behavior. Morality is used to describe how people would act, while ethics is used to define the study of standards of behavior, specifically the rules of right and wrong (Gbadamosi, 2004). In this study, it is defined as Footwear craftsmen creating a fair and virtuous work environment. In addition, footwear craftsmen are responsible for production errors that occur due to negligence; (3) Leisure, leisure time refers to the individual's orientation of free time, which is the importance that one in leisure activities or during work holidays (Ness, et al., 2010). In this study, it is defined as the attitude of footwear craftsmen to take advantage of their free time with beneficial activities such as social gathering, recitation, and recreation; (4) Hard Work, hard work is the belief that a person can be a better person and achieve his goals by committing to the value and importance of work. In this study, it is said as the footwear craftsmen in Bogor realized that with hard work comes better results; (5) Work Centrality, work centrality refers to the importance that individuals placed about the opportunities to work. This goes beyond the need for merely the desire for compensation and it is the mainframe of reference in self-identification (Hirschfeld and Field, 2000). In this study, it

is defined as the footwear craftsmen take advantage of business opportunities to do better and they recognize the importance of work, because hard work will raise their prestige; (6) Wasted time, wasting time, in this case refers to a continuum with one end representing a high commitment to time management and maximizing productivity. Efficient and constructive use of time is consistent with strong work ethics (Herman, 2002). Performance improvement is related with to the efficient use of time (Mudrack, 1999). Efficient use of time is a skill, if learned, that could reduce avoidant behavior, anxiety, and it could increase satisfaction (Van Eerde, 2003; Mudrack, 1999). In this study, it is defined as the footwear craftsmen in Bogor take the principle of "time is money" to heart so that they would actively and productively use their time; (7) Delay of Gratification, the delay of gratification reflects the ability to delay purchasing items that are considered non priority. It is also defined as the ability of an individual to maintain few selected actions for long-term achievement (Reynolds and Schiffbauer, 2005). In this study, it is defined as the footwear craftsmen to postpone purchasing items that are not important and focus on venture capital. In addition, the footwear craftsmen focus more toward the future and, in turn, delay gratification.

Based on the descriptions above, this study uses seven dimensions of work ethic from Miller, et al. (2002), which are: Self-Reliance, Morality/Ethics, Leisure, Hard Work, Work Centrality, Wasted Time, and Delay of Gratification.

Productive Behavior

Definition of Productive Behavior

The definition of behavior according to Gibson, Ivancevich, and Donnelly (2000) refers to a function of interactions between an individual and their environment. Productive behavior means the individual's interaction with their environment could produce productive outcomes that could help him effectively adjust to the challenges of his environment.

Productive behavior is a constructive, imaginative, and creative activity of an individual in an organization that could provide a real and significant contribution to the work environment where he is at, examples of productive behavior are high motivation, exceeding work qualifications, positively oriented to work, maturity, and get along effectively (Ranftl, 1979).

From the definition mentioned above, this study used the definition from Ranftl (1979) which define productive behavior as a constructive, imaginative, and creative act of the individual in an organization that could provide a real and significant contribution to the work environment where he is at, examples of which are highly motivated, exceeding work qualifications, positively oriented to work, maturity, and get along effectively.

Factors that Influence Productive Behavior

According to Sulistiyani, et al. (2009) and Gomes (2003), factors that influence human productivity are as follows: (1) Knowledge, it is the accumulation of the educational results that are obtained both formally and informally which contributes to solve problems and finish tasks; (2) Skills,

skills are abilities, and technical mastery of a certain fields. Skills are gained through learning and practice; (3) Abilities, abilities are formed from several competencies that an individual has; (4) Attitudes, attitudes are patterned habits. If the patterned habit has positive implications about one's work behavior, then it will be beneficial to said person; and (5) Behavior, behavior is the operationalization and actualization of a person's or a group's attitude towards an environment (society, nature, technology, or organization). Human behavior will also be determined by the habits that have been ingrained in themselves to support effective work, which could increase productivity.

Robbins (1998) stated that individual-level variables that influence a person (productive) behavior are as follow: (1) Biographical Characteristics, which are the biographical conditions of employees such as age, gender, marital status, number of dependents, and years of service; (2) Personal Characteristics, which are the capacity of a person to carry out various tasks in a job.

The Dimensions of Productive Behavior

Robert M. Ranftl (1979) stated that the key characteristics of productive employee profiles are as follow: (1) More than Fulfilling Job Qualifications. Qualifications are considered fundamental to the job. It is considered that high productivity is not possible without the right qualifications; (2) Motivation. This is a driving factor in why individuals direct their energy to a particular behavior; (3) Have a positive work orientation, a person's attitude towards work assignments; (4) Can get along effectively. The ability to establish positive

interpersonal relationships. and (5) Maturity. The ability and willingness of a person to be responsible for carrying out work.

