

**THE EFFECT OF EMPLOYEE COMMITMENT ON IMPROVEMENT
PERFORMANCE OF SMEs IN CRACKERS PRODUCTION "NEW FAISAL"
PLOSO VILLAGE WONOAYU SIDOARJO DISTRICT**

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ABSTRACT

This research is intended to determine the effect of commitment on improving the performance of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo. This research was carried out using a quantitative approach, namely research that focuses on testing hypotheses using statistical method analysis tools and producing conclusions that can be generalized. The population used in this research were all employees of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo. totaling 150 people. The sampling technique used in this research is a purposive sampling technique, namely a sample selection technique based on certain considerations includes: employees who have worked in the company for more than 3 years, and have status permanent employees. Based on these considerations, there are around 50% of the total employees who fulfill these considerations, so the number of samples used in this research is 75 people who are employees of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo. The test tool used is a multiple linear regression analysis technique with the help of SPSS software. From the results of the research that has been carried out it can be concluded that, the results of the validity test are valid, the reliability test is reliable. From the test results, it was found that commitment had an effect on increasing the performance of MSME employees producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

Keywords: Commitment, Performance

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh komitmen terhadap peningkatan kinerja UMKM penghasil kerupuk "New Faisal" di Desa Ploso Kecamatan Wonoayu Sidoarjo. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif, yaitu penelitian yang berfokus pada pengujian hipotesis dengan menggunakan alat analisis metode statistik dan menghasilkan kesimpulan yang dapat digeneralisasikan. Populasi yang digunakan dalam

penelitian ini adalah seluruh karyawan UMKM penghasil kerupuk “New Faisal” di Desa Ploso Kecamatan Wonoayu Sidoarjo. berjumlah 150 orang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik purposive sampling, yaitu teknik pemilihan sampel berdasarkan pertimbangan tertentu meliputi: karyawan yang telah bekerja di perusahaan lebih dari 3 tahun, dan berstatus karyawan tetap. Berdasarkan pertimbangan tersebut maka terdapat sekitar 50% dari total pegawai yang memenuhi pertimbangan tersebut, sehingga jumlah sampel yang digunakan dalam penelitian ini adalah 75 orang yang merupakan pegawai UMKM penghasil kerupuk “Faisal Baru” di Desa Ploso Kecamatan Wonoayu Sidoarjo. . Alat uji yang digunakan adalah teknik analisis regresi linier berganda dengan bantuan software SPSS. Dari hasil penelitian yang telah dilakukan dapat disimpulkan bahwa, hasil uji validitas valid, uji reliabilitas reliabel. Dari hasil pengujian diketahui bahwa komitmen berpengaruh terhadap peningkatan kinerja pegawai UMKM penghasil kerupuk “New Faisal” di Desa Ploso Kecamatan Wonoayu Sidoarjo.

Kata Kunci: Komitmen, Kinerja

INTRODUCTION

In line with the government's intensive efforts to encourage economic growth, expand equitable development and its results, the development of the business world in Indonesia involving the private sector, both in the fields of industry, trade and credit services, needs to be directed so that it can increase its participation in the development process.

The success or failure of a company depends on the existence of good service because every business definitely requires services as a means of satisfying needs, even if the business is simple. Without good service, business activities will not be

able to develop, because the success of the business continuity process does not only depend on the sophisticated equipment the company has, but also depends on the services that will be provided. Therefore, companies must pay attention to service issues, which cannot be separated from the role of their human resources.

The important role of human resources in every business requires organizations to be able to process labor factors in such a way that there is balance for all company employees, because employees here not only act as workers in the company but also as consumers of the company's products. Human Resources are the resources that most determine the

success of an organization. An organization must have more value compared to other organizations. An organization is said to be successful if in the organization there is someone who can be a responsible driver in evaluating himself and his subordinates, in this case an ideal leader, because leaders are the core of management. Companies are required to manage their human resources well for the company's progress. Success in the company's processes is determined by the achievement of good work results by employees.

The survival of the company also depends on organizational commitment. Organizational commitment shows the employee's desire for the company to stay and work and dedicate themselves to the company. In the world of work, employee commitment to the organization is important because they try to give their best for the company, doing things beyond the limits required by the company.

