

THE INFLUENCE OF ISLAMIC COMMUNICATION STYLE AND WORK ETHOS ON EMPLOYEE SATISFACTION AT BSM ROGOJAMPI BRANCH OFFICE, BANYUWANGI DISTRICT

Nurul Inayah*, Joharul Fathoni, and Zian Naili Rohmah

Islamic Religious Institute of Darussalam Blokagung Banyuwangi, Banyuwangi, Indonesia

**email Corresponding author: nurul.inayah@iaida.ac.id*

ABSTRACT

This study aims to analyze the influence of Islamic communication style and work ethic on employee job satisfaction at the BSM Rogojampi Branch Office, Banyuwangi Regency, either simultaneously or partially. The type of research used in this research is a survey (explanatory research). This research was conducted on BSM employees of the Rogojampi-Banyuwangi Branch Office, namely 30 respondents. The data analysis method in this study uses the Multiple Linear Regression Analysis technique. The results of the calculation of the coefficient of determination show that the value of the Adjusted R Square is 0.314 or 31.4%. Adjusted R Square ranges from 1-0, with a note that the greater the Adjusted R Square number, the stronger the relationship of the three variables in the regression model. It can be concluded that 31.4% of employee job satisfaction variables can be explained by communication style and Islamic work ethic variables. While the other 68.6% difference is influenced or explained by other variables not included in this study. There is a positive and significant influence between Communication Style (X1) on Employee Job Satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency. There is a positive but not significant influence between Islamic Work Ethics (X2) on Employee Job Satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency. There is a positive and significant influence between Communication Style (X1) and Islamic Work Ethics (X2) on Employee Job Satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency.

Keywords:

Communication Style; Islamic Work Ethics; Employee Job Satisfaction

INTRODUCTION

In the world of companies/organizations, human resources play an important role in achieving the goals of an organization. Human resources are one of the main factors for every company/organization, so efforts to develop human resources are the main strategy to uphold increasingly fierce competition in this era of globalization. Human resource management is intended so that a company is able to unite perceptions or perspectives of employees and leaders in order to achieve company/organizational goals, among others by providing work motivation, guidance, direction and establishing good communication at work (Ferbriantoro, 2016: 1).

Various ways are done by the company in order to compete with other companies. Bank Syariah Mandiri (BSM) is a company that was founded in 1999, the presence of BSM is actually a wisdom as well as a blessing after the 1997-1998 economic and monetary crisis. As is well known, the economic and monetary crisis since July 1997, which was followed by a multi-dimensional crisis including on the national political stage, has created a variety of very severe negative impacts on all aspects of people's lives, including the business world. Under these conditions, the national banking industry, which was dominated by conventional banks, experienced an extraordinary crisis. The government finally took action by restructuring and recapitalizing some of the banks in Indonesia (BSM Profile, 2019). Bank Syariah Mandiri (BSM) exists, appears and grows as a bank that is able to combine business ideals with spiritual values that underlie its operational activities. This harmony between business idealism and spiritual values is one of the advantages of Bank Syariah Mandiri in its work in Indonesian banking. Bank Syariah Mandiri is here to jointly build Indonesia towards a better Indonesia (BSM Profile, 2019).

Job satisfaction is a pleasant emotional attitude and loves his work (Abdurrahmat Fathoni, 2006). Employee job satisfaction must be created as well as possible so that dedication, love, and discipline increase. Job satisfaction is the value of the workers as a whole about how far their work satisfies their needs. Job satisfaction is also a general attitude which is the result of several specific attitudes towards work factors, self-adjustment and individual social relations outside of work (Veithzal Rivai & Deddy Mulyadi, 2010).

In a company or organization is very important communication. Effective communication will affect employee job satisfaction, because if there is good communication between employees and superiors, it will lead to employee morale (Carriere, 2009). Likewise Bank Syariah Mandiri (BSM) Rogojampi Branch Office, Banyuwangi Regency, as a company engaged in the banking sector with quite tight competition with other banking companies, making Bank Syariah Mandiri (BSM) Rogojampi Branch Office, Banyuwangi Regency required to establish effective and efficient communication. in maintaining the relationship between employees and co-workers as well as with their superiors. So, the role of communication in the company is very important to achieve organizational goals.

