

014

by Plagiarism Check

Submission date: 17-Mar-2023 10:41AM (UTC+0700)

Submission ID: 2039073862

File name: 014.pdf (693.49K)

Word count: 5363

Character count: 32494

BIPLOT AND CLUSTER ANALYSIS OF SATISFACTION LEVEL AND THE INTEREST OF MSMES HUMAN RESOURCE OF TOURISM SECTOR IN EAST JAVA TO TRANSGLOBAL LEADERSHIP, QWL, EMPLOYEE INVOLVEMENT, EMPLOYEE PERFORMANCE LEVEL, RESPONSIBLE MARKETING AND TOURISM SUSTAINABLE COMPETITIVE

Adya Hermawati* and Rahayu Puji Suci

Management Magistrate Program, Widyagama University of Malang, Indonesia

Suhermin

Sekolah Tinggi Ilmu Ekonomi Indonesia, Surabaya

Survival

Management Department Economic Faculty, Widyagama University of Malang, Indonesia
Corresponding Author e-mail: wati_wati38@yahoo.co.id ; adyahermawati@yahoo.com

ABSTRACT

Tourism businesses at each district / city in East Java Province continue to be developed as regional income sources. It need differs policies between districts / cities, in accordance with the conditions of business. This study aims to explore the human resources management of tourism and marketing management of in East Java. The analyses used are biplot and cluster to determine the characteristics of each district / city based on predetermined variables. The research location is MSMEs tourism sector in East Java as autonomous regions with leading tourist destinations in Indonesia. The research results show the relationship between the whole variables and Touris Sector's MSMEs in East Java. Each MSME has advantages in certain variables. The results of cluster analysis divide the Tourism Sector's MSMEs in East Java into 3 clusters. Cluster 1 has advantage in Transglobal Leadership variable. It consists of Pasuruan, Sidoarjo and Kediri Districts. Cluster 2 has advantage in Human Resource Performance, Quality of Work Life, and Citizenship Behavior variables. It consists of Batu, Malang and Kediri Cities. Cluster 3 has advantage in Transglobal Leadership, Competitiveness, Sustainable Tourism, Responsible

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

Marketing, and Job Challenges variables. It consists of Malang District, Pasuruan City, Blitar District and Blitar City.

Keyword: Marketing and Tourism, Human Resource and QWL

Cite this Article: Adya Hermawati, Rahayu Puji Suci, Suhermin and Survival, Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive, International Journal of Civil Engineering and Technology, 10(8), 2019, pp. 348–363.

<http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=10&IType=8>

1. INTRODUCTION

Tourism advancements can produce enormous opportunities for community welfare and provide challenges for the local community and surrounding environment. Indonesian tourism sector has significant contribution to community welfare through the National Gross Domestic Product of 92.38% (Kememparkraf, 2016). It has fifth position in 2016 and fourth position in 2018, after oil and gas, coal and oil palm (BPS, 2018).

Tourism businesses in each district / city in East Java Province continues to develop as one source of regional income. It needs differs policies between districts / cities, in accordance with business conditions in each district / city. East Java is one of autonomous regions with leading tourist destinations in Indonesia, which continues to build tourist competitiveness to increase the regional income. The analysis can use indicator of national development programs success using empowerment as a development paradigm (Puji Suci, 2015). East Java government opens opportunities for community to participate in maximizing the tourist destinations through the empowerment of tourism sector MSMEs. MSMEs are the biggest contributor to GDP. Therefore, MSMEs empowerment in general and specifically MSMEs sector is needed because it has a significant effect to improve both individual and overall economic income in East Java.

The MSMEs tourism sector becomes main regional income to anticipate the lower regional income from other sectors. An important national development program and hard work for all activities are needed. Among other things are optimizing the protection of entire region, maximizing the empowerment of tourism organizations, developing and managing to empower tourism sector in MSMEs towards the Asean Free Market (Hermawati & Puji Suci, 2017).

The human resources aspects of tourism sector's MSMEs and responsible tourism marketing have a big role to achieve the harmonization of tourism business and MSMEs empowerment in East Java (Hermin 2015). It can increase the economic growth of community towards the globalization of ASEAN market. It is important to believe that Tourism Sector's MSMEs play an important role in economic growth, employment, equal distribution of income, reducing economic disparities and improving people's welfare. This potential must be packaged to build, manage, foster, develop and empower Tourism Sector's MSMEs towards sustainable tourism competitiveness (Hermawati & Puji Suci, 2016).

Sharkey et al. (2012) and Holt & Seki (2012) examined a more global type of leadership (transglobal leadership). It has visionary leadership behavior, adapting to a new broader environment, more complex, consistent leadership in an integrated Human Resource performance. Theory from Bass and Avolio (1997) was developed by Holt & Seki (2012) to

show that transglobal leadership directly affect on employee performance and organizational performance. Adversely, Hayward (2005) proves that leadership in organization directly does not have a significant effect on employee performance and found a negative relationship between organizational leadership and employee performance.

The inconsistency findings are a gap to examine the indirect effect of transglobal leadership on employee performance, mediated by implementation of quality of work life and job involvement factors (Hermawati, 2015a). This research gap describe in real terms how long the expectations with real conditions of managing the Satisfaction Level and interests of MSMEs HR in tourism sector in East Java and test the level of transglobal leadership, QWL, job involvement, and employee performance, Satisfaction Level and interest the tourism sector in East Java will be responsible marketing and sustainable tourism competitiveness.

Above descriptions show the relevance role of human resources. A humanistic perspective of management approach put human resources as a central factor to create a competitive advantage (Hermawati: 2011, 2013, 2014a, 2017, 2018). It is relevant to address the critical issue for Tourism Sector's MSMEs in optimizing performance (Puji Suci, 2015)

The originality of this research is to integrate theoretical concept of human resources strategy and marketing strategy theory, through the implementation of concepts and applications of tourism responsible marketing for MSMEs in East Java tourism sector. The tourists should understand the marketing strategies to become a part to control the competitiveness of sustainable tourism in East Java.