Every person who works in a company or organization must have a commitment to work because if a company's employees do not have a commitment to work, then the goals of the company or organization will not be achieved. However, sometimes a company or organization does not pay attention to the existing

commitment to its employees, resulting in a decrease in employee performance or reduced employee loyalty.

One study found that affective commitment was predictive of a variety of outcomes (perception of task characteristics, career satisfaction, intention to leave) in percent of cases, compared to only 36 percent for normative commitment and 7 percent for continuance commitment (Robbins, 2018). Employees who are low in commitment will have an impact on *turnover*, high absenteeism, increased work slowness and lack of intensity to remain as employees in the organization, low quality of work and lack of loyalty to the company.

This research uses employee performance as the dependent variable while affective commitment, sustainable commitment and normative commitment as independent variables. Based on research from several previous researchers, it turns out that there are different results regarding the influence of organizational commitment on employee performance.

The object of this research is the UMKM producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo, which is an SME for mackerel fish stamped crackers that

provides various kinds of raw crackers and serves large and small parties. The various types of crackers produced include: snail, two wheels, three wheels, manggar, gir inul, impala, kecipir, the color of the crackers can be ordered according to your taste. The available colors are: gold, white and colorful. "New Faisal" Cracker Production UMKM offers very competitive and affordable prices by providing the best service and building professional and friendly relationships with customers and potential customers. There are still complaints at MSMEs producing "New Faisal" crackers, meaning there is still a gap between what consumers want as consumers and the services that have been provided.

From this background, the author is interested in conducting research with the title "The influence of commitment on improving the performance of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo".

Formulation of the problem

Based on the background of the problem, a problem can be formulated, namely;

Does commitment have an effect on improving the performance of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo?

Research purposes :

Based on the background of the problem and the problem formulation above, the research objectives can be formulated as follows:

To find out and analyze the effect of commitment on improving the performance of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

THEORETICAL BASIS

Organizational Commitment

Staw (2019:306) says that commitment is an organizational value that gives importance to the life of a member of the organization.

Robbins and Judge in Anwar and Prihatini (2018:4) define commitment as a situation where an individual sides with the organization and its goals and desires to maintain membership in the organization.

Luthans (2019:88) states that organizational commitment is a state of psychological attachment of an employee to an organization where the employee is impartial, loyal, identified and involved in a particular organization.

Greenberg and Baron in Sunjaya (2018:3) explain that organizational commitment is defined as the degree to which employees are involved in their organization and wish to remain members, which contains an attitude

of loyalty and the employee's willingness to work optimally for the organization where the employee works. Organizational commitment can also be said to be an important attitude that influences performance, organizational commitment as loyalty and high involvement in organization.

Davis and Newstrom (2019:112) say that employees who have low commitment to the company will tend to leave the company if they get better opportunities in other companies.

Atmosoeprapto (2019:74) complements that employees who have commitment will always be confident and driven by their interest in carrying out their duties well without needing to be supervised, because they can supervise themselves

The commitment process will discuss how a commitment from an employee who works in an organization arises. The commitment process model that is often used in analysis is the model (Sterrs , 2017)

Affective Commitment

Affective commitment is an employee's emotional feelings, employee recognition and involvement in an organization. This aspect is the same as the goal congruence approach which refers to

the strength of a person's desire to continue working at the company because he or she has similar views and the desire to do the same thing.

According to Meyer and Allen, *Affective Commitment* occurs when employees want to be part of the company because of an emotional bond. Employees recognize the similarities between themselves and the company, thereby showing attention and consequently forming an impressive commitment (*want*). (Ariyani and Sugiyanto, 2020:115)

Affective commitment is an individual's emotional involvement with an organization. Affective commitment is an employee's emotional connection to the organization. Organizational members who are committed to their organization based on affective aspects do or continue their work because the employee really wants to. Organization members who are committed at the affective level will continue to stay with the organization because they consider the individual's relationship with the organization to be in accordance with their goals and values.

