
THE EFFECT OF SELF EFFICACY AND JOB ENGAGEMENT ON JOB INSECURITY MEDIATED BY EMPLOYEE JOB INSECURITY AT YOGYAKARTA BRANCH DAZZLE STORE

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Abstrak. Challenges in today's globalization era are increasingly felt. The business aspect has a very high challenge to always be able to develop the company so that it is always profitable. The pandemic that hit from the beginning of 2020 has almost changed all existing business arrangements, including the aspect of human resource management. Employee job satisfaction is an important aspect for the company. Dazzle Store Yogyakarta Branch is a retail company engaged in marketing electronic goods with international brands. This study aims to determine the direct and indirect effect of self-efficacy and job engagement on job satisfaction through job insecurity for employees of Dazzle Store Yogyakarta branch.

Keywords: self-efficiency; job satisfaction; insecurity.

INTRODUCTION

The challenges of today's globalization era are increasingly being felt in all aspects of life. The business aspect has a very high challenge to always be able to develop the company so that it is always profitable. The pandemic that hit from the beginning of 2020 has almost changed all existing business arrangements, including the aspect of human resource management. Lots of businesses have closed because of the problems that arise due to the pandemic. To survive in a pandemic, businesses must have a different strategy than usual (Wayong, 2017).

The strategy in the aspect of human resource management must be cleverly played by companies or business people if they do not want to lose their best people. Companies must also be able to recruit employees who are willing to fight in an era of pandemic that is completely uncertain and has its own challenges (Mangkuprawira, 2011).

Companies must be sensitive to factors - factors that affect employees at work. Job satisfaction is an important factor for employees to work more optimally (Ma'arif et al., 2013).

In this pandemic era, business competition between companies is getting tougher, this requires companies to be able to survive and compete with other companies. One of the things that companies can strive to be able to survive in intense competition is to strengthen their human resources. To create a good business, it cannot be separated from employees who have good job satisfaction. Job satisfaction will be achieved if there is a

suitability of employees with the job position they get (Syahir & Subali, 2022).

According to (As'Ad, 2004) Job satisfaction is "a person's feelings towards work." This means that this kind of conception of job satisfaction sees job satisfaction as a result of human interaction with the work environment. Workers' perceptions of matters related to their work and job satisfaction involve a sense of security, a sense of fairness, a sense of enjoyment, a sense of excitement, status and pride. Satisfied employees are more likely to speak positively about the organization, help co-workers, and make their performance exceed normal expectations, moreover satisfied employees are more obedient to the call of duty, because they want to repeat their positive experiences (Robbins, 1996).

Job insecurity is a condition where a person has a job but fails to gain a sense of security so that he experiences psychological disorders. There are several factors that influence this condition such as salary, unclear employee status, and a less supportive work environment (Rohma, 2016). In this case, it is not uncommon for an employee to feel comfortable with his job, but on the other hand they feel that the status and working conditions are unsafe or under threat.

According to (Sulistyawati et al., 2018) in the context of organizational change, job insecurity (job insecurity) is the first phase before losing a job. Job insecurity causes anxiety in employees when they are faced with inappropriate working conditions (Kang et al., 2012) it can reduce employee performance and job satisfaction with the organization. If an employee experiences

job insecurity, then the possibility that occurs is a decrease in employee productivity so that it leads to job loss.

According to (Zulfikar, 2020), "self-efficacy refers to an individual's belief that he or she is capable of doing a task." The importance of self-efficacy should not be underestimated. (Nurjannah, 2016), explains briefly that individuals who have strong beliefs in their abilities think, feel and behave differently from those who have doubts about their abilities. Individuals who doubt their abilities will shy away from difficult tasks. They have low aspirations and a weak commitment to their goals. This person gives up quickly in the face of adversity and is slow to restore confidence in the failures or setbacks they experience (Rachmayanie, 2013).