The Relationship between Work Ethic and Productive Behavior

Work ethic refers to the quality of personality that is reflected through the full performance in various dimensions of life. Because of this, work ethic is more of an internal condition that encourages and controls behavior towards the realization of ideal work quality. The quality of performance and work results are largely determined by the quality of this work ethic. As an internal condition, work ethic contains several elements including: (1) work discipline; (2) attitude towards work; (3) work habits. With work discipline, a worker would always work in a consistent pattern to do well according to his demands and abilities. A good work ethic will lead to a good productive behavior.

Based on the relationship chart between the variables, this study

hypothesized that there is an influencing factor of work ethic towards the productive behavior of footwear craftsmen in Bogor Regency.

METHODOLOGY

The subjects of this study consist of 756 craftsmen in Bogor Regency that came from three Subdistricts, namely Ciomas, Tamansari, and Dramaga Subdistrict.

Table 1. The sample size in each district

No.	Subdis- trict	Popu- lation	Sampl e(s)	Percen- tage (%)
1.	Ciomas	428	179	57 %
2.	Taman- sari	250	104	33 %
3.	Drama- ga	78	33	10 %
Total		756	316	100 %

Based on Table 1, the sample consists of 316 footwear craftsmen who were distributed proportionally into the three

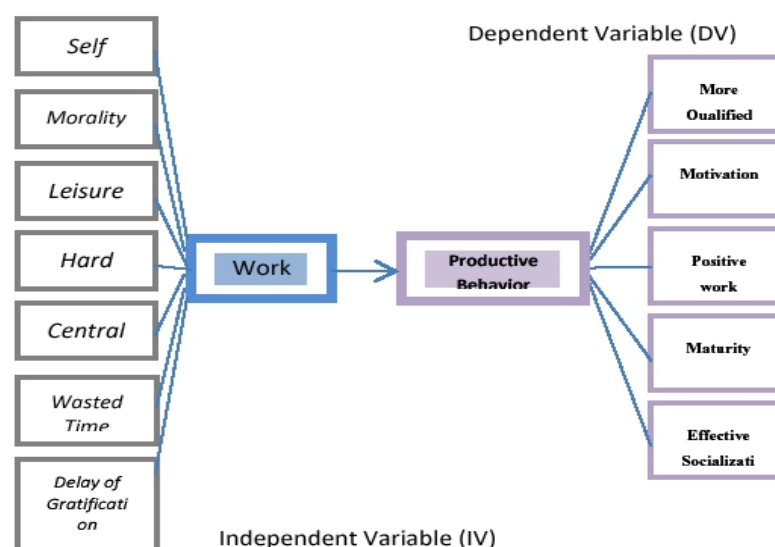


Figure 1. Chart Model of the relationship between the Dependent Variable (DV) and the Independent Variable (IV)

districts. Purposive sampling was used in this study which have been determined by the researchers.

Footwear craftsmen in this study are defined as business owners that their work started from looking for orders, designing footwear, producing the product, and marketing their finished product. This study collected the primary data by using a questionnaire. The questionnaire was distributed directly to the footwear craftsmen. The aspects that were measured are work ethic and productive behavior.

This study use quantitative research methods with Lisrel-SEM. 8.8 as the data analysis technique to test the hypotheses (Setyo, 2008).

RESULTS AND DISCUSSIONS

Results

The reliability rate of the measuring tool is obtained by calculating the tryout results using the *Statistical Packages Software* (SPSS) version 24.0 for Windows, specifically using the Cronbach Alpha coefficient (α). The reliability test results for work ethic and productive behavior are 0.944 and 0.913, respectively.

Structural Model Analysis Result

The results for structural equations for the main model are presented in the Figure 2 and 3. SEM model testing is carried out with two types of tests, which are the suitability of the model and the significance