According to Ariyani and Sugiyanto (2020:115), Affective Commitment is measured by the following indicators:

1. Desire to become a member organization

2. Feeling involved in achieving company goals
3. Emotional connectedness
4. Brag about your company to people other

Continuous Commitment

According to Meyer and Allen *Continuance Commitment*, it is based on the employee's perception of the losses he will incur if he does not continue his work in a company. In other words, the employee stays with a company because he needs the salary and other benefits or because he has not found another job (*need*). (Ariyani and Sugiyanto, 2020:116)

Continuing commitment according to Mayer and Allen is the awareness of organizational members to calculate the risks and costs associated with the situation if they have to leave the organization. Mayer and Allen also explained that organizational members will remain in the organization because they need it. This condition shows that there is a difference between affective commitment and continuance commitment, namely that affective commitment shows more about why individuals remain in the organization, because they really want to. Meanwhile, continuance commitment emphasizes the need for organizational members to remain in the organization, determined by the

losses that have been calculated when members leave the organization.

Mayer and Allen explain the investment that has been made in many organizations and the responsibility for individuals to remain committed because they need to. This shows that organizational members stay in the organization because they are attracted by the accumulation of investment over time increasingly limited, including seniority, special skills possessed, and retirement plans

According to Ariyani and Sugiyanto (2020 :116), Sustainable Commitment is measured by the following indicators:

1. Hope to make a profit if endure
2. Stay in the company is a necessity
3. Consideration leave the company
4. It's hard to leave organization

Normative Commitment

Normative Commitment arises from the self-values of employees who remain members of the company because there is an awareness that being committed to the company is a necessity or obligation. These employees only stay with the company because they feel they should do that (*ought/should*). (Ariyani and Sugiyanto, 2020:116)

Mayer and Allen explained that the achievement of other moral responsibilities is obtained from the socialization process in organizations or society. This shows that normative commitment is based on the norm of reciprocity, if organizational members gain benefits, then they have a moral obligation to be loyal to the organization.

The factors that influence normative commitment (*Normative Commitment*) according to Allen and Mayer in Ria Mardiana (2018) are as follows: These include everything that the organization provides to employees and the socialization process in the family and work environment.

According to Ariyani and Sugiyanto (2020 :116), Normative Commitment is measured by the following indicators:

1. There is a feeling of guilt about leaving company
2. Thinking about people's opinions it's different if you leave the company
3. Obligation to remain stay in the company
4. Have a sense of responsibility towards company

Employee performance

According to Faraby (2018:87) states that performance is the success of an employee in carrying out the

tasks assigned to him. Good performance in employees can be seen from an employee's ability to understand and complete the tasks given to him so that in his work he gets optimal results.

According to Suprihanto (2018:7) "Every activity carried out by an employee must produce something, but something as a result of that activity is not necessarily the performance expected by a business entity. Therefore, the business entity sets employee performance standards so that goals can be achieved."

Performance appraisal according to Davis (2018:341) performance appraisal is a process in which an organization evaluates the results of work carried out by employees.

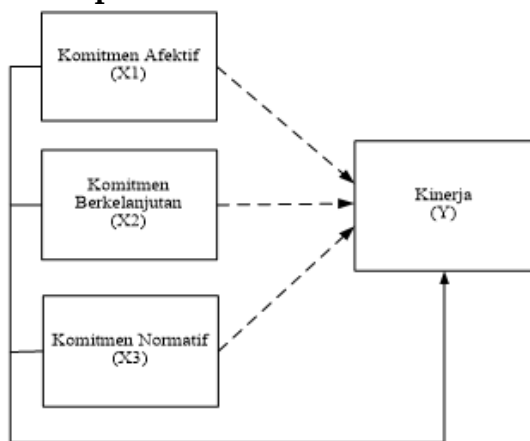
Cascio (2018:302) states that performance appraisal has two objectives, namely improving *the job performance* of each employee and providing information for employees and managers in decision making. In accordance with the objectives of performance appraisal, performance appraisals should be carried out openly and confidentially, the meaning of open nature is: that the employee being assessed has the right to know about the appraisal carried out by his superior, apart from that if according to the employee the appraisal carried out is inappropriate

or unfair, then the employee can submit objections to the assessment given.

According to Pratiwi (2020:111) Employee Performance (Y) is formed by several indicators, including:

1. Number of jobs
2. Quality of Work
3. Punctuality
4. Presence
5. Collaboration Ability

Conceptual Framework



Hypothesis

A hypothesis is a statement of the existence of a relationship between variables that is temporary. To prove this truth, more in-depth testing is needed. The hypothesis proposed in this research is:

Commitment influences improving the performance of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

RESEARCH METHOD

Types of research

The type of research in this research can be categorized as quantitative research. According to Arikunto (2016:12), quantitative research is a research approach that uses a lot of numbers, starting from collecting data, interpreting the data obtained, and presenting the results. Based on this theory, this research is quantitative descriptive research, because the data obtained from the research population sample is analyzed according to the statistical methods used and then interpreted.