Job engagement has been studied by (Gallup, 2021) who conducted research on the level of job engagement or work engagement for employees in 155 countries. Employees studied from each country amounted to 1,000 people with an age range of 23-65 years. The results showed that the level of employee work engagement is still very low. The report shows that 85% of employees worldwide feel dis-engaged with their work and in Southeast Asia only 19% of employees are engaged with their work. The same survey shows that 76% of employees in Indonesia feel they are not engaged with their work. Low job engagement like this can spread to a low level of job satisfaction as well.

Many companies have problems regarding job satisfaction, one of which is Dazzle Store Yogyakarta branch. Dazzle, which in the last 3 years has become a phenomenon in Yogyakarta with its social

media game that can attract customers many times over, becomes a transformed store and opens several branches. Dazzle has 6 branches in Yogyakarta and 2 branches in Semarang. The number of hundreds of thousands of followers on social media makes it dazzle that daily buyers visit an average of five thousand consumers. But the number of visitors fell sharply because in 2020 Indonesia was hit by a pandemic.

Super Dazzle was founded 17 years ago (2002) from a small shop that sells accessories such as casings, batteries, and chargers for Nokia, Siemens, Ericsson, and Motorola cellphones. Dazzle's first shop measuring 4x5 sqm, opened on 7 June 2002 and is located at Jalan Kaliurang km 4,5 Yogyakarta. Managed by the owner assisted by 3 employees, at the beginning of its growth Dazzle branded itself as a cheap HP accessories shop with regular promos advertised through the *Kedaulatan Rakyat* newspaper. This strategy worked, 6 months later Dazzle expanded its store to 2 times its original size, to accommodate stock and visitors. In 2004, because shops and parking spaces were deemed inadequate, Dazzle moved the shop to a new, wider location on Jalan Kaliurang km 5.6. Still on the same road, this new store has a store area of 150 square meters with a parking area of 50 square meters.

Occupying a new, wider location, Dazzle is managed by the owner with the help of 30 employees. And in this new location, Dazzle has developed quite rapidly. The year 2015-2016 was the worst period for Dazzle because of the disruption in the retail business with the presence of e-commerce, Dazzle's sales fell drastically

and were threatened with bankruptcy. Changes in promotional media where newspapers are no longer an effective way to make management change promotional media by participating in exhibitions at JEC and at Jogja malls. Although the cost is quite large, the impact on the sales side is not significant.

The year 2017 was a gamble for the existence of Dazzle, the management conducted research on the potential of social media as a promotional medium. February 2017 Dazzle did an aggressive promotion through the Facebook group and it worked. April 2017 upon customer input, Dazzle created an account @promodazzle as a promotional catalog. This promotional media selection strategy was a great success, supported by improvements in terms of products, services, human resources, prices, and finances, Dazzle managed to answer the challenges of e-commerce by transforming into an offline store that promotes digitally through social media. Sales growth increased significantly. The effectiveness of @promodazzle social media is extraordinary, more and more students and young people are getting to know Dazzle. The store was getting more and more crowded, and in July 2019, Dazzle expanded its store by renting a building just north of it. After expanding its store, Dazzle rebranded into SuperDazzle with a wider, more comfortable, more complete concept.

Currently SuperDazzle is the market leader of retail accessories store in Yogyakarta. Located at Jalan Kaliurang km 5.6 number 25 Kentungan, Yogyakarta, which is a very strategic area, considering

that the location is very close to the student campus area, which is the main market segment of SuperDazzle.

In its work in the gadget accessories retail industry, SuperDazzle comes with an Offline store which covers an area of 350 m² equipped with supporting facilities, including a comfortable 250 m² parking area, adequate lighting, design interiors that give the impression of a young spirit full of enthusiasm, and arrangement display of goods that make it easier for visitors to find the desired item and make the viewer's eye far from boring, so that it can attract up to 2000 customer visits every day while still prioritizing customer convenience in shopping. SuperDazzle offline store and management are well aware of market tastes, Therefore, the concept of a store that is up to date and according to the tastes of millennials is promoted, so that it can pamper visitors who have taken the time to shop at SuperDazzle.

