

The Influence of Lifestyle and Conformity on the Performance of Phicos Group IT Company Employees

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Abstract

The high salary of employees will not automatically be directly proportional to their performance. A high salary actually triggers a high lifestyle as well. this study aims to determine whether there is an influence of lifestyle on the performance of IT employees of the Phicos Group company; knowing whether or not there is an influence of peer group conformity on the performance of the IT company employees of Phicos Group; as well as knowing whether there is an influence between lifestyle and peer group conformity on the performance of IT employees of the Phicos Group company. This study was designed using a quantitative research design using a descriptive correlational method. The data that has been obtained is then processed with the help of SPSS 25.0 software for windows. Since the number of employees in Phicos Group is 50 people, the researchers used a non-probability sampling technique with a saturated sampling technique, which means that all populations were used as samples in the study. The data collection techniques used questionnaires and interviews. The results showed that the lifestyle variable had a significant negative effect on employee performance. The smaller the value of lifestyle and conformity possessed by employees, it will increase employee performance and vice versa. The results obtained for the conformity variable have no significant effect on increasing or decreasing employee performance. Meanwhile, lifestyle and conformity together have a significant negative effect on employee performance. This means that the higher the lifestyle and conformity, the lower the employee's performance.

Keywords

lifestyle; conformity;
performance



I. Introduction

Human life is a complex phenomenon with various needs and desires. The existence of this need will shape the pattern of human behavior, especially in social life starting with the ownership of individual capital such as norms, beliefs, and materials. Adlin (2006) explains that material ownership in social capital can be in the form of goods that have a high value and the ability to create prestige which is influenced by the environment. Individual objective conditions in the environment will form a habit that tends to form social perceptions and contains past experiences that are displayed in the present so that they can become thoughts, drivers, actions and individual representations of the environment. These habits are interconnected and interact with other individuals to form a lifestyle. Chaney (2013) explains that through lifestyle, individuals maintain their actions so that they can adjust to social spaces based on their position. One of them is the lifestyle of a group of employees or

workers. There are various fields of work, one of which is the field of Technology, Information, and Communication. Workers in the ICT sector are workers or employees with a fairly high salary because there are still limited human resources in this field. One of the ICT companies in Surakarta is PHICOS Group. One of them is the lifestyle of a group of employees or workers.

A person has an income by working which can increase his choices in determining his lifestyle. The development and sophistication of technology as well as fashion trends that continue to develop accompanied by the demands of the times on a person's professional view will affect the lifestyle in which they are located. The choice of lifestyle is also influenced by conformity because conformity is a personality trait that tends to allow the attitudes and opinions of others to influence their lives. Brehm and Kassin in Suryanto, et al (2012) define conformity as the tendency of individuals to change their perceptions, opinions, and behaviors so that they are in accordance with or consistent with the norms that exist in the group they live in. This means that lifestyle and conformity will be influenced by the group of employees or workers in which they are located. Furthermore, lifestyle and conformity will certainly have an impact on employee performance in the company where they work. Anggraini (2015) explains that lifestyle is one of the important factors that affect employee performance, the higher the employee's lifestyle, the lower the employee's performance because lifestyle becomes the focus of employees. Webley and Siviter in Baron and Byrne (2005) explain that conformity is believed to be able to change a person's behavior to conform and comply with the rules that exist within the organization. This statement illustrates that lifestyle and conformity can affect employee performance at work. Performance can be influenced by various factors, both internal factors and environmental factors directly or indirectly. According to Ivancevich, Konopaske and Matteson (Busro in Edward, 2020) that performance shows the ability and skills of workers. Performance is a person's success in carrying out tasks, work results that can be achieved by a person or group of people in an organization in accordance with their respective authorities and responsibilities (Wulandari, 2021). According to Yani in Syardiansyah (2020) performance is a result of work achieved by a person in carrying out the tasks assigned to him based on skill, experience and sincerity as well as time. This means that in work contains elements of the standard that achievement must be met, so, for those who reach the standards set means good performance (Wahjudewanti, 2021). Lifestyle and conformity will certainly have an impact on employee performance in the company where they work.

Based on the description above, the researcher will conduct a study with the title "The Effect of Lifestyle and Conformity on the Performance of IT Phicos Group Company Employees". This study aims to determine whether there is an influence of lifestyle on the performance of the IT company Phicos Group employees, to find out whether there is an effect of peer group conformity on the performance of the IT company employees Phicos Group, and to find out whether there is an influence between lifestyle and peer group conformity on the performance of IT company employees. Phicos Group.

II. Review of Literature

2.1 Performance

Rivai (2013) argues that performance is a term used in part or all of the actions or activities of an organization in a period with a reference to a number of standards. Meanwhile, Gibson (2013) explains that performance is the result of work related to organizational goals such as quality, efficiency, and other work effectiveness criteria.

