

The Role Of Self-Efficacy In The Influence Of Work Ethic And Total Work On Employee Loyalty

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ABSTRACT

This study aims to analyze the role of self-efficacy in the influence of work ethic and work totality on employee loyalty at a cosmetic store in Pacitan. There are two variables in this study, namely work ethic (X1) and work totality (X2) as independent variables, intervening variables of self-ability (Z), and work loyalty commitment variables (Y). The population in the study were staff or employees who worked at a cosmetic store. This type of research uses quantitative research by distributing questionnaires. The technique used is the saturated sampling technique. The sample of this study was employees of a cosmetic store in Pacitan totaling 55 respondents. The analysis method uses the path analysis method with the SPSS version 29 application. The results of this study found that self-efficacy, work ethic, work totality, work loyalty have a positive and significant direct effect. There is an indirect and insignificant effect between work totality mediated by self-efficacy on work loyalty.

Keywords: Self-efficacy. Work ethic. Work loyalty, Work totality.



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INTRODUCTION

In the era of globalization in 2023, competition between companies is getting fiercer. To deal with situations and circumstances like that, appropriate HR management strategies and policies are needed from the company. Through the capacity of highly competent human resources, it will support companies in achieving success amidst global competition such as in 2023. Therefore, companies are required to be able to encourage human resources (HR) to face and adapt to various circumstances and conditions so that the company remains competitive and can develop.

To achieve goals, companies need to increase self-efficacy, work ethic, work totality and work loyalty in employees to complete work tasks and achieve satisfaction and success in work, not only working for their life goals but also for company goals. The role of leaders in controlling management is very important to improve the quality of employees.

One of the benchmarks for determining employee quality can be seen from the perspective of their work ethic. The higher the work ethic an employee has, the better the quality of the employee. Work ethic can function as an incentive for employees to continue working as a form of responsibility for their commitment to the company so that the employee will work seriously and completely. Employees who have high levels of totality must have high commitment and dedication to quickly complete their work, whether the work is work that they often do or perhaps work that provides new challenges for them. With total work, employees will always try to develop the knowledge and skills they have so they can work better.

A cosmetic shop is a shop that sells various kinds of hair care products, facial care, body care and make-up from various domestic and even foreign brands. This study focuses on cosmetic shop employees in Pacitan engaged in the offline retail sector. The specific location is 25 shops, each of which has an average of 2 employees. The object of the study was carried out in urban and remote areas in Pacitan. Before conducting research with a quantitative approach, when the researcher conducted observations at the Cosmetic Shop there was a phenomenon that occurred and the researcher conducted interviews with the owner of the Cosmetic Shop, the researcher found several problems that occurred, namely, it was known that there was low self-efficacy, work ethic and totality of employee work towards employee loyalty which resulted in less than optimal employee performance so that the objectives of the Cosmetic Shop in Pacitan were not achieved.

Several previous researchers showed research results according to (Alberto et al., 2022a) that work ethic has a significant influence on employee work loyalty. According to (Amalia, 2020) Self-efficacy has a positive and significant influence on employee work loyalty. According to (Bayu et al., 2023) there is no significant influence between work ethic and work loyalty. The difference between this study and previous studies is the object of the study, the location of the study, the focus of the study and the objectives and approaches used in exploring the research topic.

Through this article, the researcher wants to show how big the role of self-efficacy mediation is in the influence of work ethic and totality of work on employee loyalty in cosmetic stores in Pacitan using a quantitative approach. One important factor in this study is the lack of self-efficacy in several cosmetic stores in Pacitan. With the existence of self-efficacy in an individual will create confidence in his ability to complete the work given by his superiors on time. Self-Efficacy is an individual's belief when he carries out a certain task. Someone who has high Self Efficacy tends not to give up easily and always tries harder, while someone who has low Self Efficacy tends to give up easily when in difficult circumstances. It is hoped that this study can provide useful input to solve problems related to self-efficacy, work ethic, totality of work, and work loyalty. This study can provide input and further thoughts for researchers in the field of HR management.