This research aims to explore the real terms the human resources management in tourism sector and test the level of transglobal leadership, job involvement, QWL, OCB, and MSMEs Human Resource performance for tourism sector in East Java and describing the real tourism marketing management and testing the responsible marketing, tourism sustainable competitiveness in East Java. The analyses used are biplot and cluster to determine the characteristics of each district / city based on determined variables.

2. LITERATURE REVIEW

Hermawati (2011, 2014a, 2015a), Hermawati & Puji Suci (2016) found that employee needs fulfilment and satisfaction to work optimally, more commitment, with the implications to optimal individual performance, with contributions to organizational performance. Hermawati (2015a) Hermawati & Puji Suci (2016), Hermawati & Puji Suci (2017, 2018) analyzed and proved the effect of quality of work life on employee performance achievements and job satisfaction. The finding showed that quality of work life affect job satisfaction and contributes greatly to optimal performance of employees and organizational performance. Sari & Ja'far (2010) showed that middle level managers have high involvement but do not show high performance. Mohsan et al (2011) showed a weak relationship between job involvement and employee performance. Dartu (2007) found that employee work involvement affect on individual performance and contributing to organizational performance.

Smith & Organ Theory (1983), Podsakoff et al. (1997), Efraty & Wolfe (1988), Eastman (1994), Hermawati Nasarudin (2016) found that individuals performance affect on OCB. It was supported by Alotaibi (2001), Pattnaik & Biswas (2005), Bisw & Varma (2007), Hermawati & Puji Suci (2016), Hermawati & Puji Suci (2017, 2018) that OCB employees had a significant and positive effect on employee performance.

Yazdanifard & Mercy (2011) reviewed the effect of Green Marketing on Customer Satisfaction and Environmental Safety. It was found that green marketing was a tool to protect the environment for future generations having a positive effect on environmental safety. Mihailovic & Moric (2017) examined the role of marketing philosophy in rural tourism development. It was found that marketing of rural tourism must be seen as a means to achieve

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

the development of rural tourism destination strategies, such as; long-term prosperity, tourist satisfaction, maximum profits, extending the tourist season, neutralizing the negative effect on society, stability of workforce, support and diversification of economic activities.

3. METHODOLOGY

This study location is tourism MSMEs sector in East Java, one of autonomous regions with leading tourist destinations in Indonesia. It continuously builds tourism competitiveness to increase regional income. The samples are 10 regions, namely Batu City, Malang District, Malang City, Pasuruan City, Pasuruan District, Sidoarjo District, Kediri District, Kediri City, Blitar District and Blitar City. The respondents selected are employees and tourists who were in MSMEs. The sampling technique used was purposive sampling (Sugiyono, 2006). The sample size uses the minimum criteria of Structural Model, which is between 100-200, thus stipulating the number of 200 Tourism Sector's MSMEs from 10 potential tourism cities in East Java. This study involved 800 employees, and 600 foreign and domestic tourists. The data was collected by questionnaire (Sugiyono, 2009). The data is analyzed by Biplot and Cluster analysis techniques. Biplot analysis is based on decomposition of singular values on data that has been corrected to the average. The clusters formed are based on percentage changes at each stage. Analysis is used to get a picture and describe in real terms human resource management and tourism marketing.

4. RESULTS AND DISCUSSION OF RESEARCH

This study uses primary data from questionnaire. Biplot analysis is based on decomposition of singular values on data that has been corrected the average. The input to biplot analysis is an average matrix that contains the average of each variable in each object or data matrix of n objects and p indicators. The clusters formed are based on percentage changes at each stage. The stages with largest change percentage show the optimal clusters creation. There are 3 clusters formed.

4.1. Biplot and Cluster results for all variables

East Java Province has many MSMEs Cities. This study uses 10 MSMEs namely Batu City, Malang District, Malang City, Pasuruan City, Pasuruan District, Sidoarjo District, Kediri District, Kediri City, Blitar City and Blitar District, as shown in figure 1.

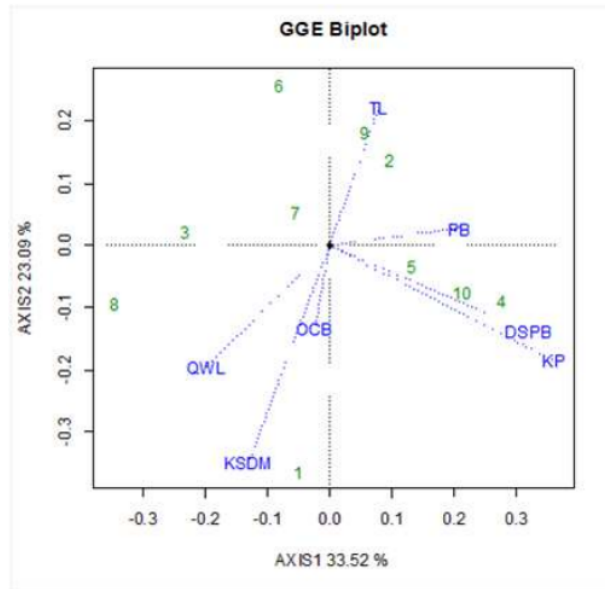


Figure 1 MSMEs Biplot Graph of 10 Cities in East Java

Figure 1 shows the relationship between all variables with Tourism Sector’s MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain variables. MSMEs with the advantage in Transglobal Leadership (TL) variable are Sidoarjo (6), Kediri (7), Blitar (9) and Malang (2) districts. MSMEs with the advantage in Quality of Work Life (QWL) variable are Malang (3) and Kediri (8) cities. MSMEs with the advantages in Organizational Citizenship Behavior (OCB) variable are Pasuruan districts (5). MSMEs with the advantage in Human Resources Performance (HRP) variable are Batu City (1). MSMEs with the advantages in Responsible Marketing (PB) variable are Pasuruan districts (5). MSMEs with the advantage in Sustainable Tourism Competitiveness variable (STC) are Pasuruan (4), and Blitar (10) cities.

