

THE INFLUENCE OF DEMOGRAPHIC CHARACTERISTICS, PERCEIVED ORGANIZATIONAL SUPPORT ON AFFECTIVE COMMITMENT

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ABSTRACT

From the initial research that researchers did, the phenomenon that occurs in the company is the number of employees who are relaxed when the work is still loose, the experts in the company feel comfortable because of the absence of rivals, as well as the lack of trust given the company to employees in providing jobs on scale the greater one. This is behind the lack of effective commitment of employees to the company. The purpose of this study is to determine the influence of demographic characteristics, length of work and perceived organizational support for affective commitment. The analysis technique used is multiple linear regression. The results showed that simultaneously the variables of demographic characteristics, work period and perceived organizational support have a significant effect on affective commitment. Demographic characteristics have no significant effect on affective commitment, tenure and perceived organizational support for affective commitment.

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1. INTRODUCTION

Today's intense business world competition means that companies must be able to compete among other companies. It is undeniable that the role of employees is important in the operation of an organization. The achievement of organizational goals is only possible because of the efforts of the actors in the organization (Northcraft and Neale, 2010: 52). This happens because there is a close relationship between individual performance and organizational performance. Nowadays companies are required not only to survive but also to make a profit.

Ansari (2011: 108) states that no organization can produce maximum performance unless its employees are committed to organizational goals. Meyer and Allen in Riggio (2013: 69) also revealed from an attitude perspective, where organizational commitment can be defined as a psychological state that shows the character of employee relations with the organization and has implications in the decision to continue membership in the organization. Organizational commitment is an individual's willingness to be with the organization which has three components, namely: affective commitment (affective commitment), continuance commitment, and normative commitment.

Affective commitment is an emotional approach that is owned by employees towards the organization, has identification as part of the organization, and has involvement with the organization because of the values in the organization to promote the organization. Affective commitment develops based on psychological matters because it involves the affective side, namely the closeness of feelings that the individual has towards the organization where the individual works. Continuance commitment is the extent to which an employee has the intention to continue working for his organization based on the consideration of the losses he will experience if he has to leave the organization. Continuing commitment is formed based on

economic considerations from employees towards the organization. Normative commitment is the extent to which an employee feels he has an obligation to remain and continue to work in the organization. Normative commitment relates to the social experience that individuals have according to their norms. As an effort to increase employee affective commitment to carry out their work properly, this can be done through the storytelling method. Storytelling is a form of communication that contains stories. By providing storytelling, it will be easier for employees to involve their emotions towards the organization and it will be easy for employees to identify themselves with the organization. This is because the storytelling method is a method that is quite effective in attracting listeners' attention so that it builds listeners' emotional and cognitive bonds more quickly. Normative commitment relates to the social experience that individuals have according to their norms. As an effort to increase employee affective commitment to carry out their work properly, this can be done through the storytelling method. Storytelling is a form of communication that contains stories. By providing storytelling, it will be easier for employees to involve their emotions towards the organization and it will be easy for employees to identify themselves with the organization. This is because the storytelling method is a method that is quite effective in attracting listeners' attention so that it builds listeners' emotional and cognitive bonds more quickly. Normative commitment relates to the social experience that individuals have according to their norms. As an effort to increase employee affective commitment to carry out their work properly, this can be done through the storytelling method. Storytelling is a form of communication that contains stories. By providing storytelling, it will be easier for employees to involve their emotions towards the organization and it will be easy for employees to identify themselves with the organization. This is because the storytelling method is a method that is quite effective in attracting listeners' attention so that it builds listeners' emotional and cognitive bonds more quickly. Storytelling is a form of communication that contains stories. By providing storytelling, it will be easier for employees to involve their emotions towards the organization and it will be easy for employees to identify themselves with the organization. This is because the storytelling method is a method that is quite effective in attracting listeners' attention so that it builds listeners' emotional and cognitive bonds more quickly. Storytelling is a form of communication that contains stories. By providing storytelling, it will be easier for employees to involve their emotions towards the organization and it will be easy for employees to identify themselves with the organization. This is because the storytelling method is a method that is quite effective in attracting listeners' attention so that it builds listeners' emotional and cognitive bonds more quickly.