Population and Sample

The objects used in this research are MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo. MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo, while the population used in this research were all employees in the marketing department of MSMEs producing "New Faisal" crackers, Ploso Village, Wonoayu District, Sidoarjo. totaling 150 people.

Samples were taken using a purposive sampling technique, namely a sample selection technique based on certain considerations.

The considerations for this research include:

1. Employees who have worked with the company for more than 3 years
2. Status permanent employees

Based on considerations, around 50% of the total employees fulfilled these considerations, so the sample size was 75 people who were MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

Operational Definition of Variables

1. Affective Commitment (X_1)

According to Ariyani and Sugiyanto (2020 :115), Affective Commitment (X_1) measured by the following indicators:

- a. Desire to become a member organization
- b. Feeling involved in achieving company goals
- c. Emotional connectedness
- d. Brag about your company to people other

2. Continuous Commitment (X_2)

According to Ariyani and Sugiyanto (2020 : 116), Continuous Commitment (X_2) is measured by the following indicators:

- a. Hope to make a profit if endure
- b. Stay in the company is a necessity
- c. Consideration leave the company
- d. It's hard to leave organization

3. Normative Commitment (X_3)

According to Ariyani and Sugiyanto (2020 :116), Normative Commitment (X_3) is measured by the following indicators:

- a. There is a feeling of guilt about leaving company
- b. Thinking about people's opinions it's different if you leave the company
- c. Obligation to remain stay in the company
- d. Have a sense of responsibility towards company.

4. Performance (Y)

According to Pratiwi (2020:111) Employee Performance (Y) is formed by several indicators, including:

- a. Number of jobs
- b. Quality of Work
- c. Punctuality
- d. Presence
- e. Collaboration Ability

Variable Measurement

Variable measurement uses a Likert scale, which is a method that measures attitudes by expressing agreement and disagreement with certain subjects, objects or events, scoring four (5) items which state the order of agreeing or disagreeing.

Table 3. 1

Questionnaire Scoring Techniques

Response	Score
Strongly Agree (SS)	5

Agree (S)	4
Simply Agree (CS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

Data Sources and Collection

The data source used was obtained from distributing questionnaires containing questions written form distributed to respondents, namely MSMEs producing "New Faisal" crackers, Ploso Village, Wonoayu District, Sidoarjo, to get respondents' answers directly.

Data analysis

Validity and Reliability Testing

Azwar (2016 :157) explains that if the validity coefficient is less than 0.30, it is considered unsatisfactory. This figure is established as a convention based on the assumed distribution of scores from a large group of subjects. From this description, it is concluded that:

- If the value of r is calculated ≥ 0.30 means the statement is valid
- If the calculated r value < 0.30 means the statement is invalid

A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time (Ghozali, 2016 : 132). Test criteria are as follows:

- If the alpha value is > 0.60 , it means the statement is reliable

- If the alpha value ≤ 0.60 , it means the statement is not reliable

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of the independent variable (X) namely Affective Commitment (X_1), Continuous Commitment (X_2) and Normative Commitment (X_3), on the dependent variable (Y) which is Employee Performance.

The form of the equation from multiple linear regression analysis is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information :

Y = Employee Performance

X_1 = Affective Commitment

X_2 = Continuous Commitment

X_3 = Normative Commitment

β_0 = Constant

$\beta_1, \beta_2, \beta_3$ = Regression coefficients for variables X_1, X_2 and X_3

e_i = Confounding factor or standard error

Hypothesis test

1. F Test

The F test was carried out to determine the simultaneous influence of Commitment (X) on Employee Performance (Y) Test steps:

- Formulate the hypothesis to be tested:

$H_0: \beta_1, \beta_2, \beta_3 = 0$ meaning there is no simultaneous influence between Commitment (X) on Employee Performance (Y)

$H_1: \beta_1, \beta_2, \beta_3 \neq 0$ meaning that there is a simultaneous influence between Commitment (X) on Employee Performance (Y)

2. Using (α) of 5%, and degrees of freedom (df) = (k, nk-1)

Information:

n = number of observations (number of samples)

k = number of regression parameters (number of variables)