Not to mention the added enthusiasm of the flow of visitors on SuperDazzle's social media. To support and facilitate extraordinary customer interest, SuperDazzle also understands the desires of customers who prioritize convenience and shopping efficiency, for that SuperDazzle Shopping Access comes through social media that can be accessed and visited by customers to save time shopping, as well as offer energy efficiency in shopping that is easy, fast, but still gets tangible products according to their needs and quality. Service quality is strongly influenced by the job satisfaction factor of Dazzle's employees.

The high turnover rate, which in the last

2 years has an average of 8 employees in and out per month, indicates that the level of employee job satisfaction is not yet high. There are still disciplinary actions such as being late for work, wearing the wrong uniform, and not fully complying with SOPs, indicating that job satisfaction has not been maximized. Moreover, in a pandemic situation that requires employees to always work as well as possible due to high competition.

The pandemic era also gave employees a sense of insecurity which increased anxiety because in stores, employees were required to interact with many consumers. The store has also provided facilities such as masks, mica for cashiers, hand sanitizer, and so on. But seeing the number of people exposed to corona is also getting higher, this makes transmission easier. This triggers a feeling of insecurity (job insecurity) in working in the store is getting higher. Job insecurity is also influenced by self-efficacy by employees.

When an employee has high self-efficacy, the work provided will also increase, because they will devote all their efforts and attention according to the demands of the situation in achieving predetermined goals and performance. Failure to achieve a target goal will make individuals try harder to achieve it again and overcome the obstacles that make it fail, and they will set a higher target. In fact, employees who have a performance goal orientation do not have control over their ability to complete certain tasks, so they do not use their knowledge and expertise in completing tasks or they have low self-efficacy. When an employee has low self-efficacy, the work provided will also

decrease, because they do not devote all their efforts and attention in accordance with the demands of the situation in achieving company goals and predetermined performance. Failure to achieve a target goal will make employees less active in getting it back and overcoming the obstacles that make it fail, and they often do not match the targets set by the company.

The high level of pressure in the store lately also shows that there is communication between supervisors and employees that is not well established. In addition, employees feel that what is conveyed is not acceptable to other employees so that they end up feeling less comfortable in doing their jobs. Communication and opinions conveyed by supervisors can affect working conditions for an employee. This can be an example of an organization's support for its employees. However, it turns out that the opinions expressed by employees are less acceptable to other employees, so that employees feel that they do not get support from their superiors or the company. This difference of opinion causes employees to feel less supported by the organization.

Seeing the importance of employee job satisfaction which is influenced by the variables of Self Efficacy, Job Engagement, and Job Insecurity, the authors are interested in conducting research at the Dazzle Store Yogyakarta branch about "The Effect of Self Efficacy and Job Engagement on Job Satisfaction mediated by Job Insecurity on Dazzle employees. Yogyakarta branch store".

This study aims to determine the direct

and indirect effect of self-efficacy and job engagement on job satisfaction through job insecurity for employees of Dazzle Store Yogyakarta branch.

MATERIALS AND METHODS

Based on the type of data analysis, this research is a quantitative study. This type of research is observational analytic with a case control study design because case control research is the only way that is relatively cheap, easy and fast to find associations between risk factors and diseases that are rarely found (Suradi, 2002). The data obtained such as observations, interviews, photo shoots, document analysis, field notes, compiled by researchers at the research site, poured in the form and numbers. This study uses an explanatory (analytic) survey method.

Explanative research aims to find out why certain situations or conditions occur or what influences the occurrence of something. Based on the nature of the relationship between the variables, the explanatory survey is divided into two, namely comparative and associative. Comparative nature is intended to make a comparison (compare) between one variable with other similar variables. While the associative nature is intended to explain the relationship (correlation) between variables (Krisyantono, 2016:42).