Basically the human resource approach emphasizes the opinion that humans are the central point of all the success of any business that is carried out. Effort/hard work or so-called work ethic, is an absolute requirement to achieve success, a high work ethic will result in high performance as well (Tasmara, 2002: 15). The Islamic work ethic teaches a person or employee to apply Islamic values in the work process.

The lack of awareness of BSM employees at the Rogojampi Branch Office, Banyuwangi Regency in terms of establishing communication in a company or organization and the lack of application of the values of the Islamic work ethic can result in a negative impact on the company. BSM Rogojampi Branch Office, Banyuwangi Regency must implement an effective system pattern and style of communication, both formal and informal between leaders and subordinates to create a conducive organization so as to increase employee job satisfaction. Likewise, the values of the Islamic work ethic must be used as a guide in work, so that it is hoped that it will be more optimal and profitable for the company in the long term.

Thus, based on the description above, the formulation of the problem is Is there any influence of the communication style variable (X_1) and Islamic work ethic variable (X_2) partially and simultaneously on employee job satisfaction variable (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency?

Definition of Communication

Communication is very important and one of every human activity. Communication is also very necessary in every organization, regardless of the form of the organization. Organizational communication is important, because communication is a medium to connect every member in the organization to be able to interact with one another. Organizational communication in the process of delivering messages or information is carried out by leaders or managers, for example those who act as communicators, have a very important role in knowing organizational behavior (Ruliana, 2014: 27).

Communication Style

communication style (*Communication Style*) is the way how a person communicates, either verbally or non-verbally, which includes how to give and receive information in certain situations. In this case, communication styles cannot apply equally to all humans, but communication styles reflect more on personal and cultural characteristics (Saphiere et. al, 2005: 5). Communication style reflects values and beliefs, where values and beliefs are determined by culture and personality (Mulyana, 2003). according to Widjaja (2000: 57) Communication style is the way a person communicates using good language. The style is in the form of verbal or non-verbal words in the form of vocals, body language, use of time, and use of space and distance. Communication style is very important and useful, because it will expedite one's communication process and create a harmonious relationship.

Steward L. Tubbs and Sylvia Mos stated "A communication style is characterized by the presence of a will or intention to limit, coerce and regulate the behavior, thoughts and responses of others. People who use this communication style are known as one-way communicators or *one – away communication*". Communication style is a set of interpersonal behavior that is specialized and used in a particular system. Each communication style consists of a set of communication behaviors that are used to elicit a certain response or responses in certain situations. The suitability of a communication style used depends on the intent of the sender (*sender*) and the expectations of the recipient (*receiver*) (Sendjaja, 1994: 142).

The style of communication is influenced by the situation, not the type of person, the style of communication is not dependent on the type of person but on the situation at hand. Everyone will use a different style of communication when they are happy, sad, angry, interested, or bored. Likewise with someone who talks to his best friend, someone he just met and with children will speak in a different style. In addition, the style used is influenced by many factors, the style of communication is something that is dynamic and very difficult to predict. Like culture, communication style is relative.

From the definition above, it can be explained that communication style is a set of specialized interpersonal behaviors that are used in a particular situation. Each communication style consists of a set of communication behaviors that are used to elicit a certain response or responses in certain situations. The suitability of a communication style used also depends on the intentions of the sender and the expectations of the receiver.

Work ethic

Ethos comes from the Greek (*ethos*) which means character, character, attitude, personality, and belief in something. This attitude is not only owned by individuals, but also owned by groups and even society. Ethos is formed by various habits, cultural influences, and the system one believes in. From the word ethos, the word ethics is also known. *tagged* which is almost the same as the notion of morals or ethical values related to good and bad (moral), so that they have a very strong enthusiasm to do things optimally, better, and even strive to achieve perfect quality work. In the ethos there is a kind of passion to perfect

everything and avoid various damages (*facade*) so that each job is directed at reducing or even eliminating defects/damage from the work (*no single defect*) (Tasmara, 2002: 15).

