

THE INFLUENCE OF WOMEN'S INVOLVEMENT ON COMPANY PERFORMANCE WITH COMMITMENT AS A MODERATING VARIABLE

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ABSTRACT

Researchers believe that women's involvement will be able to have a positive relationship and have a significant influence on company performance because women have endurance, detailed attitudes, and so on compared to men in general. This research is quantitative research with an exploratory approach related to Employee Engagement, Company Performance, and Commitment as a source of energy to find novelty in the research being conducted. The data used in this research is quantitative data that researchers distributed to 450 employees of Pt. Waskita is spread throughout Indonesia with a minimum criteria of working for 6 months. This data was obtained by distributing questionnaires online and ultimately analyzed by the smart PLS 4.0 analysis tool. The result in this research show that the Women's Involvement variable can have a positive relationship and a significant influence on Company Performance because the P-Values value is positive and is below the 0.05 significance level, namely 0.022. Apart from that, as a second hypothesis, the researchers also believe that the Commitment variable can strengthen the influence of the Women's Involvement variable on Company Performance because basically women are detailed and diligent, and will be even more detailed and diligent if accompanied by strong commitment. So the results of the second row of table 3 of the Jlaur Coefficient in the research show that the Commitment variable can moderate this influence because the P-Values value is below the significance level of

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0.05, namely 0.000, which is more significant than the direct test of 0.022. Thus, the first and second hypotheses in this study can be accepted.

Keywords: Women's Involvement, Company Performance ,Commitment

INTRODUCTION

Job Involvement (Job Involvement) is a form of commitment of an employee in involving his role and caring about work both physically, knowledgeably and emotionally so that he considers the work he is doing to be very important and has a strong belief in completing it. According to (Wahyu Putri Agustin, 2020) work involvement can be defined as the degree to which a person psychologically defines himself with his work and considers his level of performance as important for self-esteem. According to (Abram, 2022), it is a measure of the extent to which people identify with their work psychologically and consider the level of performance they feel is important for self-esteem.

According to (Wahyu Putri Agustin, 2020) Decision making is selecting one alternative from a series of alternatives. Meanwhile, employee involvement is a process of involving employees at all levels of the organization in decision making and problem solving which can be in the form of ideas, critical suggestions and so on. Fandy (Tjiptono, 2016) Benefits of employee involvement in decision making: 1. Foster innovation and creativity. Employees who are allowed to give ideas will feel that they are trusted in the organization. Because from there arises pride and self-actualization as a useful person. 2. Increased responsibility. When employees are given the opportunity to be involved in the decision-making process there will be a sense of responsibility and feel valued. 3. Improving the quality and quality of work. Employee participation will increase morale so that it will indirectly create good performance. 4. The target will be achieved on time. Thoughts and ideas from members will be accommodated by the leadership and then the leadership can consider and decide on decision making so that problems will be resolved quickly and there will be a focus on the target. 5. Support each other as a work team. With the leadership asking for the participation of its members to provide ideas, this will create a good personal relationship between the leadership and members.

According to (Robbins, 2016) state that work involvement is the level of employee identification with their work, actively participating in their work, and considering performance in their work to be more valuable for their own good. According to (Setiani, 2011) states that there are 6 indicators that can be used to measure the level of work involvement as follows: 1) Actively participating in work. Active participation in work shows participation and attention to work. 2) Show that work is the main thing. Individuals who prioritize work will continue to try their best for their work and feel that work is something interesting in their lives and deserves to be prioritized. 3) Seeing work as something that is

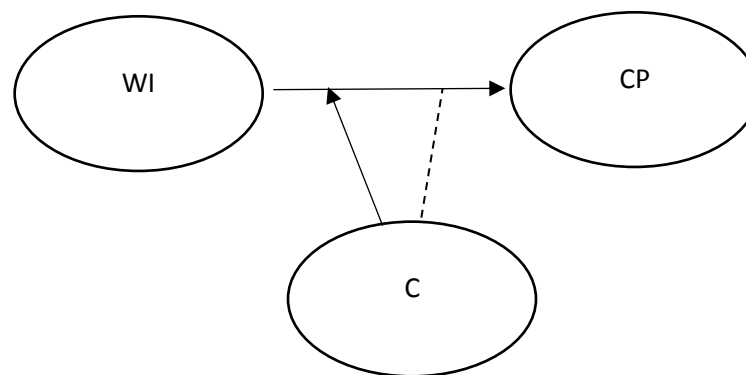
important for self-esteem. Work involvement can be seen from a person's behavior regarding their work, where a person considers work to be important for self-esteem. 4) Mental and emotional involvement Involvement is not always related to physical activities but can be mental and emotional. 5) Contribution Motivation Involvement where the manager motivates people to provide distribution. 6) Responsibility Involvement encourages people to accept responsibility for group activities.