RESULTS AND DISCUSSION

Descriptive

analysis in this study is intended to describe or describe the characteristics of respondents, including: age, gender and formal education, based on respondents' answers to research questionnaires, as well as descriptions of research variables including variables Self Efficacy, Job Engagement, Job Insecurity, and Job Satisfaction. Characteristics of respondents, namely the identity of employees who work at the Dazzle Store Yogyakarta branch which includes age, gender, formal education and years of service

1. Validity Test

The validity of the instrument is evaluated based on the convergent validity and discriminant validity of the indicators calculated using Partial Least Square (PLS). Convergent validity is used to determine the validity of each relationship between indicators and their latent constructs (variables). Convergent validity parameters include 2 things, namely the value of loading the questionnaire item (> 0.7), and the value of Average Variance Extracted (AVE) with a value (> 0.5). According to Chin, (convergent validity) is said to be high if the loading value is above 0.7 (in Ghozali, 2006). As for discriminant validity, it can be seen from the loading factor of each questionnaire item with the construct that represents it.

Table 1. Validity Test

Item	Loading	Criteria	Description
Job Engagement JE1	0.738	0.700	Valid

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JE2	0.900	0.700	Valid
JE3	0.829	0.700	Valid
JE4	0.890	0.700	Valid
JE5	0.811	0.700	Valid
Job Insecurity			
0.821	0.700	Valid	J12
0.919	0.700	Valid	Job
Satisfaction			
KP1	0.927	0.97002	Valid
0,7002	0.9700	0,700	Valid
J11	0.9700	Valid	Valid
KP4	0.903	0.700	Valid
Self Efficacy			
SE1	0.858	0.700	Valid
SE2	0.919	0.700	Valid
SE3	0.829	0.700	Valid

The validity test of the job satisfaction variable instrument in Table 1 shows that all items have an average variance extracted value with a value (> 0.7) so that the validity test is declared valid .

Table 2. Validity Test

	Average Variance Extracted (AVE)	Criteria	Description
Job Engagement	0.698	0.500	Good
Job Insecurity	0.760	0.500	Good
Job Satisfaction	0.853	0.500	Good
Self Efficacy	0.756	0.500	Good

2. Reliability Test

According to (Sugiyono, 2017), the research results are said to be reliable if there are similarities in the data in time different. A reliable instrument is an instrument that several times to measure the same object will produce the same data. To test the reliability of the instrument used the formula Cronbach's Alpha

Coefficient (Arikunto, 1998). The ability to assess the level of reliability is very much determined by how far the alpha risk is if a small risk is accepted. The greater the resulting alpha value (greater than 0.6) means that the questionnaire items are more reliable. To test the reliability used Cronbach alpha coefficient of 0.6. Testing the reliability of the instrument using Cronbach's Alpha coefficient with the

criteria as described in Chapter III. The results of the reliability testing of the four variables are presented in the table.

Table 3. Reability Test

	Cronbach's Alpha	Criteria	Composite Reliability	Criteria	Ket.
Job Engagement	0.891	0.600	0.920	0.700	Reliable
Insecurity	0.693	0.600	0.863	0.700	Reliable
Satisfaction	0.943	0.600	0.959	0.700	Reliable
Self	0.838	0.600	0.903	Efficacy	Job

Jobeach variable is greater than 0.60 which means reliable. Cronbach's Alpha coefficient values obtained ranged from 0.897 – 0.955.

Thus, all question items in the research instrument are feasible as instruments to measure the variables of Self Efficacy (X1), Job Engagement (X2), Job Insecurity (X3) on Job Satisfaction, because they have met the recommended validity and reliability requirements and then the data used obtained from the composite questionnaire by finding the average value to represent the variables in this study. In this case, four composite scores will be obtained representing four variables, namely Self Efficacy (X1), Job Engagement (X2), Job Insecurity (X3) and Job Satisfaction.