Islamic Work Ethic

The Islamic work ethic is a personal reflection of a caliph/leader who works by focusing on the ability of his ideas which are productive/innovative (Azizi, 2005: 35). On the other hand, the Islamic work ethic can be interpreted as an attitude/personality that gives birth to a very deep belief, that work is not only to uphold oneself, to reveal one's humanity, but also as an embodiment of good deeds and therefore has a very noble value of worship (Tasmara, 2002: 27).

Asifudin (2004: 234) states that "Islamic work ethic as a habit and human character related to work, a fundamental attitude towards life emanates from the system of faith or Islamic aqeedah". The Islamic work ethic is morals at work that are in accordance with Islamic values, so that in implementing it there is no need to think because his soul already believes it is something good and right. It can be concluded from some of the definitions above that the Islamic work ethic is the character/character and work habits of a Muslim that emanates from the Islamic creed related to work as a fundamental attitude in him.

As for the Application of the Islamic Work Ethic according to Tasmara (2002: 16) reveals that the application of the Islamic work ethic is a way of expressing an attitude or something based on the spirit to lead to good, with serious efforts to apply these ethics, and trying to avoid negative things/ ugliness. Because along with the development of the times, ethical values are increasingly lost or faded because of the tendency of people to act freely, both in the living environment and in organizations. Because ethos is related to a person's psychological values, every Muslim should fill it with something positive and be able to show his personality or behavior as a Muslim in the form of work that leads to perfection. So, that factor is considered important as one of the standards that the Islamic work ethic plays an important role for success or failure in business and a company.

Human Resources

Human Resources (HR) is the ability of the totality of thought and physical power contained in a person. The quality of human resources must be improved so that work productivity increases, so that a prosperous life is achieved. Prosperous life is defined as being relatively able to meet their needs and feel safe in enjoying them (Hasibuan, 2008: 246).

Existing Human Resources (HR) must be managed properly because it is a mandate that will be held accountable later. To get good management of knowledge is needed to support the empowerment and optimization of the benefits of existing resources. Human Resources (HR) is the ability of the totality of thought and physical power contained in a person. The quality of human resources must be improved so that work productivity increases, so that a prosperous life is achieved. Prosperous life is defined as being relatively able to meet their needs and feel safe in enjoying them (Hasibuan, 2008: 246).

Employee Job Satisfaction

Job satisfaction according to Hasibuan (2007: 202) is a pleasant emotional attitude and loves his job. This attitude is reflected by work morale, discipline, and work performance. Job satisfaction is enjoyed in work, outside work, and in and out of work combinations. Meanwhile, according to Robbins (in Sopiah, 2008: 170), stating job satisfaction is a general attitude of an employee towards his work. So, job satisfaction obtained by individuals is a picture of the work done.

Robbins (2008: 113) states that organizations with more satisfied employees tend to be more effective than organizations with dissatisfied employees. Factors that influence employee job satisfaction: job satisfaction can change based on working conditions, demographic characteristics, employee expectations (promotions, salary increases, bonuses), communication style, leadership style, organizational fluidity, trust, motivation, and job design (Tutuncu, & Kozak, 2007).

According to Sutrisno (2012, p. 73), employee job satisfaction is an important issue to consider in relation to employee work productivity and dissatisfaction is often associated with high levels of job demands and complaints. Workers with high levels of dissatisfaction are more. Satisfaction is a result that is felt by employees. If the employee is satisfied with his job, then he will feel at home working in the organization. By understanding the output produced, we need to know the causes that can affect this satisfaction.

