

The Influence of Design Elements in Choosing Products on the Sweets Market for Children

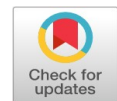
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Abstract: The article aims to create a clear picture of the use of design and aesthetic elements by the big producers on the sweets market for children and parents' perception of how the design and aesthetics of sweets influence children. In this respect, a qualitative marketing research study has been carried out, and the method that was chosen was the in-depth interview. An interview guide was used as a tool. The sample included a number of 26 parents. The paper analyses which design elements have a stronger impact on purchasing decisions. The results show that the design of sweets is important and attracts attention to a product before it is tasted. It has been found that the design of a product is an important element according to which people (children and adults) make the purchasing decision. Given that there are very few studies on the subject, the author believes that this paper may help sweets manufacturers better adapt their marketing strategies to children and parents' psychology, but can also help consumer authorities develop regulations to protect them from the pressure from manufacturers.

Keywords: Sweets, Design, Aesthetics, Look, Marketing research, Strategies

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INTRODUCTION

The company essentially consists of a collection of people and operational equipment formed from the organization. So that efforts to achieve goals in maximizing profits and the success or failure of a company mission to achieve goals are determined by mutual interests. The organization itself is the tool most related to work units, which are given to people who are placed in the authority structure. So that the work to be carried out can be coordinated by orders of superiors to subordinates from the top of management to the bottom of all units/sections.

Management problems will always exist if the company is still carrying out its activities. So Management is very important for a Manager must have art in moving people to get something that is in line with the company's vision and mission, and able to manage a role conflict to produce learning, growth, change, and relationships relationships.

Conflict roles are omnipresent. That is, conflict is everywhere, anytime, whoever we are, in any organization where we are involved. This happens because the larger an organization within the company, the more complicated the problems faced; all aspects will experience complexity both through the flow of information, decision-making, human resources and so on. In detail, organizational conflict is a situation where there is a conflict or discrepancy between two people, or two parties so that the relationship is disrupted. This is motivated by incompatibility or differences in values, goals, status, and culture. Actually Conflict is a role needed in companies to know value of performance indirectly, but if the ownership is not managed properly, or left alone it will indirectly affect the quality of employees.

In accordance with the pre-survey conducted, companies that have good management arrangements

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and in accordance with the rules and capabilities of employees, certainly will not experience problems. However, based on the results of the pre-survey conducted, the conflict of roles in the employee occurs when the position is transferred to another part that is not in accordance with its capabilities. This is in accordance with the opinion of Mangkunegara (2012), that conflict is a conflict that occurs between what is expected by someone to himself, others, organizations with what reality is expected, so that in the employee will feel uncomfortable, burdened with what is given, and feel difficult in carrying out the role in accordance with the position given by the boss. This problem indirectly justifies Yousef's opinion in Churiyah (2011) that someone who receives a role conflict level and role ambiguity at a higher level as a source of stress will be less satisfied with his job. This affects employee job satisfaction because they do something that is not optimal, causing internal conflict which is the power to damage the organization (Harnadi, 2015). In a sense, role conflict occurs when the authority of a given job is not in accordance with the capabilities possessed and the responsibilities carried out (Bhalerao, 2016).

This is in accordance with the Acceptance Theory (acceptance theory of authority) (Hasibuan, 2007) which explains that responsibility is the obligation to carry out all tasks assigned to a person as a result of the authority received or possessed. This responsibility arises because of the relationship between superiors (delegators) and subordinates (delegates); in this case, superiors delegate some of their authority to subordinates to work on. Subordinates must be truly accountable for the authority they receive to their superiors. If not at any time the authority can be withdrawn by the supervisor of his subordinates.

Formulation of the Problem

1. Does the role of Conflict partially affect Job Satisfaction?
2. Does Work Authority have a partial effect on Job Satisfaction?
3. Does Job Conflict Work Roles and Authorities have a simultaneous influence on Job Satisfaction?

LITERATURE REVIEW

Role Conflict

A. Definition of role conflict

Robbins and Judge (2009) defines conflict as a process that begins when one party has a perception that the other party has negatively affected, or will negatively influence, something that is of concern to the interests of the first party. According to Mangkunegara (2012) conflict is a conflict that occurs between what is expected by someone to himself, others, organizations with the reality of what he expected.

