
The role of economics in the use of human resources in the world of education

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Abstract

The economy in Indonesia is currently in an unstable state, but the need for education is getting wider, the number of universities makes the competition for education even tighter. One of the provinces in Indonesia that has many universities is East Java. Over

Over time, the number of new private universities has resulted in increasingly fierce competition to be able to meet the needs of private universities. On the other hand, if the old campuses that have been established for a long time do not innovate, they will be eliminated by the new campus. However, the number of private universities in East Java, out of 321 private universities, there are only 11 universities that are superior, this is a big record for the province of East Java, because the number of campuses that are established, has not been able to show superior quality for these private universities. One of the underlying factors that the private sector is good is human resources (HR) in this case lecturers. Lecturers are the most important urgency in accreditation, because good human resources will support good performance. As well as Lecturer Education, Lecturer Expertise, and Functional Positions. This study aims to determine the Role of Economics on Innovative Work Behavior (IWB) which is influenced by Creative Self – Efficacy (CSE) and Intrinsic Motivation (IM) in Permanent Lecturers of Private Universities in Lamongan Regency. The data analysis method uses structure equation modelling with AMOS software. Before the analysis with SEM, the model and data were tested with statistics (Classical Assumption Test, Validity Test, Reliability Test, Hypothesis Test). The result of this study is that the role of economics has a significant effect on Innovative Work Behavior.

Keywords: Economics, *Innovative Work Behavior*, Human Resources, PTS Lecturer

INTRODUCTION

Education is a process that includes three dimensions, namely the individual, society or national community of the individual, and all the content of reality, both material and spiritual, that plays a role in determining the nature, destiny, form of human beings and society. At the micro level of education, there are at least two fundamental issues that need attention in discussing education as an investment, namely; First, although everyone agrees that investment in the field of

education is important, what is more important is how the role of education in contributing to shaping human capital resources can then play a role in economic development and nation development (Siregar et al., 2022).

In this Modern Era, the establishment of higher education has an important role in increasing the nation's competitiveness. In its development, it is also necessary to understand if the existence of universities is faced with competitive conditions like economic business entities in general. Some of the competition faced by universities are the growth of universities, attracting the interest of prospective students and Doctorates or Professors as educators and fundraising. This condition forces one of the mechanisms of higher education in facing this competition is to display the advantages and resources that must be possessed. So much so that higher education policies must be adjusted to the conditions of the industrial revolution 5.0, especially the situation after the Covid19 pandemic which forced educational disruption much faster. Therefore, there must be changes in policies and programs related to higher education, institutional, learning and student affairs science and technology resources, as well as research and development and innovation. Universities must also answer the challenges of the relevance of education and work, where what is needed today must be adjusted to the development of science and technology that continues to pay attention to the humanities aspect.

Business competition in the education services sector among Universities The private sector (PTS) in attracting the interest of prospective students is getting tougher and more competitive. The increasingly fierce competition requires every private university to be able to face business competition by implementing the right strategy, one of which is the quality in the university, namely human resources. The existence of Private Universities (PTS) as educational service providers that are included in the characteristics of pure services in Indonesia today, especially not only in big cities, but in the regions where many universities have been established and diverse. In East Java itself, there are many private universities, namely 321, so the competition in finding students is very tight. The number of Private Universities (PTS) that are active and registered with the Ministry of Research, Technology and Higher Education (Kemenristekdikti) is very diverse from various levels, both from universities, institutes, colleges and academies which all compete in competing for the interests of their prospective students. The increasing awareness of the public about the importance of continuing to higher education, information and references about higher education is becoming increasingly important for them to obtain. However, only 11 private universities have superior accreditation.

Human resources are one of the important assets and play a role as the main driving factor in the implementation of all activities or agency activities, so they must be managed properly through Human Resource Management (HRDM) (Saputra & Syari'ah, 2022), (Saputra, 2023) The importance of the function and role of human resources in this case is Educators (Lecturers) in higher education, every lecturer needs to improve performance in doing work. In this study, we will examine the role of economics in Innovative Work Behavior (IWB) which is influenced by Creative Self-Efficacy (CSE) and Intrinsic Motivation (IM) in

Permanent Lecturers of Private Universities in Lamongan Regency. The existence of creative self efficacy intrinsic motivation carried out on innovative work behavior (Karadeniz et al., 2021), then applied to achieve the existing goal. Innovative work behavior is very important to be spurred with the aim of maintaining by realizing creative self efficacy (Baba Rahim, 2022).

METHOD

In this study, a quantitative descriptive method is used, using SEM equation modeling. The data collection method used questionnaires and literature studies. The population in this study is private university lecturers in Lamongan Regency. The sampling method used is simple random sampling. The number of samples in this study is 100 respondents.

