The Influence Of Self-Actualization And Personality Type On Organizational Behavior And Employee Performance

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Abstract

This research was conducted to determine the influence of self-actualization and personality type on organizational behavior and employee performance. In this research there are four variables, namely Self-Actualization, Personality Type, Organizational Behavior and Employee Performance . Research building on this one should look into how social media marketing and influencers affect customers' opinions of brands and their purchasing decisions. More than that, other researchers can choose to look into other research objects or expand the variety of places they conduct their studies. The research results show that Organizational behavior is positively and significantly impacted by self-actualization. The impact of personality type on organizational behavior among employees is positive and statistically significant. A person's productivity is positively and significantly impacted by their level of self-actualization. Employee performance is positively and significantly impacted by personality type. When it comes to organizational behavior, employee performance is positively and significantly impacted. Employee performance is positively and marginally impacted by self-actualization as it relates to organizational behavior. Through the medium of organizational behavior, personality type has a small but positive impact on worker productivity.

Keywords: Self-Actualization, Personality Type, Organizational Behavior, Employee Performance.

Introduction

Every business will find its own unique approach to improving the quality of employee performance and productivity. Achieving the goals of an organization or institution ultimately depends on human factors or employees (Huzain, 2021). E-Commerce, short for electronic commerce, is the business model implemented by this organization. It facilitates the buying and selling of goods and services through the use of the internet. There are at least four parts required for online transactions to take place in an e-commerce system: shop/market, seller, and buyer. Therefore, human resources are an important component that must be maintained so that an organization can continue to meet the demands it faces and overcome all obstacles that may come its way. One of the main goals of an organization is to retain talented employees (Susan, 2019). Achieving this goal is highly dependent on the performance of our employees.

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Therefore, to boost productivity, effective human resource management is needed (Mardian et al., 2021).

When workers do their jobs well, it shows in the company's ability to grow. More and more businesses are actively planning and considering ways to improve internal performance. Work that directly impacts an organization's strategic goals, customer happiness, and monetary output is what drives employee performance, according to (Lestari et al., 2019). A company's ability to carry out its activities is influenced by how well its employees perform. According to this statement, achieving self-actualization should be the main goal of every organization that wants to improve employee performance and productivity. Sambolon (2018) believes that employees must prioritize self-actualization because it is closely related to awareness. Employees will be more effective in their jobs if they have the self-awareness, self-improvement, and potential-enhancing awareness necessary to realize their full potential. The self-actualization that is highlighted by each individual also cannot be separated from the individual characteristics or personality type of that individual. The big five personality factors which include extraversion, agreeableness, conscientiousness, neuroticism, and openness to new experiences are evaluated through adjective factor analysis and provide a consistent framework for understanding and evaluating a person's personality (Zatil Aqmar & Sriyono, 2018).

The actions of members within an organization are more important than the actions of the organization itself when trying to understand organizational behavior. Efforts to understand human behavior mean attempting to understand the actions of organizational members. Each person has unique behavior patterns, so it is difficult to generalize about human nature. Getting employees used to working in productive teams is a growing focus area in organizational behavior. When tasks require multiple skills, team performance is better than individual performance. Studies on organizational behavior highlight how employees and teams interact within the company, as well as with external factors such as policies and procedures (Rajagukguk, 2017).

Maslow argues in Simbolon (2018: 125) that the peak of human needs is the drive for self-actualization. A person's self-awareness and desires, not the encouragement of others, usually motivate them to take action in this direction. In cases where a person wants to demonstrate his skills to the maximum extent possible in a specified location. (Simbolon, 2018) Maslow placed the need for self-actualization as the most important need. When a person grows to reach their full potential, they experience self-actualization. According to (Rais et al., 2018) Striving to make someone truly exist, or at least to have their existence recognized, is what we mean when we talk about self-actualization. Humans' innate drive to reach their full potential is self-actualization. Patioran in (Dianingtyas, 2018) self-actualization refers to the journey towards personal growth and the full realization of one's psychological and creative potential.

Indicators of Self-Actualization according to (Dianingtyas, 2018), namely reality is perceived accurately. A person must have the capacity to make honest and accurate decisions. Accept yourself, your surroundings and other people as a whole. The ability to accept the social environment, shortcomings and so on, is very important.Spontaneity, a person should have spontaneity and a quick response to everything that happens around him. Apart from that, self-

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actualization is influenced by several other things. According to Weniulanda in (Daniarti, 2015), these factors is internal factors, a person's thoughts and feelings can act as internal factors. External factors, things that a person cannot control are called external factors.Internal and external factors both have an impact on self-actualization and can become obstacles.

Then, regarding personality type, it can be explained that the Latin word persona actually comes from the English word personality. The term "persona" originally meant the mask that a Roman actor wore while on stage. More recently, persona (formerly personality) means the social image (role) that a person is expected to perform after receiving it from his group or society. Many words describe a person's enduring personality traits, including motivation, traits, and temperament. The point is that each person has a unique personality (Hurriyati et al., 2019).