Work Ethic

Work Ethics The definition of work ethics is a combination of employee behavior or basic principles to assess work positively and improve the quality of life because work ethics affect work activities and organizations (Sianipar & Salim, 2019). . According to Usman Pelly (Sukardewi et al., 2013) work ethic is an attitude that arises from one's own will and awareness which is based on a system of cultural value orientation towards work. According to (Raharjo & Widodo, 2014) work ethic can be interpreted as a positive work value possessed by a person with characteristics such as; work as a moral and religious obligation to fill his life, high work discipline and pride in the results of his work. (Saleh & Utomo, 2018) it is stated that work ethics are good habits that include responsibility, honesty, discipline, perseverance and patience ethics that must be carried out when working. According to Sinamo (in (in Sianipar & Salim, 2019)), there are eight indicators of professional work ethics, namely (1) work is a blessing: work must be done sincerely, full of gratitude (2) work is worship: work is serious and dedicated (3) work is a

calling: work must be done with full responsibility Overall (4) work is devotion: must be done with perfection and humility. (5) Work is faith: you must work honestly. (6) Work is art: you work creatively and joyfully. (7) Work is an honor: you must work with excellence and high determination. (8) Work is self-fulfillment: you work with high enthusiasm.

Totality of Work

According to Robinson et al. (Puspasari & Faela Nisa, 2020) Total work can be interpreted as an employee's positive attitude towards the values and goals of the organization. According to Schaufeli & Bakker (Maulida & Shaleh, 2018) Total work can be increased during work, because employees who are involved feel positive emotions while working, can create personal resources, have better health and can communicate their work fully to other employees. According to Schaufeli et al. (Eriadya, 2014) that total work is a positive, total thing, which is related to a state of mind characterized by enthusiasm, dedication and absorption or absorption. There are dimensions of total work according to (Maulida & Shaleh, 2018) (1) The first dimension of total work is work morale, meaning that when employees devote their minds and energy while working, employees have a high level of happiness and satisfaction, which has a significant impact on work morale. (2) The second dimension of total work is dedication, meaning that employees who put in extra effort and actively participate are physically present and give energy to what they do, focus on their work, and have high subjective well-being so that it has a significant impact. (3) The third dimension of total work is that the more employees feel immersed in their work, the greater the impact on their subjective well-being. It can be concluded that employees who are immersed in their work feel happy and give rise to positive emotions in their work.

Self-Efficacy

Self-efficacy is a belief and dream about a person's ability to face their tasks (yusnita heny et al., 2022) Self-efficacy is a belief and hope regarding an individual's ability to face their tasks (yusnita heny et al., 2022) According to (Ghufron & Suminta, 2013) self-efficacy in general is a person's belief in their abilities to overcome various situations that arise in their life. According to (Florina & Zagoto, 2019) self-efficacy is a person's belief or determination regarding their resilience in organizing, achieving missions, producing something, completing tasks, and acting to demonstrate certain abilities. According to (Lubis, 2018) self-efficacy is a person's belief about how well they can carry out work, achieve the company's mission, and think about actions to achieve the company's mission. The components of self-efficacy are generality, strength, and magnitude. Generality, related to the field of work, is the extent to which a person is determined to carry out work. Strength is related to the strengths and weaknesses of an individual's beliefs. Magnitude is related to the level of difficulty of the work being done (Mawaddah, 2019)

Work Loyalty

According to Nitisemito (in Citra & Fahmi, 2019) Loyalty is the attitude and mindset of employees towards the existence of the company so that employees remain with the company even if it develops or declines. According to Marpaung (in Sianipar & Salim, 2019) Loyalty is employee adaptation and readiness which is measured through four indicators, namely (1) Pursuing a career in the company is a desire to stay and not choose a new job elsewhere. (2) Understanding the company, namely understanding the company and understanding the company's operations, knowing how to organize the division of work between employees. (3) Proud to be part of the company, feel elevated by the company, maintain a good image of the company, want to support the company's goals, tell the company to work well as a company and the best choice is to work for the company. (4) Discipline in coming and going home according to company working hours.

FRAMEWORK OF THOUGHT

Based on the thought flow framework above, the researcher has compiled a thought framework in this research as presented in the image below:

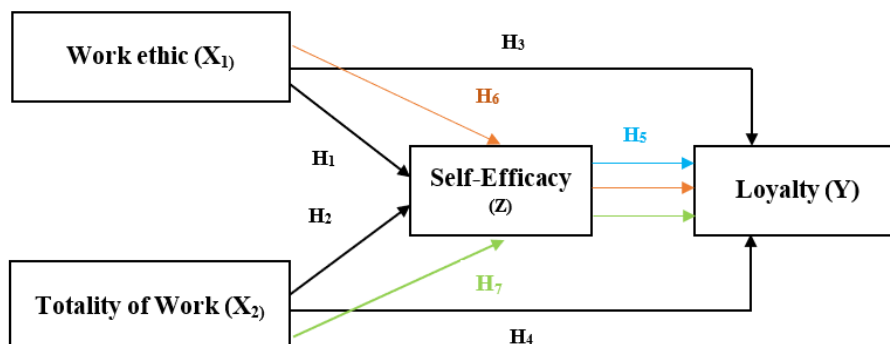


Figure 1. Framework of Thought
Source: data processed by researchers

METHODS

This research method uses a quantitative approach with path analysis, namely work ethic (X1), work totality (X2) as independent variables, self-efficacy as an intervening variable (Z), and work loyalty (Y) as a dependent variable. This type of research is associative research with a quantitative approach. In this study, sampling was carried out using Nonprobability Sampling. The study used a saturated sampling technique because all members of the population were used as samples. This study uses primary data, data collection using questionnaires. In addition, data collection in this study uses a used trial or used tryout, namely data collection once but used for two purposes at once, namely a test of measuring instruments (calculation of validity and reliability) and hypothesis testing. Hypothesis testing in this study uses multiple linear regression tests using the SPSS 29.0 program. Sugiyono (Rozi, 2019) said that the research method used is a quantitative method, this method for studying populations or samples can be interpreted as a method based on the philosophy of positivism, sampling is done randomly. The population of this study utilized all cosmetic store employees in Pacitan. The sample for this study was aimed at cosmetic store employees in Pacitan totaling 55 respondents.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Results

Variable	Indicator	Calculated R-value	Critical R-value	Information
Work ethic	Grace	0,868	0,266	Accepted
	Service	0,686	0,266	Accepted
	Calling	0,767	0,266	Accepted
	Worship	0,718	0,266	Accepted
	Art	0,744	0,266	Accepted
Totality Work	Mentally Strong	0,629	0,266	Accepted
	Proud	0,668	0,266	Accepted
	Persistent	0,762	0,266	Accepted
	Focus	0,703	0,266	Accepted
	Active	0,650	0,266	Accepted
	Self-confident	0,634	0,266	Accepted

Self-Efficacy	Ability	0,657	0,266	Accepted
	Difficulty	0,633	0,266	Accepted
	Strength	0,747	0,266	Accepted
	Confidence	0,758	0,266	Accepted
Work Loyalty	Pride	0,570	0,266	Accepted
	Hour	0,723	0,266	Accepted
	Discipline			
	Loyal	0,719	0,266	Accepted
	Priority	0,776	0,266	Accepted
	Responsible	0,701	0,266	Accepted

Source: SPSS versi 29 data.

It can be concluded that the questionnaire statements on work ethic (X1), work totality (X2), Self-Efficacy (Z), and Work Loyalty r table > 0.226 , meaning that it is acceptable.

Reliability Test

Table 2. Reliability Test Results

	Variable	Cronbach's Alpha Count	Critical Value	Information
Reliability Test	Work ethic	0,815	$>0,6$	High reliability
	Totality Work	0,710		
	Self-Efficacy	0,713		
	Work Loyalty	0,734		

Source: SPSS versi 29 data.

The reliability test table shows that the question variables in the questionnaire have high reliability because the values of all variables (X1): are 0.815, the totality of work (X2) 0.710, self-efficacy (Z) 0.713, and work loyalty (Y) 0.734 >0.6 . This concludes that all question variables have high reliability.

Data Normality Test

Research using Kolmogorov-Smirnov. The probability in this regression analysis is 0.827. This research has a normal probability value > 0.05 .

Multicollinearity Test

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Work ethic	0,892	1,121	Multicollinearity does not occur.
Totality Work	0,823	1,215	
Self-Efficacy	0,760	1,316	

Source: SPSS versi 29 data.

The multicollinearity test for work ethic, work totality and self-efficacy obtained data from calculations from SPSS version 29 which showed work ethic tolerance values (0.892), work totality (0.823) and self-efficacy (0.760) >0.10 . The conclusion was that there was no multicollinearity.

From the results of the multicollinearity value of VIF work ethic (1.121), the totality of work (1.215) and self-efficacy (1.316), the conclusion is that no variable has a value of >10.00 so that multicollinearity does not occur.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Variable	P (Significance)	Basic significance	Information
Work ethic	0,331	>0,05	There is no Heteroscedasticity
Totality Work	0,537	>0,05	There is no Heteroscedasticity
Self-Efficacy	0,626	>0,05	There is no Heteroscedasticity

Source: SPSS versi 29 data.

It can be concluded that the probability value is > 0.05, this shows that there is no heteroscedasticity.