Viewed as behavior, a conflict is an interactive form that occurs at the individual, interpersonal, group or the organizational level. This conflict is primarily at the individual level which is very closely related to stress (Winardi, 2003). Winardi (2003) divides conflict into four types, seen from one's position in the organizational structure. The four types of conflicts are as follows:

1. Vertical conflict, namely conflict that occurs between employees who have an unequal position in the organization. For example, between superiors and subordinates.
2. Horizontal conflict, namely conflict that occurs between those who have the same or equal position in the organization. For example, conflicts between employees, or between departments that are on a level.
3. Line-staff conflicts, namely conflicts that occur between line employees who usually hold command positions, with staff officials who usually function as advisors in the organization.
4. Conflict roles, namely conflicts that occur because someone carries more than one conflicting role.
5. According to Luthans (2005), a person will experience a role conflict if he has two or more roles that must be run at the same time. According to Winardi (2003), role conflict is a conflict that occurs because someone carries more than one conflicting role.
6. Role conflict is a psychological symptom experienced by someone who can cause discomfort and potentially can reduce work motivation so that it can reduce overall performance. Role conflict arises because of the incompatibility of expectations conveyed to individuals in the organization with others in the organization and outside the organization (Fanani, Hanif, & Subroto, 2008; Tsai & Shih, 2005).
7. Role conflict is defined as the simultaneous condition of two or more forms of pressure on the workplace,

where fulfillment of one role makes fulfilling other roles more difficult. This means that there is a role conflict when someone who carries out a particular role makes it difficult to fulfill the expectations of other roles. This conflict tends to develop more when the demands of work and the demands of social roles are responsibilities that must be carried out. Conflict is able to destroy the organization by creating a wall of separation between colleagues, resulting in poor performance, and even resignation.

B. Causes or Sources of Conflict

Conflict arises because there are antecedent conditions. This condition, which is also referred to as a source of conflict, consists of three categories, namely: communication, structure, and personal variables. According to (Muchlas, 2008) there are three factors that can be considered as causes or sources of conflict, namely:

1. Communication:

Sources of communication are represented as opposing forces that can arise from semantic difficulties, misunderstandings and the muttering of other voices in the communication media. One that has been classically mentioned is labor communication as the reason for the emergence of conflict.

According to Sedarmayanti (2007), communication can be a source of conflict because it is caused by misunderstandings relating to sentences, language that is lacking or difficult understood or ambiguous and incomplete information and inconsistent individual style.

2. Structure:

The larger a group and the more specialization of activities, the greater the likelihood of conflict. Groups within the organization have different objectives; different goals between these groups can be the main source of conflict. In addition, conflicts originating from the structure can occur because of the power struggle between departments with conflicting interests or scoring systems, competition for limited resources or interdependence of two or more groups of work activities to achieve their goals (Mai & Thuy, 2015; Sedarmayanti, 2007).

3. Personal variables:

Personal variables in this context are personal factors, including individual value systems that are owned by each person and personality characteristics that are responsible for the occurrence of irregularities and differences. According to Sedarmayanti (2007), this is caused, because it is not in accordance with the goals or personal social values of employees with the behavior played in their positions, and differences in perceptual values.

According to (Mangkunegara, 2012), conflict arises if an employee experiences:

1. Contradiction between the tasks he must do and between the responsibilities he has.
2. Tasks that he must do which in his view are not part of his work.
3. Contradictory demands from superiors, colleagues, subordinates, or other people who are considered important to him.
4. Contradicting his personal values and beliefs while carrying out his work duties.

C. Types of role conflict

Role conflicts can occur anywhere and anytime in humans both in their position as individual beings and as social beings. The conflict of roles occurs in many forms and various types. According to Wijono (2010) conflicts can be grouped into two elements, namely

1) Conflict between individuals and themselves:

Conflicts between individuals and themselves occur if there is one conflict that occurs within the individual caused by the existence of conflicting elements that result in the individual experiencing difficulties in determining attitudes.

2) Conflict between individuals and the organization environment:

Conflicts between individuals and the environment in organizations arise when individuals experience incompatibility between self-interest and the interests of others or groups that have the same goals in the organization.

Muchlas (2008) explains that there are three types of role conflicts including:

1. Conflict between people and roles:

This conflict occurs as a result of a person's personality conflict with the expectations of roles. For example, production employees who are also members of trade unions are referred to as occupying supervisory positions. The new Pelelia certainly does not believe in the need for strict production control. By a production supervisor who is so expected by the head of the production.

2. Conflict in roles (intrarole):

The second type is a conflict arising from conflicting expectations, how the role given should be played or carried out.

1. Interrole conflicts: This conflict arises from the existence of different requirements between two or more roles that must be carried out at the same time.