3. The calculated F is obtained from the results of calculations with SPSS

4. Testing Criteria

- a. If $F_{\text{count}} \leq F_{\text{table}}$, then H_0 is accepted and H_1 is rejected, which means there is no simultaneous influence between Commitment (X) on Performance (Y)
- b. If $F_{\text{count}} > F_{\text{table}}$, then H_0 is rejected and H_1 is accepted, which means there is a simultaneous influence between Commitment (X) on Performance (Y).

t test

The t test is used to determine the partial influence between

Commitment (X) on Performance (Y)

Test steps:

1. Formulate the hypothesis to be tested:

$H_0: \beta_1, \beta_2, \beta_3 = 0$ This means that there is no partial influence between Commitment (X) on Performance

$H_1: \beta_1, \beta_2, \beta_3 \neq 0$ This means that there is a partial influence between Commitment (X) on Performance

2. Using (α) of 5%, and degrees of freedom (df) = ($\alpha/2$, nk-1)

Information :

n = number of observations (number of samples)

k = number of regression parameters (number of variables)

3. calculated t is obtained from the results of calculations using SPSS, while the t_{table} is obtained from looking at the t table

4. Testing Criteria

- a. If $-t_{\text{table}} \leq t_{\text{count}} \leq t_{\text{table}}$, then H_0 is accepted and H_1 is rejected, which means there is no partial influence between Commitment (X) on Performance (Y)
- b. If $t_{\text{count}} > t_{\text{table}}$ or $t_{\text{count}} < -t_{\text{table}}$, then H_0 is rejected and H_1 is accepted, which means there is a partial influence

between Commitment (X)
on Performance (Y)

RESEARCH RESULTS AND DISCUSSION

The results of validity testing show that the *Pearson value correlation* ($r_{\text{count}} > r_{\text{table}}$ (0.30), so it can be said that all indicators in the research variables is valid reliability testing on the research variables show that the *Cronbach alpha* value is ≥ 0.60 , so it can be said that all the variables used in the research are reliable.

This analysis is used to find out how much influence Commitment (X) has on Performance (Y) in MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

Multiple Regression Coefficient Table

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	2,454	,595
	Komitmen Afektif (X1)	,422	,086
	Komitmen Berkelanjutan (X2)	,602	,117
	Komitmen Normatif (X3)	,378	,143

a. Dependent Variable: Kinerja (Y)

Based on this table, the regression equation is

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 2.454 + 0.422 X_1 + 0.602 X_2 + 0.378 X_3$$

Based on this multiple linear regression model it can be explained that:

a. Value β_0 equal to = 2.454

The constant (β_0) of 2.454 shows the magnitude of the influence of affective (X_1), continuing (X_2) and normative (X_3) on employee performance (Y), meaning that if the independent variable is equal to zero, then employee performance (Y) is predicted) will experience an increase of 2,454 units.

b. The value of β_1 is = 0.422

The regression coefficient (β_1) for the Affective Commitment variable (X_1) is 0.422, meaning that if Affective Commitment (X_1) increases by 1 unit, then employee performance will increase by 0.422 units. Assuming continuous commitment (X_2) and normative commitment (X_3) are constant

c. Value β_2 is = 0.602

The regression coefficient (β_1) for the Continuous Commitment variable (X_2) is 0.602, meaning that if Continuous Commitment (X_2) increases by 1 unit, then employee performance will increase by 0.602 units. Assuming that Affective Commitment (X_1) and Normative Commitment (X_3) are constant

d. Value β_3 is = 0.378

The regression coefficient (β_3) for the Normative Commitment variable (X_3) is 0.378, meaning that if Normative Commitment (X_3)

increases by 1 unit, then employee performance will increase by 0.378 units. Assuming that Affective Commitment (X_1) and Continuing Commitment (X_2) are constant

Hypothesis test

Simultaneous Test with F Test

Simultaneous Test Table (F Test)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	27,449	3	9,150	55,858
	Residual	11,631	71	,164	
	Total	39,079	74		

a. Predictors: (Constant), Komitmen Normatif (X3), Komitmen Afektif (X1), Komitmen Berkelanjutan (X2)

b. Dependent Variable: Kinerja (Y)

The results of the F test showed that the calculated F value was (55.858) > F_{table} (2.73). So it can be concluded that Commitment (X) has a simultaneous effect on employee performance (Y) in MSMEs producing "New Faisal" crackers, Ploso Village, District. Wonoayu Sidoarjo