Path Analysis

Path Coefficient Model 1 and R Test

Table 5. Results of Model 1 Path Coefficients

Variable Relationships	Standardized Koefisien	Sig value	Sig toleranc e	Information
Work ethic → Self Efficacy	0,259	0,040	0,05	Significant
Totality of Work → Self Efficacy	0,372	0,004	0,05	Significant

Source: SPSS versi 29 data.

The significance values from the table above are work ethic (0.040) and total work (0.004) <0.05. It was concluded that there was a direct and significant influence from the path coefficient of model 1, namely work ethic and work totality on self-efficacy.

Table 6. R Square Model Summary 1

Variable	R Square
Work Ethic and Totality of Work	0,240

Source: SPSS versi 29 data.

Given that the R Square is 0.240, it can be concluded that 24% of the contribution of the influence of work ethic and work totality on self-efficacy and the remaining 76% is the involvement of other factors that are not in the research.

$$\text{search } e = \sqrt{(1 - 0,240)} = 0,871$$

Model Path Diagram 1

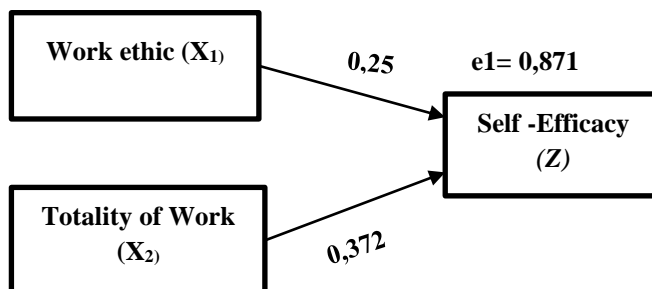


Figure 2. Model 1 path diagram

Source: data processed by researchers

Model 2 path coefficients and Model 2 R Test

Table 7. Results of path coefficient 2

Variable Relationships	Standardized Coefficients	Sig value	Sig tolerance	Information
Work ethic → Work loyalty	0,379	0,002	0,05	Significant
Totality of Work → Work loyalty	-0,380	0,006	0,05	Significant
Self-Efficacy → Work loyalty	0,437	0,002	0,05	Significant

Source: SPSS versi 29 data.

The significance values from the table above are work ethic (0.002) totality of work (0.006) self-efficacy (0.002) < 0.05. It was concluded that there was a direct and significant influence from the path coefficient of model 2, namely work ethic, work totality, and self-efficacy on employee work loyalty.

Table 8. R Square Model Summary 2

Variable	R Square
Work Ethic, Total Work, and Self Efficacy	0,352

Source: SPSS versi 29 data.

Given that the R Square is 0.352, it can be concluded that 35.2% of the contribution of the influence of work ethic, work totality, and self-efficacy on employee work loyalty and the remaining 64.8% is the involvement of other factors that are not in the research.

each $e_2 = \sqrt{(1 - 0,352)} = 0,804$

Model Path Diagram 2

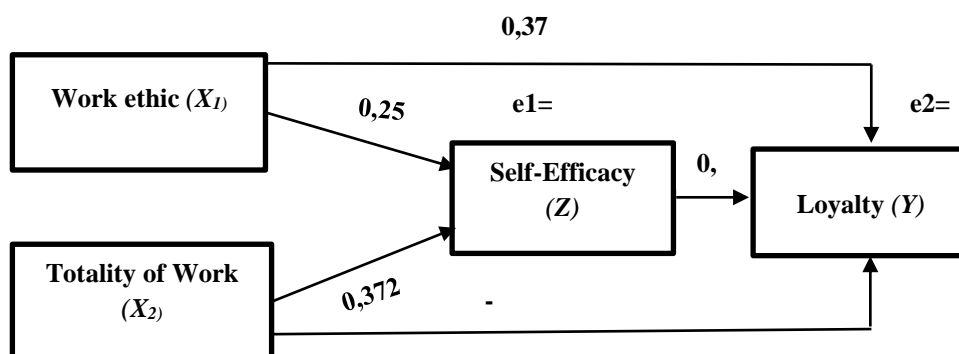


Figure 3. Model path diagram 2

Source: data processed by researchers

Discussion

The Influence of Work Ethics on Self-Efficacy

Based on the results of data analysis in this study, a regression coefficient value was obtained which showed a positive and significant Influence of Work Ethics on Self-Efficacy in cosmetic stores in Pacitan. The significance value of the above analysis (X1) is 0.040 (<0.05) which means that work ethics and self-efficacy have a positive and significant influence. The results of the study show that the greater the work ethic, the greater the employee's self-efficacy. Thus, the results of the first hypothesis analysis state that the relationship between work ethics and employee self-

efficacy in cosmetic stores in Pacitan has a positive and significant influence. The conclusion of this study from the first hypothesis is accepted.