From the above view, it can be seen that the convenience of employees in doing their work can support to produce job satisfaction. And if the opposite happens, employees will be reluctant to work and even choose to quit and decide to leave the company.

a. Determinants of Employee Job Satisfaction

There are five determinants of job satisfaction called the Job Descriptive Index (JDI) (Luthans and Spector in Robins, 2006, p. 214), namely:

1. The job itself, the degree to which a job provides enjoyable assignments, learning opportunities and opportunities for responsibility. This is the source of the majority of job satisfaction.
2. Salary, job satisfaction is a function of the absolute amount of salary received, the degree to which the salary meets workforce expectations, and how the salary is given. Wages and salaries are recognized as a significant factor on job satisfaction.
3. Opportunity or promotion, employees have the opportunity to develop themselves and broaden work experience, with the opening of opportunities for promotion.
4. Supervisor, supervisor's ability to provide technical assistance and support behavior. Functional relationships and positive overall relationships provide the greatest levels of job satisfaction with superiors.
5. Colleagues, basic human needs for social relations will be fulfilled by having co-workers who support employees. If there is a conflict with co-workers, it will affect the level of employee satisfaction with work.

b. Indicators of Employee Job Satisfaction

According to S. P. Hasibuan (2005) indicators of employee job satisfaction can be seen from several things, namely as follows:

1. Enjoying their work, employees are aware of the direction they are going, have reasons for choosing their goals, and understand how to work. In other words, an employee/employee likes his job because he can do it well.
2. Loving His Work, in this case the employee does not just like his job but is also aware that the job is in accordance with his wishes.
3. Positive Work Morale, this is an inner agreement that arises from within a person or organization to achieve certain goals in accordance with the specified quality.
4. Work Discipline, conditions that are created and formed through the process of a series of behaviors that show the values of obedience, obedience, loyalty, order and order.
5. Work Performance, work results achieved by a person in carrying out the tasks assigned to him based on skill and sincerity and time.

The previous research which became the basis of this research were: Research conducted by Amilatus Sholikhah (2017), Research title "**The Effect of Interpersonal Skills, Islamic Work Ethics, and Organizational Culture on Employee Performance at PT. Bank BRI Syariah Tile Sub-Branch Office, Banyuwangi Regency**". The results of this study are Interpersonal Skills, Islamic Work Ethics, and Organizational Culture have a positive and significant effect on Employee Performance. Partially, Interpersonal Skills, Islamic Work Ethics have a significant effect on Employee Performance, while Organizational Culture has a positive but not significant effect on Employee Performance.

Research conducted by Nino Megiawan Febriantoro (2016), research title "**The Effect of Islamic Work Ethics and Organizational Commitment on Employee Performance**". The results of this study indicate that simultaneously the Islamic Work Ethic and Organizational Commitment affect Employee Performance. But partially, only Organizational Commitment has a significant effect on Employee Performance, while Islamic Work Ethics has no significant effect on Employee Performance. Then the coefficient of determination (*R square*) shows that the Islamic Work Ethic and Organizational Commitment have an influence on Employee Performance by 29.2% while the remaining 70% are influenced by other unknown variables and are included in this study.

Research conducted by Felina Limantoro (2015), research title "**The Effect of Director's Communication Style on Employee Communication Satisfaction at PT. Sumarni Mustajab Batu**". The result of this study is the influence of the director's communication style on all dimensions of communication satisfaction, so that the results of the communication style used by the director of PT. Sumarni Mustajab Batu is a communication styledynamic.

METHOD

The type of research used in this study is *explanatory research* or *survey*. *Eksplanatory research* or *survey* according to Sugiyono (2017: 6) namely "The method used to obtain data from certain natural (not artificial) places, in collecting data researchers carry out, for example by distributing questionnaires, tests, structured interviews and so on". This type of research uses quantitative methods based on *positivism philosophy*, *positivism philosophy* looking at the reality/symptoms/phenomena it can be clarified, relatively fixed, concrete, observable, measurable, and causal phenomena. *Philosophy of positivism* used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative/statistical in nature, with the aim of testing established hypotheses (Sugiyono, 2013: 8).