The data analysis technique in this study is the PLS (Partial Least Square) model of the structural equation (Structural Equation Model). The PLS model SEM is a set of statistical techniques that allow the simultaneous testing of a relatively complex set of relationships. Complex relationships can be built between one or

more exogenous variables with one or more endogenous variables. Each exogenous and endogenous variable can be a construct built from several indicator variables. Of course, these variables can be in the form of a single variable that is observed or measured directly in a research process (Ferdinand, 2017). The main advantage of SEM is its ability to estimate parameters and path models while correcting for bias effects from random measurement errors. A common approach is to estimate the structural relationship among latent variables that are free from random measurement errors that are free from random measurement errors.

SEM is usually seen as a combination of factor analysis (Confirmatory Factor Analysis) and regression analysis because modeling through SEM allows a researcher to answer research questions in the form of identification. The dimensions of a concept or construct (as is usually done in factor analysis) and at the same time the author wants to measure the influence or degree of relationship between the constructs that have been identified by these dimensions (Ferdinand, 2000). This research is directed

only at the identification of SEM because each item scale is treated as a single indicator of each construct.

Simultaneous test results found that Self Efficacy, Job Engagement and Job Insecurity have a significant effect on Job Satisfaction, with a coefficient of determination of 0.492 which means that 49.2% of the variation in the Job Satisfaction variable can be explained by the three variables Self Efficacy, Job Engagement and Job Insecurity simultaneously. together or simultaneously. This result is supported by the calculation of the results of data processing which has an Fcount of 34.384 with a significance value of 0.000, which means that good job satisfaction at the Dazzle Store Yogyakarta branch can be formed through the variables of Self Efficacy, Job Engagement and Job Insecurity.

Quantitative analysis is intended to test hypotheses based on the proposed research model. The data analysis method used for testing the model in this study is Partial Least Square (PLS) using the Smart PLS 2.0 program.

The results of path analysis using Partial Least Square (PLS) analysis techniques can be seen in table 4.7.

a. The direct effect of self-efficacy on job insecurity.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; self efficacy has no significant effect on job insecurity.

Ha : 1 0; self efficacy has a significant effect on job insecurity.

The results of the analysis of the direct

influence of self efficacy on job insecurity obtained a weight coefficient of -0.348 and a statistic t number of 4.497 > 1.960 or significant. This shows that the self-efficacy variable has a negative and significant effect on job insecurity (Hypothesis 1 is supported).

b. The direct effect of job engagement on job insecurity.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; job engagement has no significant effect on job insecurity.

Ha : 1 0; job engagement has a significant effect on job insecurity.

The results of the analysis of the direct effect of job engagement on job insecurity obtained a weight coefficient of -0.350 and a statistic t number of 4.829 > 1.960 or significant. This shows that the job engagement variable has a negative and significant effect on job insecurity (Hypothesis 2 is supported).

c. The direct effect of self-efficacy on job satisfaction.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; self efficacy has no significant effect on job satisfaction.

Ha : 1 0; self efficacy has a significant effect on job satisfaction.

The results of the analysis of the direct influence of self efficacy on job satisfaction obtained a weight coefficient of 0.314 and a statistic t number of 4.581 > 1.960 or significant. This shows that the self-efficacy variable has a positive and significant effect on job satisfaction (Hypothesis 3 is supported).

d. The direct effect of job engagement on job satisfaction.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; job engagement has no significant effect on job satisfaction.

Ha : 1 ≠ 0; job engagement has a significant effect on job satisfaction.

The results of the analysis of the direct effect of job engagement on job satisfaction obtained a weight coefficient of 0.134 and a statistic t number of 1.780 < 1.960 or not significant. This shows that the job engagement variable has a positive and insignificant effect on job satisfaction (Hypothesis NO 4 is supported).

e. The direct effect of job insecurity on job satisfaction.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; job insecurity has no significant effect on job satisfaction.

Ha : 1 ≠ 0; job insecurity has a significant effect on job satisfaction.