The cluster analysis divide the Tourism Sector’s MSMEs in East Java into 3 clusters. Cluster 1 has an advantage in Transglobal Leadership (TL) variable. Cluster 2 has advantages in Human Resources Performance (HRP) variable, Quality of Work Life (QWL), and Organizational Citizenship Behavior (OCB) variables and cluster 3 has advantages in Transglobal Leadership (TL), Sustainable Tourism Competitiveness (STC), Responsible Marketing (PB), and Job Engagement (JE) variables.

4.2. Biplot and Cluster results for Transglobal Leadership variables

Figure 2 shows the Biplot Chart for MSMEs of 10 Cities in East Java for Transglobal Leadership variable

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

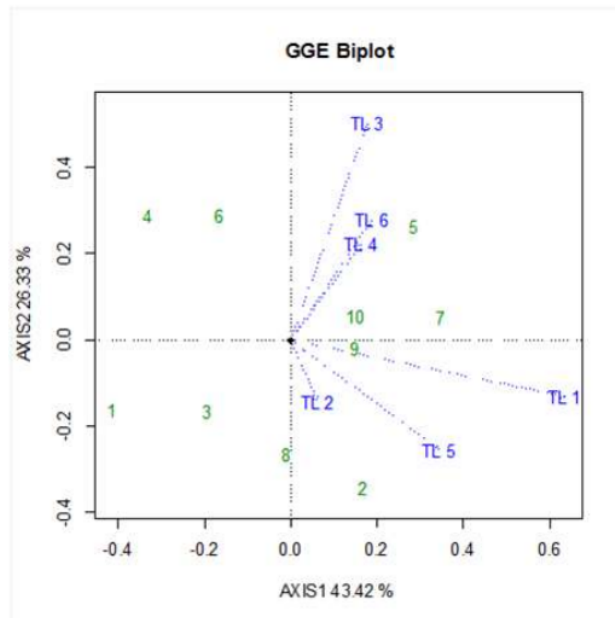


Figure 2 MSMEs Biplot Chart of for Transglobal Leadership variable

Figure 2 shows the relationship between the Transglobal Leadership (TL) indicator and Tourism Sector's MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the TL.1 indicator advantage is Blitar District (9). MSMEs with the TL.2 indicator advantage is Kediri City (8). MSMEs with TL.3 indicator advantage is Pasuruan districts (5). MSMEs with TL.4 indicator advantage is Pasuruan districts (5). MSMEs with TL.5 indicator advantage is Malang District (2). MSMEs with TL.6 indicator advantage is Pasuruan districts (5).

The cluster analysis was done to divide Transglobal Leadership biplot analysis of Tourism Sector's MSMEs in East Java into 3 clusters. Cluster 1 has advantages in TL.2, TL.1, and TL.5 indicators. Cluster 2 does not have an advantage in all indicators and cluster 3 has advantages in TL.3, TL.4 and TL.6 indicators.

4.3. Biplot and Cluster for Quality of Work Life variable

Figure 3 shows the Biplot Graph of MSMEs in 10 Cities in East Java for Quality of Work Life variable.

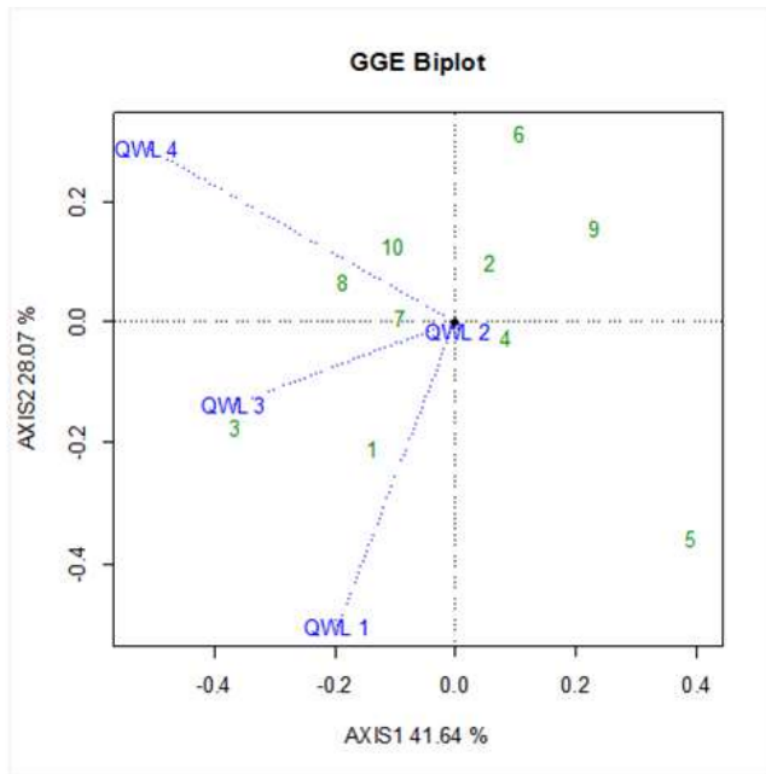


Figure 3 Biplot Graph for Quality of Work Life variable

Figure 3 shows the relationship between the overall indicators of Quality of Work Life and Tourism Sector’s MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the advantage in Participation indicator (M1.1) is Batu City 1, Pasuruan District 5. MSMEs with the advantage in Growth & development (M1.2) indicator are Pasuruan City (4). MSMEs with the advantage in Compensation & rewards (M1.3) indicator are Malang City (3), and Kediri City (7). MSMEs with the advantage in work environment (M1.4) indicator are Malang District (2), Kediri District (6), Kediri City (8), Blitar District (9) and Blitar City (10).

The cluster analysis was done to divide Quality of Work Life biplot analysis of Tourism Sector’s MSMEs in East Java into 3 clusters. Cluster 1 has the advantages in Participation (M1.1) indicator, cluster 2 has the advantages in indicators Growth & development (M1.2) and Compensation & rewards (M1.3) indicators, and cluster 3 has advantages in Compensation & reward indicators (M1.3) and Work environment (M1.4) indicators.