Factors that support affective commitment include demographic characteristics, length of service and perceived organizational support. Demographic characteristics consist of age, gender, level of education so that it also indirectly influences how committed employees are to the organization where they work. The more mature the age, the work carried out according to the gender and the level of education that is adjusted to the field in which it is engaged, of course this will be able to increase the affective commitment of employees. In addition to demographic characteristics, tenure is very important because the more often the work is done, the more skilled and quick the employee is ready to carry out the tasks assigned by the company to him. Likewise with perceived organizational support,

The phenomena that occur in the company are the many employees who are relaxed when work is still loose, the experts in the company feel comfortable because there is no competition, and the lack of trust that the company gives to employees in providing work on a larger scale. This is the background to the lack of employee affective commitment to the company. As a private company engaged in advertising services, it must have competent and qualified employees so that it can provide good work productivity. This is fully realized by the management of the company, that in order to be able to compete with competitors in a similar business they must have qualified employees in order to make the organization more productive. Employees who are expected to create a productive organization are employees who have high organizational commitment.

Based on the description above, the writer chose the title: "The Influence of Demographic Characteristics, Years of Service and Perceived Organizational Support Against Affective Commitment".

2. LITERATURE REVIEW

Affective Commitment

Meyer and Allen in Riggio, (2013: 72) state that employees' affective commitment to the organization is influenced by the emotional closeness that employees have towards the organization and emotional involvement that can identify employees with the organization because of the values in the organization. Affective commitment develops by involving the affective side, namely the closeness of feelings that individuals have towards the organization. Employees with high affective commitment have a close emotional attachment to the organization. This shows that these employees have the motivation and desire to contribute significantly to the organization compared to employees with low affective commitment.

Indicators of affective commitment (Meyer et al., 2013: 237) are:

- a. Loyalty
Loyalty is employee loyalty to the organization where employees work. Loyalty is needed by the organization because without employee loyalty, the organization will experience serious problems.
- b. Proud
A sense of pride in the organization is absolutely owned by every employee. This sense of pride encourages employees to have high work motivation and has an impact on loyalty. Conversely, if employees do not have a sense of pride, employees will have a negative attitude towards the organization.
- c. Participation
An employee who has a high commitment to the organization will provide creative and innovative ideas or ideas for the betterment of the organization. Conversely, if employees have an apathetic and passive attitude, they will not be willing to provide good ideas for the betterment of the organization.
- d. Thinks his organization is the best
Even if many other organizations have advantages, a highly committed employee will assume that the organization he works for is always the best. This attitude does not mean taking other organizations lightly but is an expression of pride.
- e. Emotionally attached to the organization in which they work
Employees who have a high commitment will feel sick if the organization where they work is viewed negatively. This attitude is caused because the employee is emotionally attached so that the organization where he works has become part of the employee

Demographic Characteristics

According to Sunyoto (2013: 2), demographic characteristics are characteristics that describe differences in society based on age, gender, occupation, education, religion, ethnicity, income, type of family, marital status, geographic location and social class. Demographic characteristics are important to study because producers can know with certainty which market segmentation is suitable for their products. Such as whether the product can be marketed or accepted by people who live in cities or villages, by children or adults, and by the lower or upper middle class.

Age is one form of human capital (Yi-Ching Chen et al., 2012: 9). Where, age is one of the factors that has a good influence on performance and also the organizational commitment of an employee in the organization. In Meyer and Allen's research (2011: 84), regarding previous organizational commitment it was said that workers were more committed because they felt they experienced higher levels of satisfaction at an older age level.

Gender roles and relations develop from interactions that occur between various biological, technological, economic, and other social constraints (World Bank, 2005). Based on research conducted by Hutagalung and Perdhana (2016: 172) found that women are more committed to organizations than men (Poopola, 2009: 94).

Working Period

Tenure according to Susilo (2014: 108) is based on the idea that senior employees show high loyalty from the employees concerned to the organization where they work. The working period is calculated from the first time the workforce enters work until the time the research is carried out which is measured in years. Tenure can also be seen from how long the workforce has devoted himself to the company, and how the relationship between the company and its workforce is. In this connection, in order to establish more harmonious cooperation, each party needs to increase their sense of responsibility, sense of belonging, courage, and self-awareness in the context of the continuity of the company, so that the workforce can work quietly to produce so that productivity is high (Sinungan, 2010: 40).

Tenure is defined as the total time a worker is employed by the organization. Aryee et al in English et al (2010: 59) define career stages in terms of working life divided into: probationary period (less than two years of work), stabilization period (two to ten years of work) and maintenance period (more than ten years).