There are a number of studies showing (Indayati et al., 2012); (Rimbawan et al., 2023); (Yopie & Chrislin, 2022); (Sutrisno, 2019) & (Tony Sudirgo, 2020). In contrast to a number of studies above, this research is specific to women's involvement in influencing company performance. Apart from that, this research also added the Commitment variable as a moderating variable.

METHODS

Researchers believe that women's involvement will be able to have a positive relationship and have a significant influence on company performance because women have endurance, detailed attitudes, and so on compared to men in general (Abdurahman, 2016). This research is quantitative research with an exploratory approach related to Employee Engagement, Company Performance, and Commitment as a source of energy to find novelty in the research being conducted (Jonathan Sarwono, 2016). The data used in this research is quantitative data that researchers distributed to 450 employees of Pt. Waskita is spread throughout Indonesia with a minimum criteria of working for 6 months (Hair, 2010). This data was obtained by distributing questionnaires online and ultimately analyzed by the smart PLS 4.0 analysis tool with the following research model (Sugiyono, 2019):

Figure 1
Model



Noted:

WI : Women's Involvement

EP: Employee Performance

C: Commitment

Hypothesis:

H1: The Influence of Women's Involvement on Company Performance

H2: Commitment Can Moderates The Influence of Women's Involvement on Company Performance

RESULTS AND DISCUSSION**Validity Test**

For research that uses the smart PLS 4.0 analysis tool and uses primary data in particular, the stages that must be gone through to find out the results of the hypothesis that the researcher believes in are the validity test, reliability test, and finally the Path Coefficient. The results of the validity test on the 10 questionnaires in this research are more complete as follows (Ghozali, 2016):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Women's Involvement (X1)	Women have more detailed characteristics than men	0.845
	Women have more perseverance than men	0.859
	Women can have a good impact on company performance	0.841
	The above things can be achieved more if women are accompanied by strong commitment	0.833
Company Performance (Y)	Company performance can be influenced by the involvement of women in a company	0.879
	Company performance can be influenced by employees who have a	0.889

	strong detailed and careful attitude	
	Company performance can be influenced by employees who have strong commitment	0.879
	Company performance can be influenced by strong commitment	0.898
Commitment (Z)	Strong commitment can influence the performance of female employees	0.932
	Commitment can influence company performance	0.921

Valid > 0.70

Reliability Test

In line with what the researcher explained in the comprehensive validity test section, in using PLS 4.0 software and primary data the initial stages that must be passed to find out the results of the hypothesis are the validity test and reliability test first. Currently the researcher has carried out the validity test and the results are valid, so the stages Next is a reliability test with the following results (Sarstedt et al., 2014) :

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Women's Involvement	0.921	0.881	Reliable
Company Performance	0.949	0.899	Reliable
Commitment	0.957	0.916	Reliable

Reliable > 0.70

Path Coefisien

After passing the stages which are prerequisites for using the smart PLS 4.0 analysis tool and primary data, the researcher has carried out a validity test on the 10 question items used, namely 4 question items related to women's involvement, 4 question items related to company performance, and finally 2 question items related to Commitment. The next

stage, namely the Path Coefficient, is to find out the hypothesis results as follows (Gujarati, 2013):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	WI-> CP	0.022	Accepted
Indirect Influence	C* WI-> CP	0.000	Accpeted

Significant Level < 0.05

Researchers believe that women's involvement will be able to have a positive relationship and have a significant influence on company performance because women have endurance, detailed attitudes, and so on compared to men in general. In line with the results of the third Path Efficiency table above, it can be seen that the Women's Involvement variable can have a positive relationship and a significant influence on Company Performance because the P-Values value is positive and is below the 0.05 significance level, namely 0.022. These results are in line with research (Indayati et al., 2012); (Rimbawan et al., 2023); (Yopie & Chrislin, 2022); (Sutrisno, 2019) & (Tony Sudirgo, 2020). Apart from that, as a second hypothesis, the researchers also believe that the Commitment variable can strengthen the influence of the Women's Involvement variable on Company Performance because basically women are detailed and diligent, and will be even more detailed and diligent if accompanied by strong commitment. So the results of the second row of table 3 of the JIaur Coefficient in the research show that the Commitment variable can moderate this influence because the P-Values value is below the significance level of 0.05, namely 0.000, which is more significant than the direct test of 0.022. Thus, the first and second hypotheses in this study can be accepted.

CONCLUSION

Researchers believe that women's involvement will be able to have a positive relationship and have a significant influence on company performance because women have endurance, detailed attitudes, and so on compared to men in general. In line with the results of the third Path Efficiency table above, it can be seen that the Women's Involvement variable can have a positive relationship and a significant influence on Company Performance because the P-Values value is positive and is below the 0.05 significance level, namely 0.022. These results are in line with research (Indayati et al., 2012); (Rimbawan et al., 2023); (Yopie & Chrislin, 2022); (Sutrisno, 2019) & (Tony Sudirgo, 2020). Apart from that, as a second hypothesis, the researchers also believe that the Commitment variable can strengthen the influence of the Women's Involvement variable on Company

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