Based on the explanations of some of these, it can be concluded that performance is the result of qualitative and quantitative employee work achieved by him to realize the goals of the organization or company. Wirawan in Gusnetti (2014) states that there are three factors that affect performance, namely:

a. Organizational Internal Environmental Factors

It can be in the form of robots, compensation systems, work climate, organizational strategies, support for resources needed to carry out work, and management systems.

b. Organizational External Environmental Factors

Can be in the form of circumstances, events or situations that occur in the external environment of the organization that affect employee performance

c. Employee Internal Factors

It is an innate factor from birth such as talent, nature, personal, physical, psychological and family conditions, and factors that are obtained when he develops such as knowledge, skills, work ethic, work experience, and work motivation.

2.2 Lifestyle

Well and Tiger in Safitri (2015) explain that lifestyle is a pattern in which people live and spend time and money. Meanwhile, Armstrong in Safitri (2015) states that lifestyle is a person's lifestyle in the world of life which is expressed in the activities, interests, and opinions concerned. Lifestyle is closely related to the times and technology. With the increasing age and increasingly sophisticated technology, the more widespread the application of lifestyle by humans in everyday life is. In another sense, lifestyle can have a positive or negative influence on those who run it, depending on how the person lives it

2.3 Conformity

Davidoff (1991) states that conformity is a change in behavior and attitudes as a result of real or unreal pressure. Conformity arises when individuals imitate the attitudes or behavior of others due to real or imagined pressure. Conformity within the group is an effort made by an individual to act in accordance with the norms of his group in order to be accepted as a member of the group and to avoid inequality or isolation.

III. Research Methods

This study was designed using a quantitative research design using a descriptive correlational method which aims to detect the extent to which variations in a factor are related to variations in one or more other factors based on the correlation coefficient. The research was conducted at Phicos Group which is a company engaged in IT and has its address at Jalan RM Said Number 243, Manahan, Banjarsari District, Surakarta City 57139. The independent variable in this study is employee performance, while the dependent variable in this study is lifestyle and conformity. The data that has been obtained is then processed with the help of SPSS 25.0 software for windows. Since the number of employees in Phicos Group is only 70 people, the researchers used a non-probability sampling technique with a saturated sampling technique, which means that all populations were used as samples in the study. The data collection techniques used questionnaires and interviews.

3.1 Analysis Prerequisite Test

a. Normality Test

The normality test in this study used the Kolmogorov-Smirnov test with a significance level of 5%. If $p > 0.05$ then the data distribution is declared normal and vice versa.

b. Multicollinearity Test

Multicollinearity testing can be seen from the value of the variance inflation factor (VIF). Between independent variables is said to be multicollinearity if the tolerance value is > 0.1 and $VIF < 10$.

c. Linearity Test

If $\text{sig} > 0.05$ means that the relationship between each predictor and the criteria is linear, otherwise if $\text{sig} < 0.05$, the relationship between each predictor and the criteria is not linear.

3.2 Hypothesis Testing

a. Partial Test

The basis for making decisions is based on probability numbers, if the number is < 0.05 , then there is a significant effect between the X variables on Y and vice versa.

b. Simultaneous Test

Simultaneous testing is used to test the significance of multiple regression on the effect of two or more independent variables with one dependent variable. If the probability of the analysis result < 0.05 then the working hypothesis is accepted.

IV. Discussion

4.1 Results

a. Data Normality Test

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test				
		Lifestyle	conformity	Performance
N		50	50	50
Normal Parameters, b	mean	52.58	74.28	95.92
	Std. Deviation	12.854	9.190	5.678
	Most Extreme Differences	Absolute	0.111	0.071
	Positive	0.092	0.060	0.114
	negative	-0.111	-0.071	-0.069
Test Statistics		0.111	0.071	0.114
asymp. Sig. (2-tailed)		.167c	.200c,d	.100c

Source: Processed data (2022)

Based on table 4.1, it can be seen that the Asymp value. Sig. (2-tailed) for the lifestyle variable is $0.167 > 0.05$, the conformity variable is $0.200 > 0.05$, and the employee performance variable is $0.100 > 0.05$. This means that the three variables are normally distributed because they have an Asymp value. Sig. (2-tailed) > 0.05 .

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	110,584	5.949		18,590	0.000		
	Lifestyle	-0.176	0.068	-0.398	-2.573	0.013	0.687	1.455
	conformity	-0.073	0.096	-0.118	-0.761	0.450	0.687	1.455

Source: Processed data (2022)

Based on table 4.2, it can be seen that the lifestyle variable has a tolerance value of $0.687 > 0.1$ and a VIF value of $1.455 < 10$, while the conformity variable has a tolerance value of $0.687 > 0.1$ and a VIF value of $1.455 < 10$. This means that lifestyle variables and conformity variable does not occur multicollinearity.