Perceived Organizational Support

The theory of organizational support described by Rhoades, Eisenberger and Armeli (2011: 294), can explain the emotional commitment of employees to their organization, which this approach assumes is to meet social emotional needs and to assess the readiness of the organization to reward increased effort. , employees will form a basic belief regarding the extent to which the organization assesses the contribution of employees and cares about the welfare of employees, this definition forms the perception of organizational support or Perceived Organizational Support (POST).

If an employee in an organization can feel support from the organization in accordance with the norms, desires, expectations of the employee, then a commitment will be formed from the employee to fulfill his obligations to the organization, and will never leave the organization, because the employee has have a strong emotional bond to the organization (Kartika, 2011: 57). Perceived Organizational Support (POS) will increase employee affective commitment by creating an obligation to care for the welfare of the organization, and based on the norms of reciprocity the organization is also obliged to pay attention to the welfare of its employees. Experiences that arise from employees as a result of a continuous process of reciprocity with the organization, will lead to employee satisfaction with the welfare of the organization. With the feelings of the employees themselves and emotionally there will be an attachment to the organization (Rhoades, Eisenberger, & Armeli, 2011: 301).

Relationship between Demographic Characteristics with Affective Commitment

According to Hutagalung and Perdhana (2016) stated that there was no influence of demographic characteristics variables (age, gender, education) on affective commitment. Gender roles and relations develop from interactions that occur between various biological, technological, economic, and other social constraints (World Bank, 2005). Based on research conducted by Hutagalung and Perdhana (2016: 172) found that women are more committed to organizations than men. Education is also one of the things that influences attitudinal commitment compared to behavioral commitment, where attitudinal commitment in this case is defined as a commitment that describes in terms of the affective dimension. With the better knowledge and intellectual experience that an employee or human gets, it will make the task

easier to do and be able to produce the best output. Demographic characteristics indicators are age, gender (sex) and education (Yi-Ching Chen, 2012: 15).

Relationship between Tenure with Affective Commitment

According to Hutagalung and Perdhana (2016), tenure does not show a significant relationship, there is no effect of the length of time employees work on affective commitment. Tenure is defined as the total time a worker is employed by the organization. Aryee et al in English et al (2010: 59) define career stages in terms of working life divided into: probationary period (less than two years of work), stabilization period (two to ten years of work) and maintenance period (more than ten years).

Relationship between Perceived Organizational Support with Affective Commitment

According to Han et al (2012) stated that Perceived Organizational Support (POS) proved to have a positive and significant effect on affective commitment. Rhoades et al (2011: 294), can explain the emotional commitment of employees to their organization, in which this approach assumes that to meet social emotional needs and to assess the readiness of the organization to reward increased effort, employees will form a basic belief about the extent to which an organization assesses employee contributions and cares about employee welfare, this definition shapes perceptions of organizational support or Perceived Organizational Support (POS).

3. METHOD

This research is an associative research, namely research that connects two or more variables. Based on the explanation above, it can be seen that associative research intends to provide an explanation of the influence of demographic characteristics, tenure and perceived organizational support on affective commitment.

Multiple Regression Analysis

To determine the effect or relationship of independent variables (demographic characteristics, length of service and perceived organizational support) with the dependent variable (affective commitment), then the multiple linear regression method will be used and data analysis will also use SPSS, the formula is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$$

Y = affective commitment
 a = Constant
 b_1, b_2, b_3 = multiple regression coefficient
 X_1 = Demographic characteristics
 X_2 = Working time
 X_3 = Perceived organizational support
 ϵ = Standard Error

4. RESULTS AND DISCUSSION

Research result

Data Quality Testing

Data Validity Test

Tabel 1. Y Validity Test Results (Affective Commitment)

Statement	rcount	rtable	validity
Point 1	0.586	0.237	Valid
Item 2	0.537	0.237	Valid
Item 3	0.590	0.237	Valid
Item 4	0.647	0.237	Valid
Item 5	0.647	0.237	Valid

Tabel 2. X1 Variable Validity Test Results (Demographic Characteristics)

Statement	rcount	rtable	validity
Point 1	0.602	0.237	Valid
Item 2	0.445	0.237	Valid
Item 3	0.461	0.237	Valid

Tabel 3. X2 Variable Validity Test Results (Working Period)

Statement	rcount	rtable	validity
Point 1	0.556	0.237	Valid
Item 2	0.409	0.237	Valid
Item 3	0.508	0.237	Valid

Tabel 4. X3 Variable Validity Test Results (Perceived Organizational Support)

Statement	rcount	rtable	validity
Point 1	0.606	0.237	Valid
Item 2	0.524	0.237	Valid
Item 3	0.428	0.237	Valid
Item 4	0.494	0.237	Valid

Table above shows that all statement items are valid because $r_{count} > r_{table}$. Thus, the questionnaire can be continued at the reliability testing stage.

