THE CHANGES OF WORK VALUES ON INDONESIAN PEOPLE

SITI NUZULIA

Department of Psychology, Faculty of Education,
Semarang State University, Indonesia
E-mail: nuzuliaavianto@gmail.com

Abstract— Work values are always interesting to discuss due to its ability to explain person's behavior at work. Research on work values is very important, especially changes in the work values. The stronger the work environment, the changes of the work values will follow. This study tried to describe the changes of the work values on Indonesian people. The changes were measured by comparing two groups. The younger group consisted of younger people of age 17-21 years old and the older group consists of older people of age 55-60 years old. These two groups represent two different generations in Indonesia. Results showed some changes in certain work values. On the younger group, core values and environment values became less important, while the older group considered these values very important. Meanwhile, interactions values and activities values which are not too important for the older group were considered very important on young group.

Index Terms— Value, Work Value, Indonesian.

I. INTRODUCTION

Value is important in human life. Value becomes very important because value is one of the factors which influence someone's behavior (1). Understanding value is crucial since value is explained as someone's behavior choosing about the right or wrong and likes or dislikes to determine goals. If someone considers certain value is important, then the value will guide to behave consistently in various situations. Reference (2) defined value as a psychological representations of what we believe to be important in life and as desirable trans-situational goals, varying in importance, that serve as guiding principles in the life of a person or other social entity. Rokeach also explained that value is a belief that guides an action and decision in specific circumstances to the better existence in the end. Refers to the (2) explanation about value, (3) stated value is the basic beliefs that a typical behavior more personally or socially preferable than the opposite behavior or vice versa. Based on the definitions of value, the concept of value reflects three important characteristics; cognitive, affective and behavioral.

One interesting discussion about value is work value. Reference (4) defined work values as goals and purposes that everybody strives to achieve them with purpose of satisfying his/her favorable needs. Furthermore, (4) said that work values as motivations and encouragements that act as standards and criterions in order to motivate thoughts and actions that are related to work development. According to (5) work values are goals that one seeks to attain to satisfy a need.

Work value is defined as a class of motives that serve as standards or criteria to stimulate thoughts and actions related to career development (6). Furthermore, work value is defined as the satisfactory outcomes that individuals expect to achieve through their participation in work activities (7). Moreover work values have been defined as the desirable outcomes individuals feel they should obtain through work (8).

Many previous researches have rationalized the influence of work value on work behavior. Reference (9) already formulated that value is a determinant of work attitude as a behavior predisposition. If someone is unable to meet his/her work value through the job, he/she may experience job dissatisfaction (10). Work value is also able to predict employee responsibility, pride, and seriousness toward the job (11). It means that work value could be used to explain differences in someone's performance and to predict job satisfaction (12[a]). Furthermore, work value has significant role on determining job commitment (13), developing a committed workforce (5) and preparing organization to be able to function well during periods of change (5). Organization will be easier to get through negotiation by understanding employee work value, (14). Understanding work value also assist the employer to develop reward systems (15), affect leadership and management style and to facilitate communication (12[b]). Work value also has relationship with customer satisfaction (16). The value of hospital nurses in service quality has positive influence with patients' satisfaction.

The work value is formed by several factors. Reference (17) argued that sex, race, parenting, educational aspirations, work characteristics, job stability, intrinsic and extrinsic rewards, materialism and demographic differences are things that affect the work. Work environment, the influence of matter, changes in time, technology, awareness to advance, new knowledge and experience, relationships with colleagues, will change attitudes and work values (18). The environment or the situation experienced by someone will motivate someone to make a judgment.

Interpersonal relationships between employees with colleagues or superiors and subordinates will have an impact on the value of employee. Therefore, the stronger the work environment, changes in the value will follow.

Based on the conviction that work value is the determinant factor of job performance and extreme environmental changes in last two decades (1995 until 2015) where there were no state boundaries this research tried to explore the changes of work values among employees in Indonesia.

II. METHOD

Subject. Subjects in this study consisted of two groups, the group of younger subjects age 55 to 60 years old and the group of older subjects age 17 to 21 years old. Each group consisted of 60 people. Special characteristics of the respondents are those who work at least three years.

Instrument. This study used a work value inventory (19), arranged on four major dimensions of work values, namely:

1. Core values (consists of 10 work values: achievement, balance independence, influence, integrity, honesty, power, respect, spirituality and status).
2. Work environments (consists of 10 work values: fast paced, flexible, high earnings, learning, location, predictable, quiet, relaxed, structured and time freedom).
3. Work interactions (consists of 10 work values: competition, diversity, friendships, leadership, management, open communication, recognition, support, teamwork and trust).
4. Work activities (consists of 10 work values: analytical, challenging, creative, helping, leading edge, physical, public contact, research, risk taking and variety).