4.4. Biplot and Cluster for Job Engagement Variable

Figure 4 shows the MSMEs Biplot Graph for 10 Cities in East Java for Job Engagement variable

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

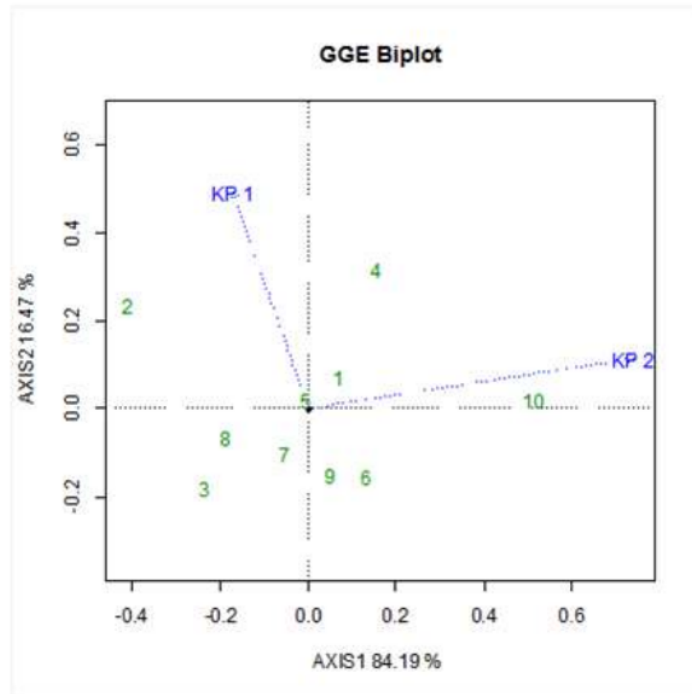


Figure 4 MSMEs Biplot Graph for Job Engagement variable

Figure 4 shows the relationship between all indicators with Tourism Sector’s MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the advantages in Self-Esteem Contingency Performance (M2.1) indicator are Malang District (2), Malang City (3) and Pasuruan City (4). MSMEs with the advantage in Self-Description (M2.2) indicator are Batu City (1) and Kabupaten Sidoarjo (6).

The cluster analysis was done to divide Job Engagement biplot analysis of Tourism Sector’s MSMEs in East Java into 3 clusters. Cluster 1 has the advantage of Self-Esteem Contingency Performance (M2.1) indicator, cluster 2 has the advantage of Self-Indicator (M2.2) indicator, and cluster 3 has no advantage indicator.

4.5. Biplot and Cluster Analysis for Organizational Citizenship Behavior Variable

Figure 5 shows the MSMEs Biplot Graph of 10 Cities in East Java for Organizational Citizenship Behavior variable

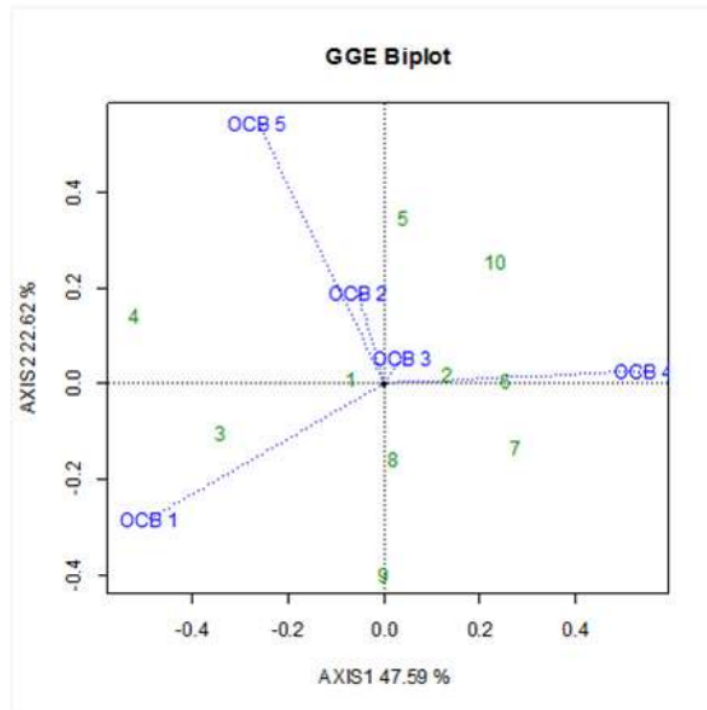


Figure 5 Biplot Graph for Organizational Citizenship Behavior Variable

Figure 5 shows the relationship between the overall indicators of Organizational Citizenship Behavior variable and Tourism Sector’s MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the advantages in Sportsmanship (M3.1) indicator are Malang City (3), Kediri City (8) and Kediri District (9). MSMEs with the advantages in Civic Virtue (M3.2) indicator are Pasuruan District (5). MSMEs with the advantages in Conscientiousness (M3.3) indicator are Blitar City (10). MSMEs with the advantage in Altruism (M3.4) indicator are Malang District (2), Sidoarjo District (6) and Kediri District (7). MSMEs with the advantages in Courtesy (M3.5) indicator are Batu City (1) and Pasuruan City (4).

The cluster analysis was done to divide Organizational Citizenship Behavior biplot analysis of Tourism Sector’s MSMEs in East Java into 3 clusters. Cluster 1 has advantages in Civic Virtue (M3.2) and Conscientiousness (M3.3) indicators, cluster 2 has advantages in Altruism (M3.4) indicator, and cluster 3 has advantages in Sportsmanship (M3.1) and Courtesy (M3.5) indicators.

4.6. Biplot and Cluster Results for Human Resource Performance variable

Figure 6 shows the MSMEs Biplot Graph of 10 Cities in East Java for Human Resource Performance variable.