Employment Authority

Hasibuan (2007) argues that authority is the legal and legitimate power that a person has to govern others, do or not do or do nothing, power is the legal and legal basis for doing something.

Henry Fayol in Hasibuan (2007) argues that authority is the right to govern in the organization and the power to make managers obeyed and obeyed. So, the authority (authority) is a nerve that functions as a driver of activities. Informal authority, to get good cooperation with subordinates. Authority can be interpreted as the right to rule other people to do or not do something so that the goal can be achieved.

A. Authority theory

Handoko (2001) divides two opposing views on the source of authority, namely:

a) Formal theory (classic view):

According to this theory, authority exists because someone is given or delegated it. This view assumes that the authority comes from a very high level of society and is then lowered from the level of the level.

b) Acceptance theory (acceptance theory of authority):

This theory argues that someone's authority arises when received by a group or individual to whom the authority is given, and this does not depend on the receiver (receiver). Responsibility will accompany authority.

In other words, if someone is given the authority to carry out a particular job, the person has the obligation to carry out his work. Acceptance of the job is known as responsibility. Hasibuan (2007) argues that responsibility is the obligation to carry out all tasks assigned to a person as a result of the authority received or possessed. This responsibility arises because of the relationship between superiors (delegators) and subordinates (delegates), in this case the boss delegates some of his authority to subordinates to work on. Subordinates must be truly accountable for the authority they receive to their superiors. If not at any time the authority can be withdrawn by the supervisor of his subordinates.

B. Definition of delegation of authority

The wise use of authority delegation is a critical factor for organizational effectiveness. Therefore the role of delegating authority is very important in the organization. In addition, the delegation of authority is a logical consequence of the size of the organization. If the boss faces many jobs that cannot be carried out by one person, then he needs to do a delegation. Delegation is also done so that managers can develop subordinates to strengthen the organization further, especially when there is a change in management.

Delegation is the delegation of formal authority and responsibility to others to carry out certain activities. The effectiveness of delegation is the main factor that distinguishes successful managers and unsuccessful managers.

After the assignment, authority, and responsibility of each individual, it is appropriate for these individuals to agree to give responsibility for the tasks assigned to him. This is due to the fact that accountability will always be asked for the fulfillment of delegated duties and responsibilities. All of these things are duties, authority, responsibility, and responsibility are elements of a delegation of authority.

Davis in [Hasibuan \(2007\)](#) argues that delegation of authority is only a stage of a process when the delegation of authority functions to release position by implementing accountability.

According to ([Sunyoto, 2015](#)) Delegation of authority is an implementation of a right to someone to take necessary actions so that their duties and responsibilities can be carried out properly.

C. Elements of the delegation of authority

Delegation of authority is to give part of the work or authority by the delegator (authorizing) to the delegate (recipient of authority) to do ([Hasibuan, 2007](#)). Indicators of authority are:

1. Tasks:

The task is work that must be done by someone in a certain position. The task will encourage employees to be more productive in a company so that work effectiveness can be achieved.

2. Power:

Power is the right or authority to decide all decisions related to that function. In carrying out delegation of authority in a company must be based on power because with the power of an employee has the right to take a decision in accordance with the interests and functions of the company.

3. Accountability:

Accountability is giving a report of how someone carried out his duties and how he used the authority given to him. Responsibility is the most important thing in carrying out a company authority because with the responsibility of an employee can provide a report or accountability for a decision that has been taken.

Job Satisfaction

According to [Kreitner, Kinicki, and Fagan \(2001\)](#) job satisfaction is “an effectiveness or emotional response to various aspects of work”. [Davis and Newstrom \(1989\)](#) describe “job satisfaction is a set of employee feelings about whether or not their work is pleasing”. According to [Robbins and Judge \(2009\)](#) job satisfaction is “a general attitude towards someone’s work that shows the difference between the number of awards received by workers and the amount they believe they should receive”.

Job satisfaction is an affective or emotional response to various aspects or aspects of one’s work, so that job satisfaction is not a single concept. A person can be relatively satisfied with one aspect of work and not satisfied with other aspects. Job Satisfaction is a (positive) attitude towards the workforce, which arises based on an assessment of the work situation ([Joonlaoun, 2017](#)). The assessment can be carried out on one of its jobs; the assessment is done as a sense of respect in achieving one of the important values in the work. Satisfied employees prefer the work situation to not like it.