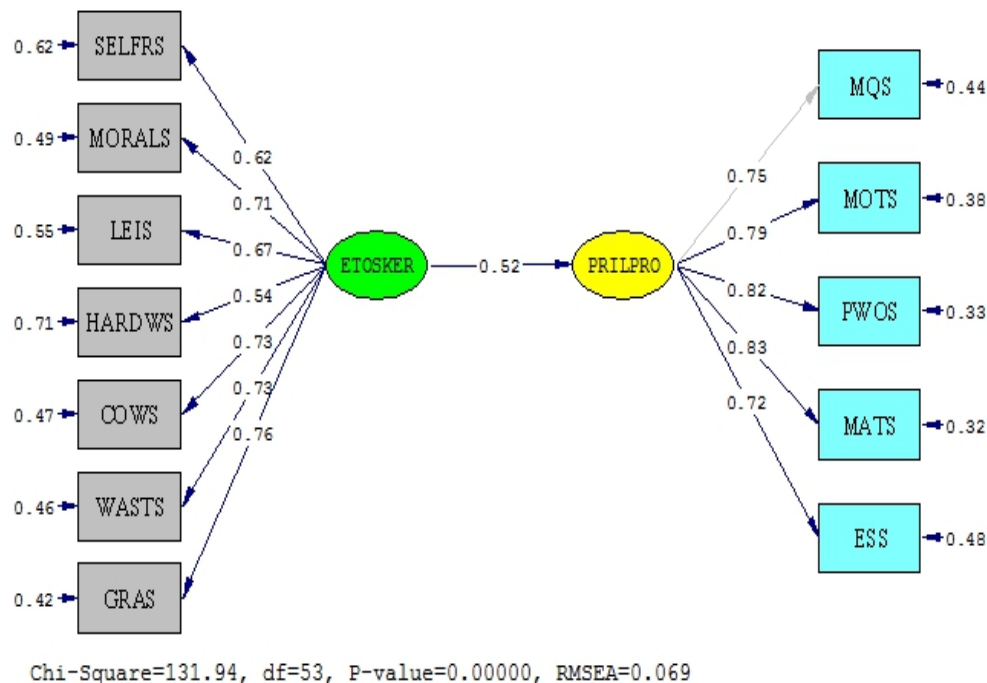


Figure 2. Structural Model (Estimated Value) for the Model

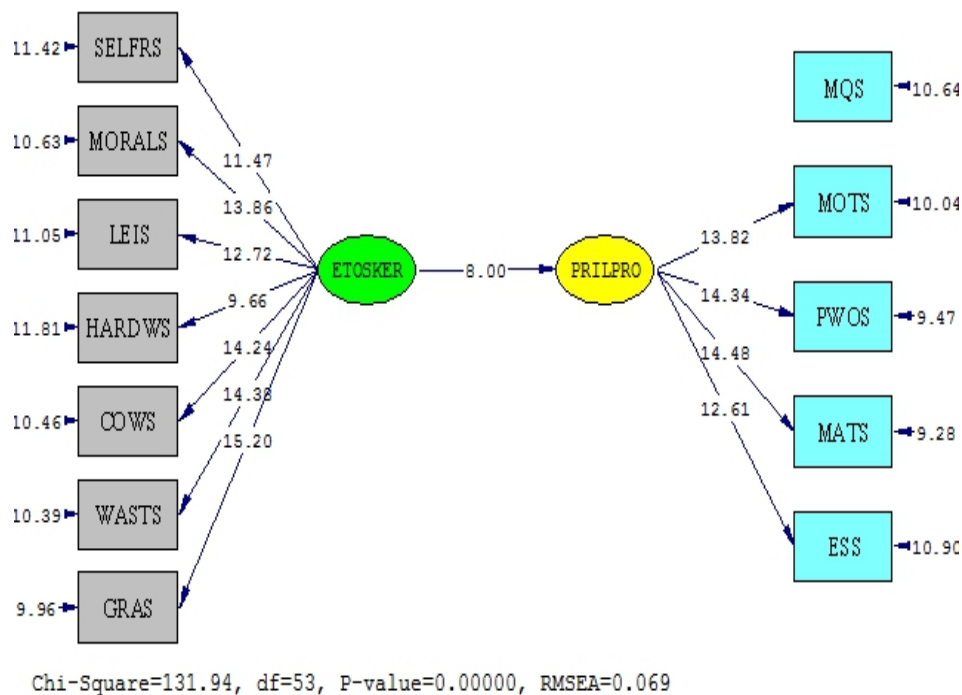


Figure 3. Structural Model (t-value) for the Model

Table 2. Model Testing Results (Goodness of Fit) for the Model

Fit indicator	Recommended Value	Model Evaluation	Research result
Absolute Fit			
Probability	$p > 0.05$	-	0.000
Normed Chi-Square (X^2/df)	< 2	Over Fitting	131.94
	$2 < X^2/df < 5$	Good Fit	
	< 0.10	Good Fit	
RMSEA	< 0.05	Very Good Fit	0.069
	< 0.01	Outstanding Fit	
P-value for test of close fit	> 0.05	Bad Fit	0.019
GFI	> 0.90	Good Fit	0.93
AGFI	> 0.90	Good Fit	0.90
Comparative Fit			
NFI	0.9	Good Fit	0.96
NNFI or Tucker Lewis	0.9	Good Fit	0.97
Index (TLI)			
CFI	0.9	Good Fit	0.98
RFI	0.9	Good Fit	0.95
Parsimonious Fit			
PNFI	0-1	Bigger is better	0.77
PGFI	0-1	Bigger is better	0.64

of causality through the regression coefficient. SEM model testing is used to identify the feasibility of the model or the suitability of the model. The suitability indices of the model that were used are the same as the indices in the confirmatory factor analysis.