The results of this study are in line with the opinion of research conducted by (Rahmawati & Sobri, 2021) on work ethics and self-efficacy stating that there is a significant influence between self-efficacy and work ethics. This study concludes that self-efficacy greatly influences various life activities. This is also supported by the results of (Arifin & Rahman, 2015) research which concluded that self-efficacy influences a person's work ethic and persistence, the influences shown are seen through a number of changes in a person's attitude, behavior, cognitive state and actions in facing problems.

The Influence of Total Work on Self-Efficacy

The significance value of the analysis above (X2) is 0.004 (<0.05) which means that total work and self-efficacy have a direct and significant effect. The results of the study indicate that the greater the total work, the greater the employee's self-efficacy. Thus, the results of the second hypothesis analysis state that the relationship between total work and employee self-efficacy at a cosmetic shop in Pacitan has a direct positive and significant effect. The conclusion of this study from the second hypothesis is accepted.

The results of this study are in line with the opinion of research conducted by (Citradewi et al., 2017) regarding the significant influence between total work (vigor, dedication and absorption) and psychological capital (self-efficacy, hope, optimism and resilience) on job satisfaction. This study concludes that the higher the self-efficacy, the higher the totality that is able and will succeed in the goals to be achieved.

The Influence of Work Ethics on Work Loyalty

The Influence of Work Ethics on Work Loyalty The significance value of the analysis above (X1) is 0.002 (<0.05), which means that there is a direct and significant influence between work ethics and loyalty. The results of the study show that the greater the work ethic, the greater the employee's work loyalty. Thus, the results of the third hypothesis analysis state that the relationship between work ethics and employee work loyalty at cosmetic stores in Pacitan has a direct, positive and significant effect. The conclusion of this study from the third hypothesis is accepted.

This is in line with research (Alberto et al., 2022) which shows that in terms of fragmentation, the work ethic variable has a significant effect on work loyalty. Work loyalty can be said to be a person's loyalty to something that is not only in the form of physical loyalty, but more on non-physical loyalty such as thoughts and attention. Employee loyalty in a company is very necessary for success itself because the higher the employee loyalty in an organization, the easier it will be for the organization to achieve the organizational goals that have been previously set by the owner of the organization. This is also supported by the results of the (Ikwan et al., 2023) study which concluded that there was a positive and significant influence between work ethic and employee loyalty at the Food Crops and Livestock Service of North Konawe Regency. This shows that work ethic can increase employee loyalty at the Food Crops and Livestock Service of North Konawe Regency. A good work ethic may be possessed by an employee with encouragement from themselves or from the company environment. However, the role of the company in designing the work environment can also influence employees who will support the creation of a positive work ethic to become loyal to the company.

The Influence of Work Totality on Work Loyalty

The significance value of the analysis above (X2) is 0.006 (<0.05), which means that work totality and work loyalty have a direct and significant effect. The research results show that the greater the totality of work, the greater the employee's work loyalty. Thus, the results of the fourth hypothesis analysis state that the relationship between work totality and employee work loyalty at cosmetics

shops in Pacitan directly has a positive and significant effect. The conclusion of this research from the fourth hypothesis is accepted.

This is in line with the opinion of (Schaufeli & Bakker, 2004) Employees who have totality in their work tend to show higher commitment to the organization. Total work is often associated with employee involvement in carrying out their duties and responsibilities optimally, which in turn creates a strong emotional connection with the organization. Employees who have a high level of work involvement will feel satisfied with their work, which then affects their loyalty to the company.

The Influence of Self-Efficacy on Work Loyalty

The significance value of the analysis results above (X2) is 0.006 (<0.05) which means that total work and work loyalty have a positive and significant influence. The results of the study show that the higher the self-efficacy value, the higher the employee's work loyalty value. Thus, the results of the fifth hypothesis analysis state that the relationship between self-efficacy and employee work loyalty at a cosmetic shop in Pacitan has a positive and significant direct influence. The conclusion of this study from the fifth hypothesis is accepted.