The steps taken in this study are to analyze and simulate with SEM PLS, determine convergent validity, determine discriminant validity, determine composite reliability, determine inner model.

RESULTS AND DISCUSSION

Result

Based on the results of this study, the research model was analyzed using the Partial Least Square (PLS) method assisted by SmartPLS software. The steps taken are as follows.

1. Menentukan Convergent Validity

Convergent Validity is done by looking at the reliability item (validity indicator) indicated by the loading factor value. Loading factor is a number that shows the correlation between the score of a question item and the score of the indicator construct indicator that measures the constraint t. A loading factor value greater than 0.7 is said to be valid.

2. Menentukan Discriminant Validity

Discriminant Validity is carried out by looking at the cross loading value of the construction measurement. The cross loading value indicates the magnitude of the correlation between each constructor and its indicator and the indicators of the other block constructs. A measurement model has good discriminant validity if the correlation between the constructor and its indicator is higher than the correlation with the indicator of the other block constructor.

3. Determining Composite Reliability

The outer model, in addition to being measured by assessing convergent validity and discriminant validity, can also be done by looking at the reliability of constraints or latent variables measured by composite reliability values. Constructs are declared reliable if the composite reliability has a value of > 0.7 , then the construct is declared reliable.(Saputra & Rohmah, 2024)

The results of the calculation can be seen in the following table.

Table 1. Data Calculation Results

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
CSE	0.781	0.807	0.871	0.694
Economy	0.539	0.662	0.8	0.671
IN	0.923	0.928	0.951	0.866
IWB	0.773	0.811	0.857	0.608

Based on Table 1, it is shown that the square root value of AVE for each constructor is greater than the correlation value so that the constructor in this research model can still be said to have good discriminant validity.

4. Determining Variant Analysis and Determination Test

Variant Analysis or Determination Test is to determine the extent of the influence of independent variables on the dependent variable, the value of the determination coefficient can be shown in Table 2. next.

Table 2. R Square Value

Variabel	R Square	R Square Adjusted
Creative Self Efficacy	0.086	0.081
Intrinsic Motivation	0.111	0.101
Innovative Work Behavior	0.789	0.788

Based on the r-square value in Table 2. shows that the Economic Role is able to explain the variability of the intrinsic motivation construct of 10.1%. Furthermore, the role of economics is able to explain the variability of creative self efficacy by 8.1%, while intrinsic motivation and creative self efficacy are able to explain the variability of innovative work behavior by 78%, and the rest is explained by other constraints outside of those studied in this study.

Based on the results of the Inner Model test (structural model) which includes r-square output, parameter coefficients and t-statistics. To see that a hypothesis can be accepted or rejected, among others, by paying attention to the significance value between contracts, t-statistics, and p-values. The hypothesis test of this study was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the results of bootstrapping. The rules of thumb used in this study were t-statistics >1.96 with a significance level of p-value of 0.05 (5%) and a beta coefficient of positive value. The test value of this research hypothesis can be shown in Table 3 and the results of this research model can be described as shown in Figure 1.

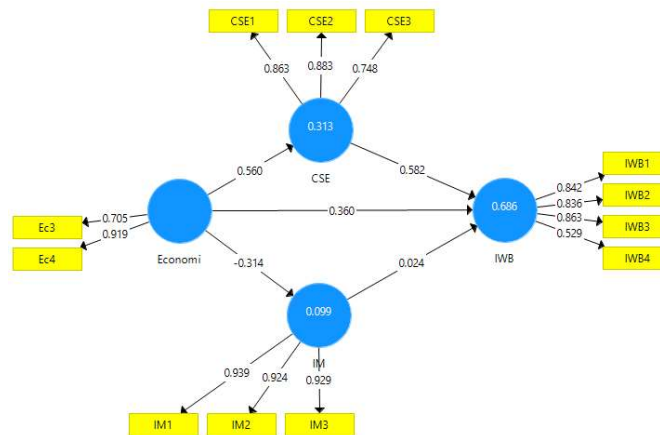


Figure 2. Model Path with SmartPLS

Discussion

Based on the results of this study, it is shown that the role of the economy does not have a significant influence directly on the *innovative work behavior*. Means that economics is not the basis for *innovative work behavior*, One of them is to the world of education, namely lecturers at private universities in Lamongan. However, the role of the economy plays a significant role in *Innovative Work Behavior* Through *creative Self Efficacy* and *Intrinsic Motivation*. So much so that it can be said that the role of economics provides influence in the world of education to show *Innovative work Behavior*.

CONCLUSION

Based on the results and discussions that have been carried out, it can be concluded that the role of economics affects the world of education in *innovative work through Creative Self Efficacy* and *Intrinsic Motivation*.

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