The explanation of the overall model fits which is shown on Table 2 are as follows:

Absolute Fit

1. Chi-Square statistics (χ^2) or SEM model discrepancy has the value of 131.94, which are in category $2 < \chi^2 / df < 5$, this means that the model fits. With a sample size of 316, a chi-square value of 131.94 is considered as good. This shows that the empirical data obtained is identical to the theory that has been built, based on structural equation modeling.
2. SEM model Goodness of Fit Index (GFI) is 0.93. The size of the GFI is consistent with the size of the determination coefficient of the R^2 determination in the regression analysis. This measure indicates that the diversity of data that can be explained simultaneously with the built model. The data diversity has a rate of 93.0% and this is considered to be good, which means that the model can be said to be suitable.
3. The SEM Model Root Mean Square Error of Approximation (RMSEA) is 0.069. A value of 0.069 is smaller than 0.10, which means that the model is a good fit.

Comparative Fit

1. The Adjusted Goodness of Fit Index (AGFI) of the SEM model is 0.90. This value is the GFI adjustment value for the degree of freedom of the model. AGFI

value that are close to 0.90 indicates the model matches the data.

2. The Norm model Fit Index (NFI) of the SEM model is 0.96. The NFI value represents the degree of compatibility of the model. The 0.96 value shows that the model has a match level of 96.0%.
3. The Comparative Fit Index (CFI) of the SEM model is 0.98. The CFI size represents the size of the model validation. The CFI value of 0.98 shows that the model has a good level of validation and it also means that the level of suitability of the model is getting better.
4. The Relative Fit Index (RFI) of the SEM model is 0.95. A model is said to be good if it has an RFI value that is close to 1. A 0.95 value means that the model can be said to fit.

Parsimonious Fit

1. Parsimony Normed Fit Index (PNFI) aims to identify the degree of freedom used to achieve model compatibility and it can also be used to compare two models which the greater the value the better. In this study, the PNFI value is 0.77.
2. Parsimony Goodness of Fit Index (PGFI), is a modification of GFI by looking at how many latent variables are formed in the model. The greater the PGFI value the better if it is within the range of 0 - 1. In this study, the PGFI value is 0.64.

Based on the overall model fit test in this study, the model can be classified as fit.

The result of the structural equation calculation shows that the coefficient of the exogenous latent variable of work ethic to productive behavior variable is 0.52,

indicating a positive relationship, which means there is a direct relationship between work ethic and productive behavior. When the work ethic variable increases, the productive behavior variable will also increase.

The magnitude of the work ethic of the latent variable exogenous productive behavior is shown by the value of R square (R^2), which in this study is 0.27. This shows that the contribution or influence of work ethic on productive behavior is 27%, the remaining 73% is influenced by other factors. Work ethic influences the productive behavior of Small and Medium-sized footwear entrepreneurs or craftsmen in Bogor Regency.

It is shown that the value of 8.00, which is greater than the determined critical limit of ± 1.96 , this means that H_0 is rejected and H_a is accepted. In other words, there is a significant influence of work ethic on the productive behavior of footwear craftsmen in Bogor Regency.

RESULT AND DISCUSSION

The findings of this study are consistent with the problem formulation and the testing results of this research hypothesis, which is that work ethic influences the productive behavior of footwear craftsmen in Bogor Regency.

Based on the analysis results of research data using The Lisrel SEM, it is shown that the hypothesis is proven, which means that there is a significant influence of work ethic on productive behavior. The magnitude of the work ethic of the latent variables' exogenous productive behavior is 27%. Showing the contribution or influence of work ethic on productive behavior is 27%,

while the remaining 73% is influenced by other factors not examined in this study. One other factor that influences productive behavior according to the results of a study conducted by Hariyono, et al. (2016), who tested the effect of job satisfaction on productive behavior, job satisfaction has a significant effect on productive behavior.