Feelings related to job satisfaction and dissatisfaction tend to reflect the appraisal of the workforce about current and past work experiences rather than expectations for the future. So it can be concluded

that there are two important elements of job satisfaction, namely the work values and basic needs. Job values are the goals to be achieved in carrying out work tasks. What you want to achieve is the values of work that are considered important by individuals. It was further said that work values must be appropriate or help fulfill basic needs. Thus it can be concluded that job satisfaction is the result of labor related to work motivation.

Overall job satisfaction for an individual is the amount of job satisfaction (from every aspect of work) multiplied by the importance of aspects of work for individuals (Reza, Rusidah, & Forasidah, 2017). An individual will feel satisfied or dissatisfied with his work is something that is personal, which depends on how he perceives the suitability or conflict between his desires with the output (which he got).

So that it can be concluded that the notion of job satisfaction is a positive attitude of the workforce including feelings and behavior towards the work through the assessment of one job as a sense of respect in achieving one of the important values of work.

A. Job satisfaction theory:

Job satisfaction theory tries to express what makes some people more satisfied with a job than some others. This theory also looks for the foundation of the process of feeling people towards job satisfaction. There are several theories about job satisfaction, namely:

1. Two factor theory:

This theory suggests that satisfaction and dissatisfaction are part of a different group of variables, namely motivators and hygiene factors. Dissatisfaction is associated with conditions around the work (such as working conditions, wages, security, quality of supervision and relationships with others) and not with the work itself. Because the factor preventing negative reactions is called hygiene or maintenance factors.

Instead satisfaction is drawn from factors related to the work itself or the direct results thereof such as the nature of work, achievement in work, promotion opportunities and opportunities for self-development and recognition because these factors are associated with high levels of job satisfaction called motivators.

2. Value theory:

According to this theory, job satisfaction occurs at the level where the results of work received by individuals are as expected. The more people receive results, the more satisfied and vice versa. The key to satisfaction in this theory is the difference between aspects of work that are owned by what someone wants. Because of the large differences, the lower people's satisfaction.

B. Factors affecting job satisfaction

There are five factors that can affect job satisfaction according to Kreitner et al. (2001), namely as follows:

a) Need fulfillment:

Satisfaction is determined by the level of job characteristics providing opportunities for individuals to meet their needs.

b) Differences (Discrepancies):

Satisfaction is a result of meeting expectations. Fulfillment reflects the difference between what is expected and what is obtained by the individual from his work. If expectations are greater than what is received, people will be dissatisfied. Instead, the individual will be satisfied when receiving benefits above expectations.

1. Value attainment: Satisfaction is a result of the perception of work providing fulfillment of important individual work values. Satisfaction is a function of how fairly individuals are treated at work.

a. Genetic component (Genetic components): Job satisfaction is a function of personality traits and genetic factors. This implies that differences in individual traits have an important meaning to explain

job satisfaction at the characteristics of the work environment.

Besides the causes of job satisfaction, there are also determinants of job satisfaction. Among them are as follows:

- i. The work itself (work itself): Every job requires a certain skill in accordance with their respective fields. Difficult or not a job and a person's feelings that his expertise is needed in doing the job, will increase or reduce satisfaction.
- ii. Relationship with supervision: Consistent leadership related to job satisfaction is a consideration. Functional relationships reflect the extent to which employers help workers to satisfy work values that are important to the workforce. The overall relationship is based on interpersonal interests that reflect basic attitudes and similar values; for example, both have the same view of life. The highest level of job satisfaction with employers is if the two types of relationships are positive. Bosses who have the characteristics of a transformational leader, the workforce will increase their motivation and at the same time be satisfied with their work.
- iii. Workers A co-worker is a factor associated with the relationship between employees and their supervisors and with other employees, both the same and those of different types of work.
- iv. Promotion (promotion): Promotion is a factor associated with the presence or absence of an opportunity to obtain a career increase during work.
- v. Salary or wages (pay): Is a factor in fulfilling the life needs of employees who are deemed feasible or not.

C. Correlation of Job Satisfaction

The relationship between job satisfaction and other variables can be positive or negative. The strength of relationships has a range from weak to strong. According to [Kreitner et al. \(2001\)](#) Strong relationships indicate that employers can influence significantly other variables by increasing job satisfaction. Some correlation between job satisfaction is as follows:

1. Motivation:

Between motivation and job satisfaction there is a positive and significant relationship. Because satisfaction with supervision/supervision also has a significant correlation with motivation, supervisors/managers are advised to consider how their behavior affects employee satisfaction so that they can potentially increase workers' motivation through various efforts to increase job satisfaction.