3. Linearity Test

Table 3. Lifestyle Linearity Test Results on Employee Performance

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Performance	Between	(Combined)	932.847	28	33,316	1.082	0.432
*Lifestyle	Groups	linearity	340.637	1	340.637	11.059	0.003
		Deviation from Linearity	592210	27	21,934	0.712	0.799
	Within	Groups	646,833	21	30,802		
	Total		1579,680	49			

Source: Processed data (2022)

Based on table 4.3, it can be seen that the lifestyle variable has a sig value of $0.799 > 0.05$. This means that there is a linear relationship between lifestyle variables and employee performance variables.

Table 4. Linearity Conformity Test Results on Employee Performance

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Performance	Between	(Combined)	962,013	25	38,481	1.495	0.164
*conformity	Groups	linearity	183.281	1	183.281	7.122	0.013
		Deviation from Linearity	778,732	24	32,447	1.261	0.287

Within Groups	617,667	24	25,736
Total	1579,680	49	

Source: Processed data (2022)

Based on table 4, it can be seen that the conformity variable has a sig value of 0.287 > 0.05. This means that there is a linear relationship between the conformity variable and the employee performance variable.

b. Hypothesis Testing

1. Partial Test

Table 5. T. Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,358	6.126		18.177	0.000
Lifestyle	-0.204	0.072	-0.451	-2.832	0.007
conformity	-0.059	0.101	-0.093	-0.586	0.561

a. Dependent Variable: performance

Source: Processed data (2022)

Based on table 4.5, it can be seen that the sig value on the lifestyle variable is 0.007 < 0.05, which means that the lifestyle variable has a significant influence on the employee performance variable. Meanwhile, the conformity variable has a sig value of 0.561 > 0.05, which means that the conformity variable has no significant effect on the employee performance variable. Based on these results, the following multiple linear regression equation was obtained:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 11.358 - 0.204 X_1 - 0.059 X_2$$

It can be concluded that if the value of lifestyle and conformity is 0, then the employee's performance is 11.358. Furthermore, if the value of conformity remains constant, every increase in the value of lifestyle by one unit will reduce employee performance by 0.204. Likewise, if the value of the lifestyle is fixed, every increase in the value of conformity by one unit will reduce employee performance by 0.059.

2. Simultaneous Test

Table 6. F . Test Results

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.514 ^a	.264	.233	5.262	.264	8.439	2	47	.001

a. Predictors: (Constant), konformitas, GayaHidup

b. Dependent Variable: kinerja

Based on table 4.6, it can be seen that the sig value in the F test results has a value of $0.001 < 0.05$. This means that lifestyle and conformity variables simultaneously affect employee performance variables. The magnitude of the influence of lifestyle variables and conformity variables on employee performance is 0.514 or 51.4%, while the other 0.486 or 48.6% is influenced by variables outside the lifestyle and conformity variables.

4.2 Discussion

Based on the results of testing the first hypothesis, seen from the results of the F test, it was obtained a value of 8.439 and $F_{hitung} > F_{tabel}$ (8,439 > 3,195). The probability value in the column Sig. 0.05 indicates a value of 0.001 so that the probability < 0.05 or $0.001 < 0.05$. So it can be concluded that in the research H_0 is rejected and H_a is accepted, which means that there is a significant negative effect between Lifestyle and Conformity variables on the Performance of IT Phicos Group Company Employees. Based on this statistical evidence, the first hypothesis which states that there is a negative and significant influence between Lifestyle and Conformity on the Performance of IT Phicos Group Company Employees, is proven.

The results of further hypothesis testing using tcount show a result of -2.832 with a significance of 0.007. These results were consulted with ttable with a significance level obtained tcount > ttable or $-(2.832) > 1.678$ then H_0 is rejected and H_a is accepted, which means that there is a significant negative effect between Lifestyle variables on the Performance of IT Company Employees Phicos Group. Based on this statistical evidence, the second hypothesis which states that there is a negative and significant influence between Lifestyle on Employee Performance at Phicos Group IT Company is proven.

Meanwhile, the next hypothesis using tcount shows a result of -0.586 with a significance of 0.561. These results were consulted with ttable with a significance level obtained tcount < ttable or $-(.561) < 1.678$ then H_0 is accepted and H_a is rejected, which means that there is no significant negative effect between Lifestyle variables on the Performance of IT Company Employees Phicos Group. Based on this statistical evidence, the third hypothesis which states that there is a negative and significant effect between conformity on the employee performance of IT Phicos Group Company is not proven.

V. Conclusion

Based on the research that has been done by researchers regarding the influence between Lifestyle and conformity with the performance of IT Company employees Phicos Group, it can be concluded as follows: the first hypothesis which states that there is a negative and significant influence between Lifestyle and Conformity on the Performance of IT Company Employees Phicos Group, it is proven that the higher the lifestyle and conformity of co-workers, the lower the employee's performance. Then for the second hypothesis which states that there is a negative and significant effect between Lifestyle and employee performance of IT Phicos Group Company, it is proven. Where the higher the lifestyle of an employee, the lower the employee's performance.

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