The samples of the statements were "Being able to get your goals", "Time for family, work and play", "Work that has the potential to make a lot of money", "Work where there are few disruptions throughout the day", "Work where you are acknowledged for your work and contribution", "Work where you can count on each other", "Work that uses imagination and creative talents to produce results" and "Work that helps people". The subjects were asked to rate each statement with a range of very important, important, not important and very not important (range assessment of inventory value original work using only three possible answers; always important, short of important and not important)

Data Analysis. Data were analyzed using descriptive statistical analysis techniques to see the differences in values between the group of subjects aged 55 to 60 years old and the group of subjects aged 17 to 21 years old.

III. RESULT AND DISCUSSION

The core values comparison between the younger group and the older group is shown in Table 1. It is clear that the younger group was the lower group in core values than the older group. The younger group had higher work values on the achievement value, balance value, independent value, power value, and the status value. While the younger group had lower value on the influence value, value integrity, honesty value, respect value and spirituality value than the other groups.

Table 1: Comparison of core values

No	Value	Younger Group	Older Group
	Core Values	49,73	51,56
1	*Achievement*	7,08	5,6
2	*Balance*	6,80	5,85
3	*Independence*	5,48	4,83
4	*Influence*	2,93	4,23
5	*Integrity*	3,48	5,55
6	*Honesty*	3,53	5,8
7	*Power*	5,83	4,31
8	*Respect*	3,67	5.63
9	*Spirituality*	3,50	5,81
10	*Status*	5,95	3,93

The work environment values comparison between the younger group and the older group is shown in Table 2. It is clearly seen that for a fast paced value, predictable value, structured value and time value freedom younger group was higher than the older group. Meanwhile for flexible value, high earnings value, learning value, location value, relaxed value and quite value, the older group was higher than the younger group. Overall, work environment values on the older group were higher than the younger group.

Table 2: Comparison of work environment values

No	*Value*	Younger Group	Older Group
	Work Environments	43,46	46,31
1	*Fast Paced*	6,26	4,61
2	*Flexible*	2,60	4,36
3	*High Earnings*	3,45	5,4
4	*Learning*	3,31	4,03
5	*Location*	2,56	5,21
6	*Predictable*	6,31	4,45
7	*Quiet*	2,96	4,73
8	*Relaxed*	3,00	4,18
9	*Structured*	6,45	4,61
10	*Time Freedom*	6,83	4,7

The work interactions comparison is depicted in Table 3. The results showed that the competition value, friendships value, leadership value, management value, open communication value, recognition value, teamwork value and trust value was higher on the younger group compared with the older group.

Meanwhile, the diversity value was higher on the older group compared to the younger group. Overall, the results indicated that the younger group had higher work interactions values compared to the older group. Furthermore, Table 4 shows the differences in work activities values in both groups. It was found that the analytical value, challenging value, creative value, helping value, leading edge value, physical value, public contact value, risk taking value and variety value higher on the younger group than the older group . While, only research value was found higher on the older group. Overall, the results indicated that the younger group had higher work activities values compared to the older group.

Table 3: Comparison of work interactions values

No	*Value*	Younger Group	Older Group
	Work Interactions	60,06	44,8
1	*Competition*	5,46	4,61
2	*Diversity*	3,21	3,36
3	*Friendships*	6,98	4,71
4	*Leadership*	6,55	4,01
5	*Management*	6,66	4,26
6	*Open Communication*	6,37	4,61
7	*Recognition*	6,13	4,63
8	*Support*	6,70	4,9
9	*Teamwork*	6,50	4,75
10	*Trust*	5,46	4,91

Table 4: Comparison of work activities values

No	*Value*	Younger Group	Older Group
	Work Activities	57,80	45,11
1	*Analytical*	5,61	4,41
2	*Challenging*	6,70	4,13
3	*Creative*	6,75	4,55
4	*Helping*	6,00	5,08
5	*Leading Edge*	6,50	4,31
6	*Physical*	5,23	5,06
7	*Public Contact*	6,71	4,88
8	*Research*	3,40	4,56
9	*Risk Taking*	5,23	3,73
10	*Variety*	5,66	4,36

Based on the research results it can be concluded that there are changes in values between two different generations. Core values on the younger generation begin to shift towards lower level. Core values on the younger generation consisting of influence value, value integrity, honesty value, respect value and spirituality value shifted down compared to the previous generation. While core values on the younger generation which consists of achievement value, balance value, independent value, power value, and the status value shifted up higher than the previous generation.

The shift of work values also occurs in the work environment values. The younger generation was not too concerned to the work environment values than older generations. The results verified that the older generation emphasized on the importance of flexible value, high earnings value, learning value, location value, relaxed value and quite value. Meanwhile, younger generation emphasized on the importance of fast-paced value, predictable value, structured value and time value freedom.