2. Work engagement:

This shows the fact that individuals are personally involved in their roles. Because work engagement has a relationship with job satisfaction, and the role of supervisor/manager needs to be encouraged to strengthen a satisfying work environment to increase work engagement of workers.

3. Organizational citizenship behavior:

Organizational citizenship behavior is the behavior of workers outside of what is their duty.

4. Organizational commitment:

Reflect the level at which individuals identify with the organization and have a commitment to its goals. Between organizational commitment and satisfaction there is a significant and strong relationship, because increasing job satisfaction will lead to a higher level of commitment. Furthermore, higher commitment can increase work productivity.

5. Absence (Absence):

Between absence and satisfaction there is a strong negative correlation. In other words, if satisfaction increases, the absence will decrease.

6. Turnover:

The relationship between turnover and satisfaction is negative. Where turnover can disrupt organizational continuity and is expensive, it is expected that superiors/managers can increase job satisfaction by reducing turnover.

7. Feeling stressed:

Between feelings of stress with job satisfaction shows a negative relationship where increasing job satisfaction will reduce the negative impact of stress.

8. Work performance/performance:

There is a low positive relationship between satisfaction and work performance. It is said that job satisfaction causes an increase in performance so that satisfied workers will be more productive. On the other hand, there is job satisfaction caused by performance or work performance so that more productive workers will get satisfaction.

Hypothesis

The hypothesis that can be drawn from this research is:

Ha1: Role Conflicts partially have a significant effect on the Employee Satisfaction of South Kalimantan Bank Banjarmasin Main Branch.

Ho1: Role Conflict has no significant effect on Kalsel Employee Satisfaction in Banjarmasin Main Branch.

Ha2: Employment Authority partially has a significant effect on the Employee Satisfaction of South Kalimantan Bank Banjarmasin Main Branch.

Ho2: Employment Authority partially does not have a significant effect on the Employee Satisfaction of South Kalimantan Bank Banjarmasin Main Branch.

Ha3: Work Conflict and Authority Roles simultaneously affect the Employee Satisfaction of South Kalimantan Bank Banjarmasin Main Branch.

Ho3: Conflict Role and Authority of Work simultaneously does not affect the Employee Job Satisfaction of South Kalimantan Bank Banjarmasin Main Branch.

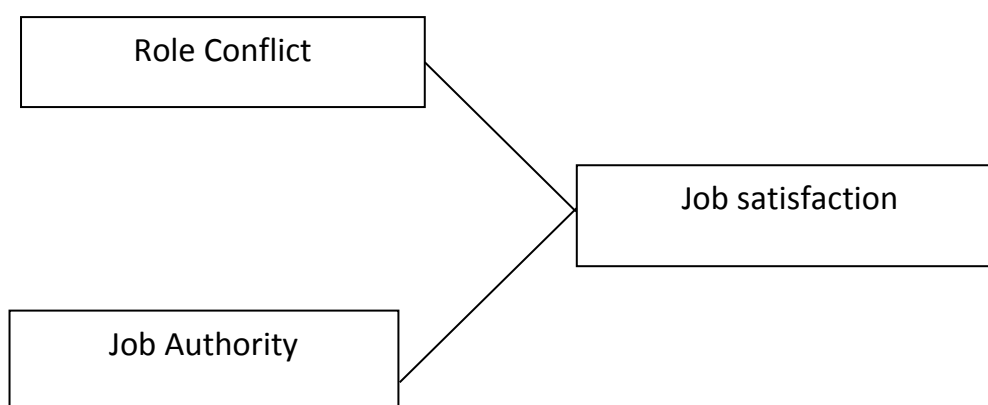


Figure 1. Hypothesis results

RESEARCH METHODOLOGY

Research Approach

The research approach used in this study is a quantitative approach. The quantitative approach makes theory an important guideline for researchers in planning research. Theory, in this case, provides guidance on the frame of mind that researchers must have, what data must be collected by the researcher, and how to interpret the data that has been collected from the field. The quantitative approach uses deductive thinking, by looking at patterns that are general to specific (Sugiyono, 2008). Quantitative

data is data that is expressed in the form of numbers or qualitative data that is predicted (Sugiyono, 2008).

Research Type

The type of research used is associative causality (influence) because the purpose of this study is to examine the effect (Determinants) of one or more independent variables on one or more dependent variables. Associative is a research statement that is asking about the relationship between two variables or more (Sugiyono, 2008). Where in this study examined the effect of Conflict Role as the first independent variable (X1) and Employment Authority as the second independent variable (X2) Against Job Satisfaction as the Dependent Variable (Y) at the South Kalimantan Bank Banjarmasin Branch.