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

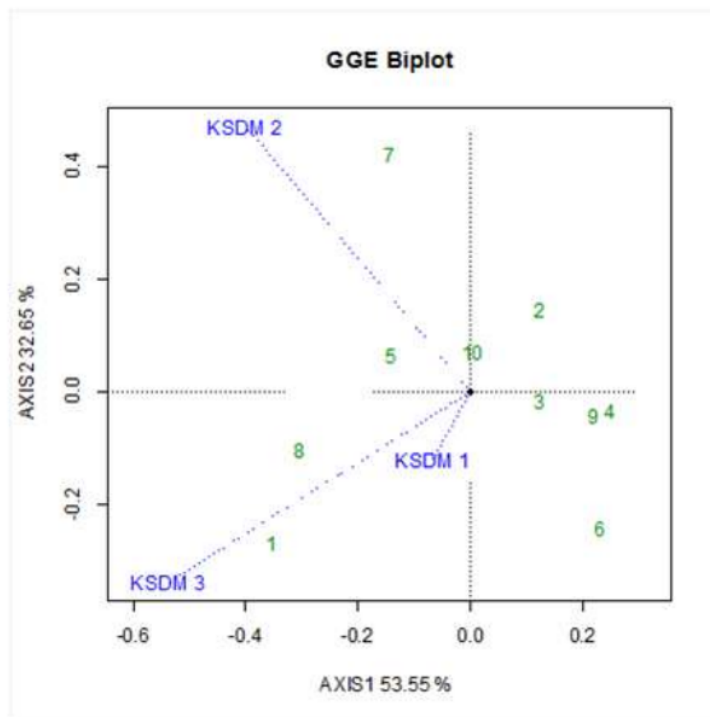


Figure 6 Biplot Graph for Human Resource Performance variable

Figure 6 shows the relationship between the variable Human Resource Performance (HRP) indicators and Tourism Sector MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the advantage in (HRP.1) indicator are Pasuruan District (5). MSMEs with the advantage in (HRP.2) indicator are Kediri District (7). MSMEs with the advantage in (HRP.3) indicator are Batu City (1).

The cluster analysis was done to divide Human Resource Performance biplot analysis of Tourism Sector's MSMEs in East Java into 3 clusters. Cluster 1 has advantages on (HRP.1) and (HRP.3) indicators. Cluster 2 has advantages in (HRP.2) indicator and cluster 3 does not have an advantage indicator.

4.7. Biplot and Cluster Results for Responsible Marketing variable

Figure 7 shows the Biplot Chart of MSMEs of 10 Cities in East Java for Responsible Marketing variables

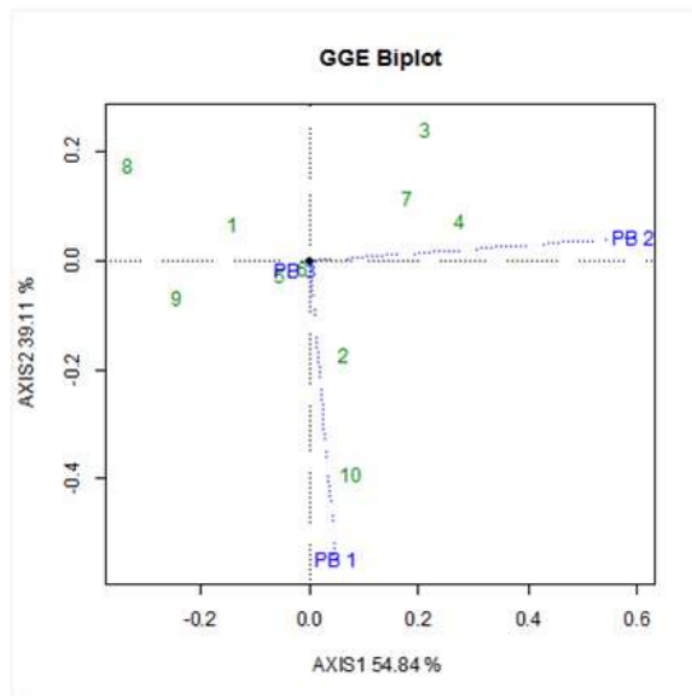


Figure 7 Biplot Chart for Responsible Marketing Variable

Figure 7 shows the relationship between the indicators of Responsible Marketing (PB) variable and Tourism Sector's MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the advantage in (PB.1) indicator are Blitar City (10). MSMEs with the advantage in (PB.2) indicator are Pasuruan City (4). MSMEs with the advantage in (PB.3) indicator are Sidoarjo District (6).

The cluster analysis was done to divide Responsible Marketing biplot analysis of Tourism Sector's MSMEs in East Java into 3 clusters. Cluster 1 has an advantage in (PB.1) indicator, cluster 2 has advantage in (PB.2) indicator and cluster 3 has an advantage in (PB.3) indicators.

4.8. Biplot and Cluster Results for Sustainable Tourism Competitiveness variable

Figure 8 shows the MSMEs Biplot Graph of 10 Cities in East Java for Sustainable Tourism Competitiveness variable

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

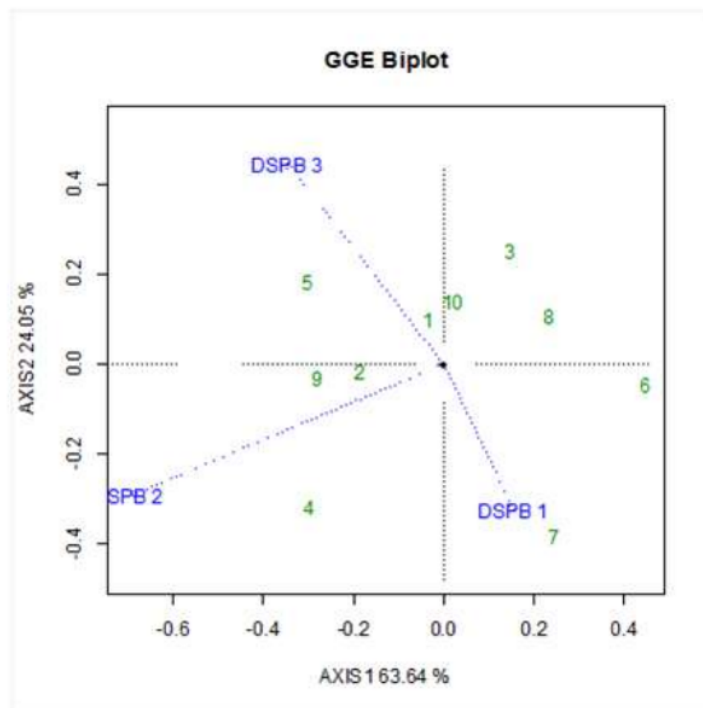


Figure 8 Biplot Graph for Sustainable Tourism Competitiveness Variable

Figure 8 shows the relationship between the indicators of Sustainable Tourism Competitiveness (STC) and Tourism Sector's MSMEs in East Java. It can be concluded that each MSMEs has advantages over certain indicators. MSMEs with the advantage in STC.1 indicator are Kediri District (7). MSMEs with the advantage in STC.2 indicator are Pasuruan City (4). MSMEs with the advantage in STC.3 indicator are Pasuruan District (5).