In the other values, there was a different change. Core values and work environment values on the younger generation was lower than the older generation but work values and work activities interactions values on younger generation was higher than the older generation.

The younger generation emphasized on competition value, friendships value, leadership value, management value, open communication value, recognition value, teamwork value and trust value. Meanwhile, the older generation emphasized on the importance of diversity value. Furthermore, the younger generation was more concerned with analytical value, challenging value, creative value, helping value, leading edge value, physical value, public contact value, value and variety of risk taking value compared to the older generation. Meanwhile, the older generation was more concerned with research value than the younger generation.

REFERENCES

[1] Meglino, B.M. and Ravlin, E.C, "Individual Values in Organizations : Concepts, Controversies and Research", Journal of Management, 24 (3), 351-390, 2008.

[2] Rokeach, Milton, "The Nature of Human Values", New York : Free Press, 1973.

[3] Berings, D., F. D. Fruyt and R. Bouwen, "Work values and personality traits as predictors of enterprising and social vocational interests", Journal Personality and Individual Differences 36, 349–364, 2004.

[4] Mofard, S. H., M. Abedi., "The Determination of Validity and Reliability of Work Values Questionaire Among the High School Students in Five Districts of Isfahan", Journal Institute of Interdisciplinary Businnes Research Volume 4, No. 2, 2012.

[5] Li, W., Liu, X. and Wan, W, "Demographic effects of work values and their management implications", Journal of Business Ethics, 81, pp. 875-885, 2008.

[6] Abboushi, S., "The impact of individual variable on the work values of Palestinian Arabs", International Study of Management and Organizatios, 20, pp. 53-68, 1990.

[7] Ben-Shem, I. and Avi-Itzhak, T.S, "On work values and career choice in freshmen studies : The case of helping vs. other proffesions", Journal of Vocational Behavior, 39, pp. 369-379, 1991.

[8] Kaasa, A, "Work Values in European Countries: Empirical Evidence and Explanations", Review of International Comparative Management Volume 12, Issue 5, 2011.

[9] Ucanok, Basak, "The effect of work value, work-value congruence, and work centrality on organizational citizenship behavior", *World Academy of Science, Engineering, and Technology, 46, 2008.*

[10] Mitra, A.D., Jenkins, D.J., and Gupta, N, "A meta analytic review of the relationship between absence and turnover", *Journal of Applied Psychology,77, pp.897-889*, 1992.

[11] Sulastiana, Marina, "Telaah filsafat dalam kajian pengaruh nilai-nilai kerja dan motivasi kerja terhadap komitmen organisasi dan kualitas pelayanan edukatif", *Jurnal Fakultas Psikologi Unpad, 2008.*

[12] a) Hoppe, M.H, "The effects of national culture on the theory of practice and managing R&D professionals abroad", *R&D Management, 23 (4), pp 313-325,* 1993
b) Hoppe, M.H, "A comparative study of country elites : International differences in work-related values and learning and their implications for management training and development", Unpublished doctoral dissertation, University of North Carolina at Chapel Hill. 1990.
[13] Meiyanto, Sito. and Santhoso, H.F, Nilai-nilai kerja dan komitmen organisasi : sebuah studi dalam konteks pekerja Indonesia. Jurnal Psikologi. Universitas Gadjah Mada,1, pp. 29-40, 1999.
[14] Graham, J.L., Mintu, A.T. and Rodgers, W, "Explorations of negotiation behaviors in ten foreign cultures using a model developed in the United States", Management Science, 40 (1), pp 72-95, 1994.
[15] Kim, K.I., Park, Hun-Joon and Suzuki, N, "Reward allocations in the United States, Japan and Korea : A comparison of individualistic and collectivistic cultures", Academy of Management Journal, 33 (1), pp. 188-198.1990.
[16] Tadjoedin, A. R and S. Mangkuprawira, "Pengaruh Nilai Kerja terhadap Kinerja Lingkungan di Bandara", Jurnal Ilmu Administrasi dan Organisasi. vol.16,nomor 3.Hal 122-130, 2009.
[17] Lake, W. L., and A, K. Syvertsen, "Exploring the Changing Meaning of Work for American High School Seniors from 1976 to 2005. Journal Addolescent' Work Values, 2009.
[18] Matic, L. J,"Cultural Differences In Employee Work Values and Their Implications for Management", Journal Management. Vol. 13, 2, pp. 93-104, 2008.
[19] Work Value Inventory http://humwork.uchri.org/wp-content/uploads/2015/01/Workvaluesinventory-3.pdf on May 13, 2014)

★★★