The results of the analysis of the direct effect of job insecurity on job satisfaction obtained a weight coefficient of -0.415 and a statistic t number of 5.774 > 1.960 or significant. This shows that the job engagement variable has a negative and significant effect on job satisfaction (Hypothesis 5 is supported).

Table 4. Table of Partial Least Square (PLS) Analysis of Indirect Effects Between Variables and Coefficient of Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Job Engagement -> Job Insecurity -> Job Satisfaction	0.145	0.145	0.037	3,883	0.000
Self Efficacy -> Job Insecurity -> Job Satisfaction	0.144	0.144	0.041	3,476	0.001

1. The effect of self-efficacy on job satisfaction through job insecurity.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; self efficacy has no significant effect on job satisfaction through job insecurity.

Ha : 1 ≠ 0; self efficacy has a significant effect on job satisfaction through job insecurity.

The results of the analysis of the direct influence of self efficacy on job satisfaction through job insecurity obtained a weight coefficient of 0.145 and a statistic t number of 3.883 > 1.960 or significant. This

shows that the self-efficacy variable has a positive and significant effect on job satisfaction through job insecurity. (Hypothesis 6 is supported).

2. The direct effect of job engagement on job satisfaction through job insecurity.

The formulation of the null hypothesis (H0) and the alternative hypothesis (Ha) are as follows:

H0 : 1 = 0; job engagement has no significant effect on job satisfaction through job insecurity.

Ha : 1 0; job engagement has a significant effect on job satisfaction through job insecurity.

The results of the analysis of the direct effect of job engagement on job satisfaction through job insecurity obtained a weight coefficient of 0.144 and a statistic t number of 3.476 > 1.960 or not significant. This shows that the job engagement variable has a positive and significant effect on job satisfaction through job insecurity (Hypothesis 7 is supported).

Table 8. Table of Partial Least Square (PLS) Analysis

Variable	R Square	Adjusted R Square
Job Insecurity	0.329	0.318
Job Satisfaction	0.492	0.480

It was also found that the coefficient of determination (R²) Job Insecurity was 0.329, which means that around 32.9% of the variation in the Job Insecurity variable can be explained by the three variables Self Efficacy and Job Engagement together. While the remaining 67.1% is explained by other variations outside the model.

It was also found that the coefficient of determination (R²) of Job Satisfaction was 0.492, which means that around 49.2% of the variation in the Job Satisfaction variable could be explained by the three variables of Self Efficacy, Job Engagement and Job Insecurity together. While the remaining 50.8% is explained by other variations outside the model.

Partially, it was found that Self Efficacy has a positive and significant effect on Job Satisfaction with a t value of 4.747 and a significance value of 0.000, with a

regression coefficient of 0.714. This means that increasing Self Efficacy will increase Job Satisfaction and vice versa, decreasing Self Efficacy will decrease Job Satisfaction. Thus, Dazzle Store Yogyakarta branch needs to apply values and regulations that will influence employee behavior that leads to job satisfaction. Cultivating Self Efficacy which can be through creating a feeling of respect for employees, where this shows that when an employee feels valued in an organization, then at that time the existence of culture is felt by employees and affects job satisfaction. A conducive work environment will also create good Self Efficacy, this situation can be created by having a good relationship between employees and employees with superiors.

Beta test results also show that Self Efficacy with a beta value of 0.438 has a dominant influence on job satisfaction of Dazzle Store employees in Yogyakarta

branch. Therefore, every organization needs to form a strong Self Efficacy, the organization needs to disseminate its core values to all employees. These values will be attached to every member of the organization, so that this Self Efficacy will have an impact on the behavior and attitudes of every member of the organization or all employees.