This is in line with research (Rizki Amalia, 2020) which proves that there is a positive and significant influence between self-efficacy and work loyalty. The results of this study explain that the better the self-efficacy, the higher the employee's work loyalty at the Petisah Medan Pratama Tax Service Office. This is also supported by the results of (Wahyuni & Sunarsi, 2023) study entitled "The Effect of Work Ability and Self-Efficacy on Employee Loyalty" with the results of the study showing a significant influence of self-efficacy on employee loyalty. Employee work ability can be increased if employees have self-efficacy or confidence in their ability to do the existing tasks well. Employees who have high self-efficacy will tend to always try to do tasks to achieve predetermined goals and try to do tasks to achieve predetermined goals and try to adapt to various obstacles in the work.

The Influence of Work Ethic Mediated by Self-Efficacy on Work Loyalty

The value of the sixth hypothesis analysis is the significance of the above analysis (X1) on work loyalty of 0.379. The beta value of work ethic on self-efficacy multiplied by the value of self-efficacy on work loyalty of 0.113. There is a total influence result plus an indirect influence of 0.492. It is known that the resulting value of 0.379 is smaller than the value of 0.492, thus the results of the sixth hypothesis analysis state that there is a positive and significant influence of work ethic mediated by self-efficacy on employee work loyalty at a cosmetic shop in Pacitan. The conclusion of this study from the sixth hypothesis is accepted.

This is in line with (Meilani, 2020) research which proves that the results of the study show a partial influence between self-efficacy on the loyalty of educational personnel in higher education. Based on the results of the analysis, self-efficacy has a positive and significant effect on the loyalty of educational personnel in higher education. Thus, self-efficacy can be considered as a mediator between work ethic and work loyalty, as self-efficacy helps strengthen the relationship between work ethic and loyalty through increased job satisfaction, better stress management, and increased perceptions of organizational support.

The Influence of Work Totality Mediated by Self-Efficacy on Work Loyalty

The analysis value is the significance of the above analysis (X2) on work loyalty of -0.380. The total beta value of work on self-efficacy multiplied by the value of self-efficacy on work loyalty is 0.162. There are results from the total influence plus indirect influence of -0.218. It is known that the resulting value of -0.380 is smaller than the value of 0.218. Thus, the results of the seventh hypothesis analysis state that there is an indirect and insignificant influence of work totality mediated by self-efficacy on employee work loyalty at cosmetics shops in Pacitan. The conclusion of this study from the seventh hypothesis is not accepted.

This is not in line with research (Bandura, 1997.) which proves that the results of the study show a positive and significant influence between the totality of work on self-efficacy. The totality of work that refers to the dedication and full commitment of employees in carrying out their duties can increase employee confidence in self-efficacy. Employees who work with totality usually feel more competent in overcoming various work challenges. This increase in self-efficacy occurs because of the experience of success they achieved through maximum effort, which indirectly strengthens their perception of self-efficacy.

CONCLUSION

The conclusions that can be drawn from the research results are: (1) the relationship between work ethic and employee self-efficacy at cosmetic stores in Pacitan has a direct and significant effect. (2) the relationship between work totality and employee self-efficacy at cosmetic stores in Pacitan has a direct and significant effect. (3) the relationship between work ethic and employee work loyalty at cosmetic stores in Pacitan has a direct and significant effect. (4) the relationship between work totality and employee work loyalty at cosmetic stores in Pacitan has a direct and significant effect. (5) the relationship between self-efficacy and employee work loyalty at cosmetic stores in Pacitan has a direct and significant effect. (6) work ethic mediated by self-efficacy has a direct and significant effect on employee work loyalty at cosmetic stores in Pacitan. (7) work totality mediated by self-efficacy on employee work loyalty at cosmetic stores in Pacitan has an indirect and insignificant effect. For new researchers who are interested in the same topic, for the variables of work ethic, work totality and self-efficacy, it is recommended to consider other factors and things such as work motivation, work environment and leadership style. During the research process, the researcher discussed several limitations that caused this researcher to have shortcomings.

These shortcomings include (1) For the Development of Science Greetings, this research can be used for the development of science, especially in the field of marketing, it is expected to be able to develop marketing strategies by using online marketing media. (2) For Further Researchers, it is expected to be a reference for future researchers, so that it will perfect the shortcomings or weaknesses in the research results related to self-efficacy by adding variables to complete it, the author is expected to directly supervise the filling in of answers from respondents can reflect the actual situation. (3) For Further Researchers This research has many limitations, including knowing the success of entrepreneurs whose number of subjects is very limited.

There are still many other groups of subjects that can be used as samples to determine business success. In further research, it opens up opportunities to use more subjects in order to produce a reliable picture of all the research subjects studied.

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