Reliability Test

Tabel 5. Variable Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Standard	Information
Affective Commitment (Y)	0.811	0.60	reliable
Demographic characteristics (X1)	0.686	0.60	reliable
Working time (X2)	0.676	0.60	reliable
Perceived Organizational Support(X3)	0.720	0.60	reliable

In testing the reliability of value Cronbach's Alpha must be greater than 0.60 then the research instrument can be said to be reliable. From Table IV.23 it can be seen that the value of Cronbach's Alpha > 0.60 means that the instrument is reliable.

Classical Assumption Testing

Data Normality Testing

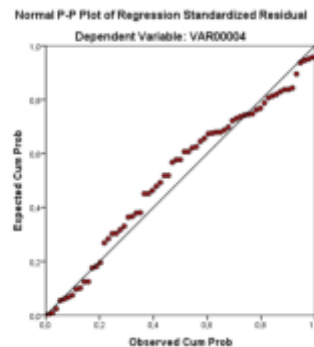


Figure 1. Data Normality Testing

From the figure it can be seen that the points spread around the line and follow the diagonal line, so the residual value is normal.

Multicollinearity Testing

Tabel 6. Multicollinearity Test Results

Model	Collinearity Statistics	
	tolerance	VIF
1 Demographic characteristics	,398	2,513
2 Years of service	,418	2,394
3 Perceived Organizational Support	,696	1,437

Dependent Variable: affective commitment

- The VIF value of demographic characteristics, years of service and perceived organizational support is smaller or below 10 ($VIF < 10$), this means that there is no multicollinearity between the independent variables in the regression model.
- The tolerance value of demographic characteristics, years of service and perceived organizational support is greater than 0.1, which means that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Testing

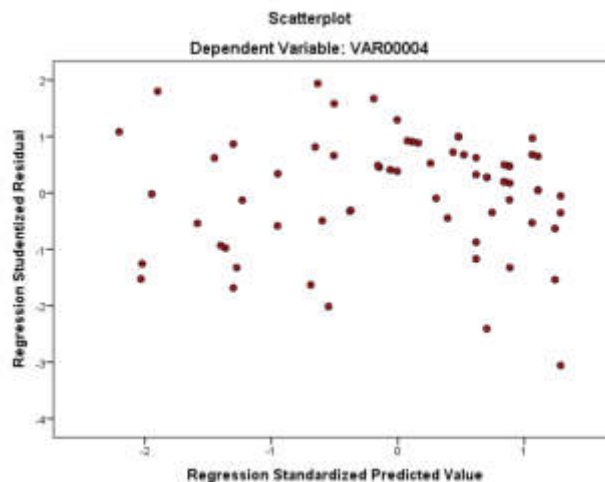


Figure 2. Heteroscedasticity

Based on the figure, it can be seen that there is no clear pattern, and the points spread above and below the number 0 on the Y axis, so based on the graphical method there is no heteroscedasticity in the regression model.

Multiple Linear Regression Test

Table 7. Multiple Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients
	B	std. Error	Betas
(Constant)	8.253	2,892	
Demographic characteristics	-,338	,313	-,188
Years of service	,682	,311	,372
Perceived Organizational Support	,422	,161	,344

$$\hat{Y} = 8.253 - 0.338 X_1 + 0.682 X_2 + 0.422 X_3$$

The Influence Of Demographic Characteristics, Perceived Organizational Support On Affective Commitment. Atika Aini Nasution, Bayu Eko Broto, Munawarah

Hypothesis testing

F test

Table 8. F test results

Model	Sum of Squares	df	MeanSquare	F	Sig
Regression	236,720	3	78,907	6,829	,000
residual	727,967	63	11.555		
Total	964,687	66			

From the table it can be that $F_{count} > F_{table}$ ($6.829 > 3.15$) or $\text{sig } F < 5\%$ ($0.000 < 0.05$). Means that together the variables of demographic characteristics, years of service and perceived organizational support have a significant effect on affective commitment. Thus this research model can be used.