The cluster analysis was done to divide Sustainable Tourism Competitiveness biplot analysis of Tourism Sector's MSMEs in Blitar City into 3 clusters. Cluster 1 has an advantage in STC.1 indicator, cluster 2 has advantages on indicators STC.2 and STC.3 indicators and cluster 3 does not have indicator advantage.

5. CONCLUSION

The relationships between all variables with Tourism Sector's MSMEs 10 cities in East Java show the advantages over certain variables. MSMEs with the advantage in Transglobal Leadership variable include Sidoarjo, Kediri, Blitar and Malang Districts. MSMEs with the advantage in Quality of Work Life variable are Malang and Kediri Cities. MSMEs with the advantages in Organizational Citizenship Behavior variable are Pasuruan District. MSMEs with the advantage in Human Resources Performance variable are Batu City. MSMEs with the advantage in Responsible Marketing variable are Pasuruan District. MSMEs with the advantage in Sustainable Tourism Competitiveness variable are Pasuruan City and Blitar City.

The cluster analysis divides the Tourism Sector's MSMEs of 10 cities in East Java into 3 clusters. Cluster 1 with the advantage in Transglobal Leadership variable is Pasuruan, Sidoarjo, and Kediri Districts. Cluster 2 with the advantage in Human Resources

5
Performance, Quality of Work Life, and Organizational Citizenship Behavior variables is Batu City, Malang City, and Kediri City. Cluster 3 with advantage in Transglobal Leadership variable, Competitiveness of Sustainable Tourism, Responsible Marketing, and Job Engagement is Malang District, Pasuruan City, Blitar District and Blitar City.

REFERENCES

- [1] Alotaibi, A.G., 2001. Antecedents of organizational citizenship behavior: A study of public personnel in Kuwait. *Public personnel management*, 30(3), pp.363-376.
- [2] Badan Pusat Statistik, 2018. www.bps.go.id
- [3] Bass, B.M. and Avolio, B.J., 1997. Concepts of leadership. *Leadership: Understanding the dynamics of power and influence in organizations*, pp.3-22.
- [4] Biswas, S. and Varma, A., 2007. Psychological climate and individual performance in India: test of a mediated model. *Employee Relations*, 29(6), pp.664-676.
- [5] Cohen, A. dan Gattiker, 2003. "Rewards and Organizational Commitment Across Structural Characteristics: a Meta-analysis," *Journal of Business and Psychology*, Vol. 9, No. 2.
- [6] Cole, D.C., 2005. *Quality of Work Life Indicators in Canadian Healthcare Organization: a tool for healthy, health care workplace?* *Occupational Medicine*, vol. 55, n.l.p.54-59
- [7] Eastman, K.K., 1994. In the eyes of the beholder: An attributional approach to ingratiation and organizational citizenship behavior. *Academy of Management Journal*, 37(5), pp.1379-1391.
- [8] Efraty, D. and Wolfe, D.M., 1988. The effect of organizational identification on employee affective and performance responses. *Journal of Business and Psychology*, 3(1), pp.105-112.
- [9] Hayward, B.A., 2006. *Relationship between employee performance, leadership and emotional intelligence in a South African parastatal organisation* (Doctoral dissertation, Rhodes University).
- [10] Hermawati, Adya & Nasharuddin Mas 2016, ISSN: 1754-243X., *International Journal of Law and Management*, Hal 1-15., Mediation effect of Quality of Worklife, Job Involvement, and Organizational Citizenship Behavior in Relationship Between Transglobal Leadership to Employee Performance (Case Study in The Most Outstanding Cooperatives in East Java Province)
- [11] Hermawati, Adya & Puji Suci, R. 2017 Strategi Pengembangan Kinerja Koperasi Dengan Pendekatan *Analytic Hierarchical Process*, Call For Paper SANSETMAB 2017 "Perkembangan Konsep dan Riset E-Business di Indonesia" FEB – MM Universitas Muhammadiyah Surakarta
- [12] Hermawati, Adya & Puji Suci, R., 2015a. *The Relationship Between Empowerment To Quality Of Work Life, Trust, Satisfaction, Commitment And Performance (Case Study In Sharia Bank In East Java Indonesia)* *International Journal Applied of Business Economic and Research I J A B E R*, Vol. 13, No. 5, 2015: 2865-2884
- [13] Hermawati, Adya. 2011. *Quality of Work Life, Kepercayaan Organisasional dan Kepuasan Kerja Memediasi Psycologalempowerment terhadap Komitmen Organisasional pada Perguruan Tinggi Swastadi Jawa Timur*. Disertasi. Fakultas Ekonomi. Universitas Brawijaya. Malang
- [14] Hermawati, Adya. 2013. *Effect of Empowerment on Quality of Work Life, Organizational Trust and Organizational Commitment at Private higher Education Institution in East Java*. *European Journal of Scientific Research*, Vol 115 No 2, 2013.
- [15] Hermawati, Adya. 2014a. *QWL and Organizational Trust Related to Job Satisfaction and Organizational Commitment at Private Higher Education Institution in Malang-Indonesia*, *Journal of Basic and Applied Scientific Research*, 4(2), March 2014.