Partial Influence Test with t Test

Partial Test Table (t Test)

Coefficients ^a				
Model		t	Sig.	Correlations Partial
1	(Constant)	4,126	,000	
	Komitmen Afektif (X1)	4,933	,000	,505
	Komitmen Berkelanjutan (X2)	5,154	,000	,522
	Komitmen Normatif (X3)	2,650	,010	,300

a. Dependent Variable: Kinerja (Y)

Based on the t test results, the following information was obtained:

1. Variable Affective Commitment (X_1) with t_{count} (4.933) > t_{table} (1.9939), so it can be concluded that Affective Commitment (X_1) has a significant and positive influence on Employee Performance (Y) of MSMEs producing "New Faisal" crackers " Ploso Village, Wonoayu District, Sidoarjo
2. Continuing Commitment Variable (X_2) with t_{count} (5.154) > t_{table} (1.9939), so it can be concluded that Continuous Commitment (X_2) has a significant and positive influence on Employee Performance (Y) of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo
3. Normative Commitment Variable (X_3) with t_{count} (2.650) > t_{table} (1.9939), so it can be concluded that Normative Commitment (X_3) has a significant and positive influence on Employee Performance (Y) of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo

Discussion

Effect of Affective Commitment (X_1), Continuous Commitment (X_2)

and Normative Commitment (X3) to Employee Performance (Y)

Based on the results of hypothesis testing using the F test, it shows that there is a simultaneous influence between the independent variables, namely Affective Commitment (X1), Continuous Commitment (X2) and Normative Commitment (X3) towards The dependent variable is Performance (Y), as proven by the calculated F value ($55.858 > F \text{ table } (2.73)$).

In a simultaneous relationship, the coefficient of multiple determination (Adjusted R Square) of 0.690 from the existing data shows that the four independent variables are Affective Commitment (X1), Continuous Commitment (X2) and Normative Commitment (X3) are able to explain the dependent variable, namely Performance (Y) of 69%, while the remaining 31% is influenced by other independent variables outside the model.

Partial Effect of Affective Commitment (X1) on Performance (Y)

Based on the results of hypothesis testing using the t test, it is known that partially Affective Commitment (X1) has a significant and positive effect on employee performance (Y) with a calculated t value ($4.933 > t \text{ table } (1.9939)$).

This can be interpreted as that Affective Commitment is able to have a significant and positive influence on the performance of the MSME marketing department producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo. If Affective Commitment The higher the performance of employees in the MSME marketing department producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo, the higher it will be, and vice versa if Affective Commitment The lower it is, the lower the performance of the MSME marketing department producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

The Effect of Continuing Commitment (X2) Partially on Performance (Y)

Based on the results of hypothesis testing using the t test, it is known that partially Sustainability Commitment (X2) has a significant and positive effect on employee performance (Y) with a calculated t value ($5.154 > t \text{ table } (1.9939)$).

This can be interpreted as that Continuous Commitment is able to have a significant and positive influence on employee performance in the marketing section of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District,

Sidoarjo . If the employee's Continuous Commitment is greater then Performance will increase The marketing department for MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu Sidoarjo District will be higher, and vice versa, if the employees' Continuous Commitment is getting smaller, the performance in the marketing department for MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu Sidoarjo District will be lower.

Partial Effect of Normative Commitment (X3) on Performance (Y)

Based on the results of hypothesis testing using the t test, it is known that partially there is Normative Commitment (X 3) has a significant and positive effect on Performance (Y) with a calculated t value $(2.650) > t \text{ table } (1.9939)$.

This can be interpreted as Normative Commitment able to have a significant and positive influence on employee performance in the marketing section of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo . If Normative Commitment employee The higher the performance of employees in the MSME marketing department producing "New Faisal" crackers, Ploso Village, Wonoayu

District, Sidoarjo, will be higher, and vice versa if the Normative Commitment The lower it is, the lower the performance of employees in the MSME marketing department producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

CONCLUSION

From the results of the research and discussion in accordance with the objectives of the hypothesis using multiple linear regression, the following conclusions can be drawn:

Commitment influences improving the performance of MSMEs producing "New Faisal" crackers in Ploso Village, Wonoayu District, Sidoarjo.

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