Based on the work ethic results, it is well noted that most of the footwear craftsmen (148 people / 46.8%) have moderately high work ethic, followed by 136 footwear craftsmen (43.0%) that have "high" work ethic, and 24 footwear craftsmen (7.6%) have moderately low work ethic, and 8 footwear craftsmen (2.5%) have "low" work ethic.

This finding is in line with the results of a study conducted by Ali (2013) that showed that hard work and perseverance are proven to improve the economy.

In general, footwear craftsmen respond to the moderately high category for the seven dimensions of work ethic. The highest average score of footwear craftsman response is in the "wasted time" dimension, followed by the "work centrality", "leisure", "delay of gratification", "morality/ethics", and "self-reliance" dimensions, with the "hard work" dimension has the lowest score based on the results.

Based on the results, it can be concluded that the "Wasted Time" dimensions of the work ethic variable has the highest score when compared to other components. The "Wasted time" dimension indicates that the attitudes and the beliefs of footwear craftsmen in Bogor Regency actively and productively use time. The footwear craftsmen would also take advantage of their free time with useful

activities such as social gathering, recitation, and recreation. This shows that footwear craftsmen always utilize and manage their time and maximize productivity. Performance improvement is related to the efficient use of time (Mudrack, 1999). The footwear craftsmen Bogor regency took the principle of "time is money" to heart that it is reflected in their active and productive use of time.

The seven dimensions of work ethic, based on Miller, et al. (2002) and Banister (2018), that were measured have the following results for each of the dimensions: (1) Self-Reliance is in the "high" category for footwear craftsmen in Bogor Regency, this means that footwear craftsmen strive to work independently and do not depend on others in completing their daily work.

(2) Morality/Ethics is in the "high" category, this means that the footwear craftsmen in Bogor create a fair and virtuous work environment. In addition, footwear craftsmen are responsible for production errors that occur due to negligence. This result is in line with the results of a study conducted by Fitriyani (2019), which found that by implementing religious factor as a way of life, it would be followed by a high work ethic.

(3) Leisure is in the "high" category, this means that the footwear craftsmen in Bogor always make use of their free time with useful activities such as social gathering, recitation, and recreation.

(4) Hard Work is in the "high" category, this means that the footwear craftsmen in Bogor realized that with hard work, comes better results.

(5) Work Centrality is in the "high" category, this means that the footwear

craftsmen take advantage of business opportunities to do better and they recognize the importance of work. Because hard work will raise their prestige.

(6) Wasted Time is in the "high" category, this means that the footwear craftsmen took the principle of "time is money" to heart that it is reflected in their active and productive use of time.

(5) Delay of Gratification is in the "high" category, this means that the footwear craftsmen postpone buying things that are not important and focus on venture capital. In addition, the footwear craftsmen focus more toward the future and, in turn, delay gratification.

The results showed that footwear craftsmen in Bogor Regency had a high work ethic, this should be followed by productive behavior, which was also high, which would increase high productivity. This finding is in line with a study conducted by Ahmadi, et al. (2017) that showed that work ethics is correlated with productivity, to increase productivity, work ethics must be improved.

Footwear craftsmen that have a high work ethic could increase positive behavior when running their business. This is in line with a study conducted by Meriac (2015) that showed that work ethic is positively correlated with performance. Working harder is the key to success.

In the results of the work ethic study conducted by Mathani (2016), there is a statistically significant relationship between the dimensions of work ethic in the management of human resources and performance improvement. This means that the footwear craftsmen human resources need to be improved. One indicator of the

increasing human resources is the ability of footwear craftsmen to innovate products with the design being tailored to the consumer demand.

CONCLUSION AND SUGGESTION

Conclusion

Work ethic significantly contributes to the increase of footwear craftsmen's productive behavior in Bogor Regency. Work ethic as a variable could be used as a predictor of the productive behavior of footwear craftsmen. Footwear craftsmen in Bogor Regency have a high work ethic in all dimensions of work ethic, so it is expected that this will be followed by high productive behavior which, in turn, will increase productivity.

Suggestion

Suggestions for researchers that are interested in studying work ethic and productive behavior is that it is necessary to expand the sample to the entire population of Indonesia so that the findings of that study could represent the Indonesian population. In addition, there needs to be more variables, for example, motivation and satisfaction, or other variables that could also influence the productive behavior of footwear craftsmen. Suggestions for the Department of Industry and Trade of Bogor Regency and the Ministry of Industry of the Republic of Indonesia is to assist footwear craftsmen in improving their work ethic with mentoring and training activities.

AUTHOR CONTRIBUTION

Arfian, Anissa Lestari Kadiyono, Marina Sulastiana, and Diana Harding were the main contributors in writing this manuscript.

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