Causal relationship according to Sugiyono (2008), namely a relationship that is causal. So here there are independent variables (variables that influence) and dependent variables (variables that are affected).

Research sites

This research was conducted at the Office of the South Kalimantan Bank Banjarmasin Branch which is located at Jl. Lambung Mangkurat No.07, Banjarmasin.

A. Population and Sample

1. Population:

The research population is a set of objects that are determined through a certain criterion that will be categorized into the object, among others can be in the form of people, documents or records that are seen as objects of research. According to Sugiyono (2008) "Population is a generalization area consisting of objects or subjects that have certain qualities and characters that are applied by researchers to be studied and then draw conclusions". The population in this study were all employees of the South Kalimantan Branch of South Kalimantan Bank, amounting to 94 people.

2. Sample:

The sample is part of the number and characteristics possessed by the population, for which the sample was taken from the population must be truly representative (representing) (Sugiyono, 2008). Determining the number of samples according to Suharsimi (2006) states: "if the subject is less than 100, all of them are taken so that the research is population research."

3. Sampling Techniques:

Sampling technique is a sampling technique that is used to determine the sample in the study (Sugiyono, 2008) (Sugiyono, 2008: 116). The technique used in sampling for this study was a saturated sample technique. Saturated Sampling is a sampling technique if all members of the population are used as samples (Sugiyono, 2008).

RESULTS AND DISCUSSION

The results of the research conducted and based on data analysis; it can be seen that the Role Conflict (X1) and Employment Authority (X2) variables, influence together on the Job Satisfaction variable (Y). This is indicated by the significance value of F of 0.000 ($\alpha < 0.05$) so that H_0 is rejected, then the first hypothesis in this study can be accepted, namely Role Conflict (X1) and Job Authority (X2) influence the work satisfaction (Y). Based on the adjusted R Square value of 0.255 or 25.5%, which means that 25.5% of the Job Satisfaction variable is influenced by the independent variable, namely the Conflict of Work Roles and Authority. While 74.5% of Job Satisfaction variables are influenced by other variables.

Partially the dominant influence on Job Satisfaction (Y) is the Role Conflict variable (X1). This is based on the highest regression coefficient of 0.367, and the largest t -count is 5.814 and significance of 0.00 ($\text{sig} < 0.05$) while the variable that has the smallest effect on Job Satisfaction (Y) is the Job Authority variable (X1) with the regression coefficient amounting to 0.166. This is in accordance with

each variable as follows:

Table 1: Consequences of political risks

Variable	Coefficient Regression	<i>t</i> -count	Beta	Sig	Explanation about Ho
Bound	Free				
		17.240		0.00	
Kons		3.620			
	X1	0.367	5.814	0.520	0.000 rejected
	X2	0.166	3.087	0.280	0.00 rejected
<i>R</i>		0.520			
<i>R</i> Square		0.271			
Adjusted <i>R</i> Square		255			
Fhitung		14.904			
Signifikansi		0			
<i>N</i>		94			

Role Conflict Variables (X1)

Based on the *t*-test shows that the Role Conflict variable (X1) has a significant influence on Job Satisfaction (Y) with a regression coefficient of 0.367 so that the second hypothesis (H1) is accepted.

Employment Variables (X2)

Based on the *t*-test shows that the Employment Authority variable (X2) has a significant influence on Job Satisfaction (Y) with a regression coefficient of 0.66 so that the second hypothesis (H2) in this study is accepted. Employment Variable (X2).

CONCLUSION AND RECOMMENDATIONS

Conclusion

1. Based on the results of research conducted to prove the influence together, namely Variable Conflict (X1), and Employment Authority (X2), towards Job Satisfaction (Y) of South Kalimantan Bank Banjarmasin Main Branch. This is indicated by the significance of 0,000 ($p < 0.05$).
2. Partially the variables consisting of Role Conflict (X1), Job Authority (X2) variables have a significant influence on Job Satisfaction (Y).
3. Variable Role Conflict (X1) is a variable that has a dominant influence on the Job Satisfaction of South Kalimantan Bank Banjarmasin Main Branch. This conclusion is based on the results of the test hypothesis dengan koefisien regresi (B) sebesar 0.520

Suggestion

1. South Kalimantan Bank Banjarmasin Main Branch needs to conduct routine research with time adjusted to the needs of employees and to know what employees want in order to get maximum satisfaction.

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