When this research began in March - July 2019. And the place of this research was carried out at the BSM Office Rogojampi Branch Office which is located at Jl. Raya Rogojampi No. 189, Gitik Village, Kec. Rogojampi, Kab. Banyuwangi, East Java. While the data used in this study is primary data. According to Andi Supangkat (2010: 2) defines that: "Primary data is data obtained directly from the object under study, both from individual objects (respondents) and from an agency that deliberately collects data from other agencies or companies for research purposes from the user". Primary data obtained by researchers directly from the research object. The primary data in this study are the results of questionnaire answers/*questionnaire* distributed to respondents, namely employees at BSM KC Rogojampi.

Data collection techniques are methods used by researchers to uncover or capture information from respondents according to the scope of research (Arikunto, 2010: 265). In this case, several methods of data collection were used, namely observation, interviews, documentation, and questionnaires.

This study uses quantitative data methods, namely where the data used in this study analyzes the influence between the variables of communication style, Islamic work ethic and employee job satisfaction. This stage is carried out after all the data has been collected. This study uses multiple linear regression analysis using manual programs and computer programs, namely *Software Statistical Package for the Social Science (SPSS)* and *Microsoft Excel 2010*

RESULT AND DISCUSSION

The result of calculating the coefficient of determination shows that the value *Adjusted R Square* is 0.314 or 31.4%. *Adjusted R Square* ranging from 1-0, with a note that the bigger the number *Adjusted R Square* the stronger the relationship of the three variables in the regression model will be. It can be concluded that 31.4% of employee job satisfaction variables can be explained by communication style and Islamic work ethic variables. While the other 68.6% difference is influenced or explained by other variables not included in this study, including leadership style, work motivation, work environment, emotional intelligence, compensation, and so on.

The results of the discussion from the research above show that simultaneously or together the variables of communication style (X1) and Islamic work ethic (X2) have an effect on employee job satisfaction (Y) at the BSM Rogojampi Branch Office, Banyuwangi Regency. This is evidenced by the results of the calculation of the F test or ANOVA using the SPSS program (*Statistical Package For Social Science*) for windows version 23. The results of the research on the effect of communication style (X1) and Islamic work ethic (X2) partially or individually on employee job satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency are represented by the communication style variable (X1), while the Islamic work ethic variable (X2) effect but not significant.

The result of calculating the coefficient of determination shows that the value *Adjusted R Square* is 0.314 or 31.4%. *Adjusted R Square* ranging from 1-0, with a note that the bigger the number *Adjusted R Square* the stronger the relationship of the three variables in the regression model will be. It can be concluded that 31.4% of employee job satisfaction variables can be explained by communication style and Islamic work ethic variables. While the other 68.6% difference is influenced or explained by other variables not included in this study, including leadership style, work motivation, work environment, emotional intelligence, compensation, and so on.

CONCLUSION

This study aims to determine whether there is an influence of communication style (X1) and Islamic work ethic (X2) on employee job satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency partially or simultaneously. Based on the results of the analysis of the data obtained and the discussion described in the previous chapter, the following conclusions can be drawn:

1. There is a positive and significant influence between Communication Style (X1) on Employee Job Satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency, this explains that the communication style owned by BSM employees at Rogojampi Branch Office, Banyuwangi Regency has a strong effect on employee job satisfaction.
2. There is a positive but not significant influence between Islamic Work Ethics (X2) on Employee Job Satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency, this explains that Islamic work ethic at BSM Rogojampi Branch Office, Banyuwangi Regency has quite an effect on employee job satisfaction.

3. There is a positive and significant influence between Communication Style (X1) and Islamic Work Ethics (X2) on Employee Job Satisfaction (Y) at BSM Rogojampi Branch Office, Banyuwangi Regency, it can be concluded that simultaneously or together Communication Style (X1) and Islamic work ethic (X2) have a strong effect on employee job satisfaction (Y).

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