The results of this study are in accordance with research conducted by Chaterina and Intan (2012) which have the same conclusion, namely that there is a direct influence between Self Efficacy and job satisfaction. This shows that the stronger Self Efficacy at PT. Sido Muncul, the higher the job satisfaction felt by employees. These results are also in line with the theory put forward by Kotter and Heskett (Sutanto, 2002: 129) that strong self-efficacy will trigger employees to think, behave, and act in accordance with organizational values. Conformity between self-efficacy and organizational members who support it will lead to job satisfaction, thus encouraging employees to improve their performance for the better, namely staying in one company and having a long-term career. Therefore, a strong Self Efficacy is needed by every organization so that job satisfaction and employee performance increase so that it will improve the overall performance of the organization.

Partially, Job Engagement has a positive and significant effect on Job Satisfaction with a *t* hitung of 3.645 and a significance value of 0.000, with a regression coefficient of 0.283. This means that increasing Job Engagement will increase Job Satisfaction and conversely, decreasing Job

Engagement will decrease Job Satisfaction. At Dazzle Store, Yogyakarta branch, job satisfaction is also formed from the process of sharing knowledge between employees, both starting from frequent interactions and sharing information, even to intensively conducting regular meetings to discuss methods in work. Employees also help each other when there is an application of new methods for certain jobs, especially those related to digital technology.

The results of this study are in accordance with the opinion of Cross and Cummings (2004) providing supporting evidence for the relationship of Job Engagement with employee job satisfaction. They empirically found that knowledge sharing described as bonding and networking is related to individual performance in knowledge sharing with intensive work. Similarly, empowering work environments that provide access to information, support, resources, and opportunities to learn and develop were shown to influence employee work attitudes, such as job satisfaction (Spence Laschinger, Finegan, & Shamian, 2001). Alike, Teh & Sun (2012) revealed that job satisfaction is positively related to employee knowledge sharing behavior.

Partially, Job Insecurity has a positive and significant effect on Job Satisfaction with a *t* hitung of 2.019 and a significance value of 0.000, with a regression coefficient of 0.265. This means that increasing Job Insecurity will increase Job Satisfaction and conversely, decreasing Job Insecurity will decrease Job Satisfaction. At Dazzle Store, Yogyakarta branch, job satisfaction can be

formed from employees' sense of belonging to the company. Clear career paths, providing decent wages and good relationships with superiors will form high Job Insecurity and will have an impact on high job satisfaction as well.

The results of this study support research on job satisfaction influenced by Job Insecurity studied by Hartono and Roy Setiawan (2013) which has the result that based on the results of the hypothesis test (t test), it is known that Job Insecurity has a positive and significant effect on Job Satisfaction of Papa Ron's Pizza employees. The results of this study also support the theory put forward by Frenky and Leonard (2010) which states that organizational commitment is a condition that shows the psychological attachment of an employee to an organization to be loyal and involved in the organization. The more loyal an employee is, the higher his organizational commitment. To see the level of employee loyalty to their organization, it can be seen from the employee's tenure. The longer the working period, the higher the sense of loyalty to the organization. The longer an employee works for an organization, the more experience and skills he will get.

CONCLUSIONS

Based on the results of the analysis in Chapter IV, the following conclusions can be drawn: 1) There is a direct effect of self efficacy on job insecurity in Dazzle Store employees, Yogyakarta branch, thus hypothesis 1 is supported. 2) There is a direct effect of job engagement on job insecurity in Dazzle Store employees,

Yogyakarta branch, thus hypothesis 2 is supported. 3) There is a direct effect of self efficacy on job satisfaction in Dazzle Store employees, Yogyakarta branch, thus hypothesis 3 is supported. 4) There is no direct effect of Job Engagement on job satisfaction in Dazzle Store employees, Yogyakarta branch, thus hypothesis 4 is not supported. 5) There is a direct effect of job insecurity on job satisfaction at Dazzle Store, Yogyakarta branch, thus hypothesis 5 is supported. 6) There is an indirect effect of self efficacy on job satisfaction through job insecurity in Dazzle Store employees, Yogyakarta branch, thus hypothesis 6 is supported. 7) There is an indirect effect of Job Engagement on job satisfaction through job insecurity in Dazzle Store employees, Yogyakarta branch, thus hypothesis 7 is supported.

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