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

- [16] Hermawati, Adya. 2015b, ISSN : 0972-9380, *International journal of economic research*, No.12 **Issue No. 1** 2015. Hal 157-164. *The mediation effects of QWL and work involvement in the effect of KT to employees' performances (a study on islamic bank in east java)*
- [17] Hermawati, Adya., Nasharuddin Mas. 2016, *International journal of Business Managemen*t, Vol.1 **Issue No. 1** 2016. Hal 1-8, Trans global Leadership, Quality of Work Life, and Employee Performance in Cooperatives in East Java, Indonesia
- [18] Hunt, J.G., dan Liesbscher, V.K.C. 1973. Leadership Preference, Leadership Behavior, and Employee Satisfaction. *Organizational Behavior and Human Performance*. Vol.9.No.1, pp. 59-77.
- [19] Husnawati. 2006. berjudul Analisis Pengaruh Kualitas kehidupan Kerja Terhadap Kinerja Karyawan dengan Komitmen dan Kepuasan Kerja Sebagai Intervening Variabel. California, USA: Inc.
- [20] Izzati, S.S. 2011. "Bagaimana Koperasi Menghadapi Era Globalisasi." <http://wartawarga.gunadarma.ac.id/2011/11/bagaimana-koperasi-di-indonesia-menghadapi-era-globalisasi/> (Diakses 2 Januari 2012)
- [21] Jewell, L.N. & Siegal, M. 1990. *Psikologi Industri/ Organisasi Modern*, Terjemahan Hadyana Pudjaatmaka & Meitasari, Edisi, Jakarta: Penerbit Arcan
- [22] Kacmar, K.M., Carlson, D.S., dan Brymer, R.A. 1999. Antecedents and Consequences of Organizational Commitment: A Comparison of Two Scales. *Educational and Psychological Measurement*. Vol.59.No. 6, pp. 976-995.
- [23] Kamardiman, S. 2015. *Strategi Koperasi dalam Meningkatkan Usaha*, No 45.16, hal. 102-125.
- [24] Kementerian Pariwisata dan Ekonomi Kreatif. 2016. www.kemenparekraf.go.id
- [25] Mihailović, B. and Moric, I., 2012. The role of marketing philosophy in rural tourism development. *Tourism and Hospitality Management*, 18(2), pp.267-279.
- [26] Mohsan, F., Nawaz, M.M. and Khan, M.S., 2011. Impact of stress on job performance of employees working in banking sector of Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3(2), pp.1982-1991.
- [27] Murgianto, Siti Sulasmi, Suhermin, 2016. The Effects Of Commitment, Competence, Work Satisfaction On Motivation, And Performance Of Employees At Integrated Service Office Of East Java, *International Journal of Advanced Research*. <http://www.journalijar.com/current-issue/?mn=02&yr=2016>, Volume 3, Issue -378-396, 2016
- [28] Nadle & Lawler E. E., LLL. 1982. Strategies for Improving the Quality of Work Life. *American Psychologist*, 37, pp.486-693.
- [29] Organ, Dennis W., Philip M. Podsakoff, Scott B. MacKenzie, 2006. *Organizational Citizenship Behavior: Its Nature, Antecedents, and Consequences*, First Edition, California, USA: SAGE Publications Inc. *organizational service orientation, contact employee job satisfaction and citizenship*
- [30] Podsakoff, P.M. Maekenzie, S.B. and Bommer, W.H. 1997. Transformational leadership as determinant of employee satisfaction, commitment, trust and organizational citizenship behaviours, *Journal Management*, 22 (2) :259-298
- [31] Parolini, J.L. 2004. *Effective servant leadership: A model incorporating servant leadership and the competing values framework*. *Proceedings of the Servant Leadership Research Roundtable*. Retrieved October 5, 2004, from
- [32] Porter, L.W. dan Lawler, E.E. 1968. *Managerial Attitudes and Performance* Homewood, IL: Irwin.

- psychological empowerment on job performance: The mediating effects of organizational citizenship behavior, *International Journal of Hospitality Management* 31, PP.180-190
- [33] Puji Suci, R. 2015a, Environment Effect on Business Performance Industries Craft Bag and Suitcase in The Sidoarjo, *Journal of Basic And Applied Scientific Research (JBASR)* ISSN : 2040-4304, Vol. 5 No. 1 Januari 2015
- [34] Puji Suci, R. 2015 The Role of Job Satisfaction in Mediates Leadership Style and Work Environment to the Employees Performance-PT Pos Indonesia (Persero) Malang, *International Journal of Applied Business and Economic Research (IJABER)*, Vol. 13 No. 9 (2015) : 7985-7102 ISSN : 0972-7302
- [35] Puji Suci, R., 2013a Analysis Program Business Development Service (BDS) and Expansion of Network Performance Management Product Market for Small and Medium Enterprises (SME) in The Region Gerbang Kertausila, *Europe Scientific Journal*, Vol.9 No. 31 November 2013 ISSN : 1857-7431 (on line) ISSN : 1857-7881 (Print)
- [36] Puji Suci, R., 2013b Raw Material Supply Analysis Small Group Of Industrial Processing in the District Malang Cassanova, *International Journal of Scientific Research (Indexed With International ISSN Directory, Paris)*, Vol. 2 Issue 3 March 2013, ISSN No. 3 2277-8179
- [37] Puji Suci, R., 2013d Analysis of Factors Super Leadership performance And Effect of Employee at Plantation Nusantara V, *International Journal of Scientific Research (Indexed With International ISSN Directory, Paris)*, Vol. 2 Issue 5 May 2013, ISSN No. 3 2277-8179
- [38] Puji Suci, R., 2015c, Effect of Leadership Style Motivation and Giving Incentive on the Performance of Employees PT. Kurnia Wijaya Noviolas Industries, *International Education Studies*, Vol. 8 no. 10 Oktober 2015, ISSN 1913-9020 (print), ISSN 1913-9039 (on line)
- [39] Puji Suci, R., 2009, Peningkatan Kinerja Melalui Orientasi Kewirausahaan, Kemampuan Mana-jemen, dan Strategi Bisnis (Studi pada Industri Kecil menengah Bordir di Jawa Timur, *Jurnal Manajemen dan Kewirausahaan Universitas Kristen Petra Surabaya*, Vol. II No. 1 2009 Terakreditasi oleh Dirjen Dikti No. 650/Dikti/Kep/2008
- [40] Puji Suci, 2013c. Analysis strategy for small and medium business development policy Gresik district in east Java, *International Organization of scientific Research (IOSR) Journal of Business And Management*, Vol. 8 Issue 1 January February 2013 ISSN No. 2278-487X
- [41] Puji Suci, R. 2015b, The Influence of Employee Training and Discription Work Against Employee Performance PT. Merpati Nusantara Airlines (perser), *Review of European Studies Caradian Center of Science And Education*, Vol. 7 No. 11 September 2015, ISSN 1918-7173 (print) ISSN 1918-7181 (on line)
- [42] Robbins, Stephen P. 2006, *Perilaku Organisasi*, edisi kesepuluh; alih bahasa Benyamin Molan, edisi bahasa
- [43] Seki, K. and Holt, K., 2012. Global leadership to transform the world. *Industrial and Organizational Psychology*, 5(2), pp.248-254.
- [44] Sharkey, L.D., Razi, N., Cooke, R.A. and Barge, P.A., 2012. *Winning with Transglobal Leadership: How to Find and Develop Top Global Talent to Build World-Class Organizations*. McGraw Hill Professional.
- [45] Shukui dan Xiaomin. 2001. The Impact of Transformational Leadership on Organizational Citizenship Behavior and Organizational: A Met-Analytical Explanation,
- [46] Smith, C.A., Organ, D.W. and Near, J.P., 1983. Organizational citizenship behavior: Its nature and antecedents. *Journal of applied psychology*, 68(4), p.653.
- [47] Solimun, 2013. *Penguatan Metodologi Penelitian General Structural Component Analysis*

