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### THE INFLUENCE OF WORK SPIRIT AND WORK LOYALTY ON EMPLOYEE PRODUCTIVITY

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**Abstract:** *This research aims to examine and analyze the influence of work enthusiasm and work loyalty on employee work productivity at the Makassar City Trade Office. Data collection uses primary data obtained from questionnaires using primary data analysis techniques. The sample in this study was 35 Civil Servants who worked at the Makassar City Trade Office. The results of the questionnaire have been tested for Validity and Reliability, and also tested classic assumptions in the form of Normality Test, Autocorrelation Test, Multicollinearity Test, and Heteroscedasticity Test. The data analysis method uses descriptive statistical analysis techniques and inferential statistical analysis. Based on the results of the t test and the Multiple Linear Regression analysis carried out, it can be seen that the Work Morale Variable has a positive and insignificant effect on Employee Work Productivity at the Makassar City Trade Office. The Work Loyalty variable has a positive and significant effect on Work Productivity at the Makassar City Trade Office, and the Work Morale and Work Loyalty variables simultaneously have a positive and significant effect on Work Productivity at the Makassar City Trade Office.*

**Keywords:** Spirit at Work, Work Loyalty, Work Productivity

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#### A. Introduction

The quality of human resources plays a very important role as it can determine the progress or decline of an organization (Latiep et al., 2024). Humans are the driving force behind the resources in the activities and routines of an organization, which consists of various individuals with different characteristics. People have

different ways of thinking, attitudes, behaviors, and needs. Good human resources are directed towards increasing the contributions made by employees towards the achievement of the organization's goals.

The employees expected at the Department of Trade are those who can achieve work program targets that produce quality and quantity of



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work to maximize the services provided to the public, thereby creating a sense of satisfaction in public service. Considering that the Department of Trade is at the forefront of administration, the government has the task of providing public services in terms of stabilizing prices, maintaining food stock, controlling inflation, and ensuring food supply in the city of Makassar. When the public requires assistance, services must be responsive and completed on the same day to meet their needs (Latiep et al., 2022). Additionally, government service programs are expected to be accurate, targeting the communities in need to create quality and quantity of work from employees in addressing existing issues (Saleh, 2018).

There are quite a few factors suspected of influencing employee morale, ranging from motivation, communication, human relations, compensation, and the work environment, among others (Hardiyono et al., n.d.). However,

this time only the factors of morale and loyalty are considered (Fatmawaty et al., 2024). This is based on previous studies that predominantly focused on these factors, as well as theories regarding morale and loyalty. This is supported by a study conducted by Indrawati et al. (2018), which shows that morale has a positive and significant impact on the work productivity of employees at the Class I Navigation District Office in Makassar. This is evidenced by the correlation coefficient at a high level of significance, indicating a positive and significant influence between the morale variable and the employee productivity variable, based on simple linear regression calculations (Mangkunegara, 2013; Suryani et al., 2019).

In addition, employee loyalty is equally important. The office still needs to find ways to retain its employees and ensure their loyalty to the organization. This is evident in the fact that there are still employees who do not fully comply with the existing work rules and

sometimes neglect their responsibilities, such as not completing tasks on time (Anwar Prabu Mangkunegara., 2010). Some employees also rarely collaborate and have not shown a sense of ownership in advancing the office, and they struggle to create workplace harmony among fellow employees. (Indriasari et al., 2024) According to Desi et al. (2022), in their study, work loyalty, morale, and discipline are seen as capable and important factors in efforts to improve the productivity of employees at the National Narcotics Agency of Tulungagung Regency.

The phenomenon of variables affecting employee productivity, specifically regarding work morale and loyalty, will be tested in this study to determine the degree of correlation with the productivity variable, as delays in task completion have been observed (Ikhram et al., 2025). Therefore, research is needed to verify this assumption and to determine whether subordinates are satisfied with their work or, conversely, whether dissatisfaction is causing these delays in task completion. According to Sutriniasih (2018), loyalty arises from

personal characteristics, job characteristics, organizational or company characteristics, and experiences gained while working. Employee loyalty is based on trust, a strong sense of belonging, and a willingness to remain within the organization (Amurullah et al., 2025).

## **B. Materials and Methods**

The approach used in this study is a quantitative approach, where the data is in the form of numbers, and hypothesis testing is conducted using statistical analysis. Through an explanatory survey, this research takes a sample from a studied population and explains causal relationships between variables that will undergo hypothesis testing (Sugiyono, 2013). According to Sugiyono (2017), "a sample is a part of the population's total number and characteristics." If the population is large, the researcher cannot study everything within it due to limitations of funds, manpower, and time. Therefore, the researcher can use a sample taken from the population. The conclusions drawn from the sample will be applicable to the population.

Therefore, the sample taken from the population must be truly representative. The sampling technique used in this research is random sampling. The study employs the Classical Assumption Test for multiple linear regression using SPSS software version 26.