t test

Table 9. Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	std. Error	Betas		
(Constant)	8.253	2,892		2,854	,006
Demographic characteristics	-,338	,313	-,188	-1,081	,284
Years of service	,682	,311	,372	2,197	,032
Perceived Organizational Support	,422	,161	,344	2,624	,011

From the table, it is obtained that the t-table value with degrees of freedom is $67 - 3 = 64$ and the 5% significance level is 1.998. t-count value for $X_1 < t\text{-table}$ ($-1.081 < 1.998$), then demographic characteristics do not have a significant effect on affective commitment. For X_2 , t-count $> t\text{-table}$ ($2.197 > 1.998$), thus tenure has a significant effect on affective commitment. For X_3 , t-count $> t\text{-table}$ ($2.624 > 1.998$), thus perceived organizational support has a significant effect on affective commitment.

Determination Test

Table 10. Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,495	,245	,209	3.39927

From the table, the calculation results are obtained where the variable X_1 (demographic characteristics), variable X_2 (years of service) and variable X_3 (perceived organizational support) together contribute to variable Y (affective commitment) by 24.5% and the remaining 75.5% is determined by other variables outside the contribution of this study.

Discussion

Effect of Demographic Characteristics on Affective Commitment

According to Sunyoto (2013: 2), demographic characteristics are characteristics that describe differences in society based on age, gender, occupation, education, religion, ethnicity, income, type of family, marital status, geographic location and social class. Demographic characteristics are important to study because producers can know with certainty which market segmentation is suitable for their products. Such as whether the product can be marketed or

accepted by people who live in cities or villages, by children or adults, and by the lower or upper middle class.

From the results of the regression test it was stated that demographic characteristics did not affect affective commitment. This is in accordance with the opinion Hutagalung and Perdhana (2016) which state that there is no influence of age, gender, education variables on affective commitment. Tenure does not show a significant relationship, there is no effect of the length of time employees work on affective commitment, salary satisfaction has a positive and significant relationship to affective commitment

The Effect of Demographic Tenure on Affective Commitment

Tenure can also be seen from how long the workforce has devoted himself to the company, and how the relationship between the company and its workforce is. In this connection, in order to establish more harmonious cooperation, each party needs to increase their sense of responsibility, sense of belonging, courage, and self-awareness in the context of the continuity of the company, so that the workforce can work quietly to produce so that productivity is high (Sinungan, 2010: 40). There are several things that can affect organizational commitment found by an employee, namely personal elements related to human capital, to activities related to the commitment itself. One of the several factors that can influence this is the length of service or tenure of employees.

From the results of the regression test research, it was stated that tenure had an effect on affective commitment. This is in line with opinion Koesindratmono and Septarini (2011) stated that there is a significant correlation between length of service and psychological empowerment.

The Effect of Perceived Organizational Support on Affective Commitment

The theory of organizational support described by Rhoades, Eisenberger and Armeli (2011: 294), can explain the emotional commitment of employees to their organization, which this approach assumes is to meet social emotional needs and to assess the readiness of the organization to reward increased effort. , employees will form a basic belief regarding the extent to which the organization assesses employee contributions and cares about employee welfare, this definition forms perceptions of organizational support or Perceived Organizational Support (POS).

From the results of the regression test research it was stated that perceived organizational support effect on affective commitment. This is in accordance with the opinion Han, Nugroho, Kartika and Kaihatu (2012) which stated that based on the results of the study, it can be concluded that perceived organizational support (POS) has proven to have a positive and significant effect on Affective Commitment; Job Satisfaction has a positive but not significant effect on Affective Commitment;

5. CONCLUSION

From the previous descriptions, the writer tries to draw some conclusions as follows: Simultaneously the variables of demographic characteristics, years of service and perceived organizational support have a significant effect on affective commitment. Demographic characteristics have no significant effect on affective commitment. Working period has an effect on affective commitment. Perceived organizational support significant effect on affective commitment. Variable X1 (demographic characteristics), variable X2 (years of service) and variable X3 (perceived organizational support) together contribute to variable Y (affective commitment) of 24.5% and the remaining 75.5% is determined by other variables outside the contribution this research.

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The Influence Of Demographic Characteristics, Perceived Organizational Support On Affective Commitment. Atika Aini Nasution, Bayu Eko Broto, Munawarrah

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