Biplot and Cluster Analysis of Satisfaction Level and the Interest of MSMEs Human Resource of Tourism Sector in East Java to Transglobal Leadership, QWL, Employee Involvement, Employee Performance Level, Responsible Marketing and Tourism Sustainable Competitive

- [48] Sugiyono, D., 2006. *Statistika untuk penelitian*. Bandung: CV. Alfabeta.
- [49] Sugiyono, P., Dr. 2009. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.
- [50] Suhermin 2015, Effect of Work Stress, Job Satisfaction, Empowerment of Psychology of Intention to Stay. *International Journal of Management Sciences* <http://www.rassweb.com> Vol. 5, No. 3, 2015, 206-212
- [51] Suhermin, 2016 *The Effects Of Commitment, Competence, Work Satisfaction On Motivation, And Performance Of Employees At Integrated Service Office Of East Java*
- [52] Sunarto, Hening Widi Oetomo, Suhermin, 2017, Effect of the Education Quality, Administration Quality, Quality of Physical Campus on Innovation Campus and Student Satisfaction of Private Higher Education in the District Sidoarjo, Indonesia. *The International Journal of Business & Management* (ISSN 2321-8916) <http://www.theijbm.com/wp-content/uploads/2017/02/4.-BM1701-027.pdf> Vol 5 Issue 1 January, 2017
- [53] Suwamo Endro, Budiyanto, Suhermin , 2017, The Influence of Transformational Leadership and Personal Value Toward Profession Commitment and Its Impact on Performance, *International Journal of Education and Social Science* <http://www.ijessnet.com/vol-4-no-4-april-2017/> Vo. 4, No.4 April 2017
- [54] Tett, R.P.&Meyer J.P.1993. *Job Satisfaction, Organizational Commitment, Turnover intention: Path analysis based on Meta analysis Finding*, "Personel Pshychology, Sumer
- [55] Thomas, K.W. & Velthouse, B.A. 1990. Cognitive elements of empowerment. An interpretive model of intrinsic task motivation. *Academy of Management Review*, 15, 66-681.
- [56] Wayne, Cascio F. 1992. *Managing Human Resource, Produktivity Quality of Work Life, Profits*, 2rd ed, Mc-Graw Hill
- [57] Werther, W. Band Davis, K. 1996. *Human Resources and Personal Management*. Fifth Edition. New York: McGraw-Hill, Inc
- [58] Yazdanifard, R. and Mercy, I.E., 2011, January. The impact of green marketing on customer satisfaction and environmental safety. *In 2011 International Conference on Computer Communication and Management* (Vol. 5, pp. 637-641).

ORIGINALITY REPORT

10%

SIMILARITY INDEX

9%

INTERNET SOURCES

5%

PUBLICATIONS

%

STUDENT PAPERS

PRIMARY SOURCES

1	mafiadoc.com Internet Source	1%
2	Ani Budi Astuti, Solimun, Darmanto, Luthfatul Amaliana et al. "Biplot Analysis on Mapping of Coastal Object of South Traffic Line of Malang with Variable of Service Marketing Mix", IOP Conference Series: Earth and Environmental Science, 2019 Publication	1%
3	ijournals.in Internet Source	1%
4	senima.conference.unesa.ac.id Internet Source	1%
5	ijisrt.com Internet Source	1%
6	www.richtmann.org Internet Source	1%
7	hrcak.srce.hr Internet Source	1%

8	vital.seals.ac.za:8080 Internet Source	<1 %
9	www.ijol.cikd.ca Internet Source	<1 %
10	debian.stiesia.ac.id Internet Source	<1 %
11	ojs.excelingtech.co.uk Internet Source	<1 %
12	repository.widyagama.ac.id Internet Source	<1 %
13	Irc.acharyainstitutes.in:8080 Internet Source	<1 %
14	publikasi.mercubuana.ac.id Internet Source	<1 %
15	etd.uum.edu.my Internet Source	<1 %
16	pasca.um.ac.id Internet Source	<1 %
17	Bagus Caesar Sukmayuda, Unggul Kustiawan. "The Effect of Workplace Empowerment, Quality of Work-Life, Work-Life Balance, Organizational Citizenship Behavior on Job Satisfaction", ijd-demos, 2022 Publication	<1 %

Exclude quotes On

Exclude matches Off

Exclude bibliography On