### C. Result and Discussion

In order to test the influence of work morale and work loyalty on work productivity among employees at the Department of Trade in Makassar, multiple regression analysis was used. The calculations were performed with the help of SPSS version 26 for Windows, and the results were as follows:

#### Multiple Regression Analysis

| Coefficients <sup>a</sup> |                 |                             |            |                           |  |       |      |                         |       |
|---------------------------|-----------------|-----------------------------|------------|---------------------------|--|-------|------|-------------------------|-------|
| Model                     |                 | Unstandardized Coefficients |            | Standardized Coefficients |  | t     | Sig. | Collinearity Statistics |       |
|                           |                 | B                           | Std. Error | Beta                      |  |       |      | Tolerance               | VIF   |
| 1                         | (Constant)      | 7,297                       | 4,242      |                           |  | 1,720 | ,095 |                         |       |
|                           | Semangat Kerja  | ,247                        | ,249       | ,170                      |  | ,995  | ,327 | ,641                    | 1,561 |
|                           | Loyalitas Kerja | ,618                        | ,205       | ,515                      |  | ,706  | ,005 | ,641                    | 1,561 |

Results:

Based on the data in the table above (Unstandardized coefficients table), the regression coefficients for work morale (X1) and work loyalty (X2) with respect

to work productivity (Y) are 0.247 (X1) and 0.618 (X2), respectively, with a constant value of 7.297. Thus, the regression equation is formed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 7.297 + 0.247 X_1 + 0.618 X_2 + e$$

This model shows that the regression coefficients are both positive and negative. It can be explained as follows:

- The constant value of 7.297 indicates that if job enthusiasm (X1) and job loyalty (X2) are both 0, then job productivity (Y) will be 7.297.
- The coefficient for job enthusiasm (X1) is positive at 0.247, meaning that for every 1% increase in job enthusiasm (X1), job productivity (Y) will increase by 0.247, assuming that other independent variables remain unchanged (constant).
- The coefficient for job loyalty (X2) is 0.618, meaning that for every 1% increase in job loyalty (X2), job productivity (Y) will increase by 0.618, assuming that other independent variables remain unchanged (constant).

The F-statistic test is used to prove the hypothesis that states that work spirit and work loyalty together have a positive and significant effect on work productivity. The test results can be seen in the following table with a significance level of 5% ( $\alpha = 0.05$ ):

F Test Results (Simultaneous)

| ANOVA <sup>a</sup> |            |             |       |             |        |                   |
|--------------------|------------|-------------|-------|-------------|--------|-------------------|
| Model              |            | Sum Squares | of df | Mean Square | F      | Sig.              |
| 1                  | Regression | 69,868      | 2     | 34,934      | 10,619 | .000 <sup>b</sup> |
|                    | Residual   | 105,275     | 32    | 3,290       |        |                   |
|                    | Total      | 175,143     | 34    |             |        |                   |

Based on the above, where the calculated F-value ( $F_{hi}^t$ ) is 10.619 with a significance value of 0.000, and the table value ( $F_t^{ab}$ ) at a 95% confidence level is 2.746, it can be seen that the calculated F-value of 10.619 is greater than the table value of 2.746, with a 95% confidence level and a 5% error margin ( $\alpha = 0.05$ ). Therefore, it can be concluded that job enthusiasm and job loyalty together have a positive and significant effect on employee productivity at the Trade Department office in Makassar.

### Interpretation of Research Results

#### The Effect of Job Enthusiasm (X1) on Job Productivity (Y)

Based on the t-test results regarding job enthusiasm and job productivity, the calculated t-value ( $t_{hi}^t$ ) is 0.995, which is less than the table value ( $t_t^{ab}$ ) of 2.746, with a significance value of 0.327, which is greater than  $\alpha = 0.05$ . Therefore, the null hypothesis ( $H_0$ ) is accepted, and the alternative hypothesis ( $H_a$ ) is rejected. The conclusion is that job enthusiasm has a positive but not significant effect on job productivity. This indicates that higher job enthusiasm does not necessarily impact job productivity. Since the significance level is greater than  $\alpha$ , it is concluded that the regression coefficient for job enthusiasm is not significantly related to employee productivity at the Trade Department office in Makassar.

#### The Effect of Job Loyalty (X2) on Job Productivity (Y)

Based on the t-test results regarding job loyalty and job productivity, the calculated t-value ( $t_{hi}^t$ ) is less than the table value ( $t_t^{ab}$ ) ( $0.706 < 2.746$ ), and the significance value is greater than the p-value ( $0.005 < 0.05$ ), indicating that job loyalty has a positive and significant effect on job productivity.

### **The Effect of Job Enthusiasm (X1) and Job Loyalty (X2) Together on Job Productivity (Y)**

Based on the regression analysis, the equation obtained is  $Y = 7.297 + 0.247 X1 + 0.618 X2 + e$ . The constant value of 7.297 and the coefficients of 0.247 and 0.618 indicate that there is an effect from the independent variables X1 (job enthusiasm) and X2 (job loyalty) together on the dependent variable Y (job productivity). From the hypothesis testing, the significance value (Sig) is 0.000, and the calculated F-value ( $F_{hi}^t$ ) is 10.619, while the table F-value ( $F_t^{ab}$ ) is 2.746. Since the significance value is smaller than 0.05 and the calculated F-value is greater than the table F-value, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted. This means that the independent variables X1 (job enthusiasm) and X2 (job loyalty) together have an effect on the dependent variable Y (job productivity). Linear regression testing using SPSS version 26 for Windows confirmed that the regression line is linear. Furthermore, testing of the significance of the regression coefficients

with the same program showed that there is a positive effect from the independent variables X1 (job enthusiasm) and X2 (job loyalty) together on the dependent variable Y (job productivity).

### **D. Conclusion**

In relation to the problem formulation outlined in this study, the researcher can draw the following conclusions based on the analysis and discussion results:

1. The hypothesis testing using multiple linear regression analysis shows that the job enthusiasm variable (X1) has a positive but not significant effect on employee productivity at the Trade Department office in Makassar, when analyzed separately.
2. The hypothesis testing using multiple linear regression analysis shows that job loyalty (X2) has a positive and significant effect on employee productivity at the Trade Department office in Makassar, when analyzed separately.
3. The hypothesis testing using multiple linear regression analysis shows that

both job enthusiasm (X1) and job loyalty (X2) together have a positive and significant effect on employee productivity at the Trade Department office in Makassar.

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