The personality type indicators are as follows:

A person's level of neuroticism shows how stable or disturbed his emotional stability is. Those who exhibit positive neuroticism and emotional stability also tend to exhibit the following personality traits: security, self-confidence, calm, and no hesitation. The negative neurotic personality is characterized by a lack of stability, irritability, depression, hostility, and insecurity.

Having the quality of accepting new experiences shows an open mind. Characteristics of people who score high on this personality trait include openness to new ideas, sensitivity, intelligence, creativity, and curiosity. On the other hand, those low on this dimension are often more traditional, rigid, and resistant to change.

Level of Agreeableness (How Easily It is to Agree with Someone). Shows friendliness or readiness to compromise. The High Agreeableness personality trait is associated with people who are trustworthy, generally kind, cooperative, kind, polite, adaptable, sympathetic, warm, and caring. In contrast, those who score low on the agreeableness scale tend to be cold, uncooperative, quick-tempered, defiant, and irritable.

Be careful and thorough. An individual's level of conscientiousness, as a personality trait, can be described as high or low. Dependability, responsibility, goal-orientation, persistence, conscientiousness, and self-discipline are some of the traits associated with people who score high on the conscientiousness scale. In contrast, those who score low on the conscientiousness scale are more likely to act carelessly, disorganized, lack responsibility, get confused easily, and be untrustworthy (Makom, 2020).

The field that studies human interactions in groups is known as organizational behavior. The goal of applying organizational behavior theory is to get maximum results from your human resources. The study of how organizational structure influences employee behavior also falls within the broader field of organizational behavior. The study of how people, teams, and organizational structures influence each other's actions in the workplace is known as organizational behavior. Social sciences, psychology, communications, and business are part of this multidisciplinary discipline. Human resources studies tend to center on the day-to-day operations of companies, while organizational behavior adds to organizational theory's emphasis on organizational and intra-organizational issues (Syah, 2019).

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There are several indicators in organizational behavior from various opinions, including authority, motivation, perception.

According to (Anggraeni et al., 2021) When workers carry out their responsibilities in accordance with the standards set by their superiors, the final result is their performance, which is measured by the quantity and quality of their output. Due to the interconnected nature of employee performance and its various aspects, companies must treat employee performance as very important. According to (Ahmad et al., 2020) Performance in the workplace refers to the actions taken by workers in carrying out their responsibilities towards the organization.

There are several indicators that can be used to identify employee performance, including quality, quantity, timeliness, and effectiveness of Resource Use (Shinta & Siagian, 2020).

Based on this description, researchers are interested in researching The Influence Of Self-Actualization And Personality Type On Organizational Behavior And Employee Performance.
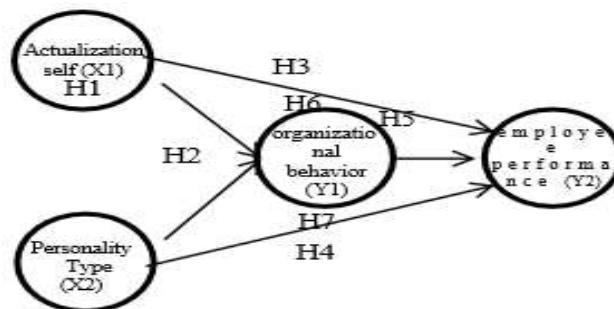
Research Framework

Figure 1 Research Framework

Based on the research framework above, the hypothesis in this research can be formulated as follows:
H1: Self-actualization influences employee organizational behavior.
H2: Personality Type influences the organizational behavior of employees
H3: Self-actualization influences employee performance.
H4: Personality Type influences employee performance.
H5: Organizational behavior influences employee performance.
H6: Self-actualization influences employee performance through organizational behavior.
H7: Personality Type influences employee performance through organizational behavior

Method
This research was carried out at the sea eagle townhouse block A No.75 kel. Kamal Muara, district. Penjaringan, North Jakarta. Researchers used a non-probability sampling method and

a data sampling strategy called purposive sampling. We use the Hair formula to find out how many people to include in our sample. By using this formula, a total of 50 participants can be involved in this research. In this research, the customers selected as respondents have worked for at least 3 years. Data were analyzed using Path Analysis in SPSS 26.0. Direct and indirect causal influences between variables, as well as the position of each variable along its path, can be estimated using path analysis. Intervening or intermediary variables are variables that allow an independent variable to influence the dependent variable indirectly.

Results and Discussion
Validity test

Table 1 Validity Test

Statement	r count	r Table	Decision
X1.1	0,765	0,278	Valid
X1.2	0,680	0,278	Valid
X1.3	0,658	0,278	Valid
X2.1	0,759	0,278	Valid
X2.2	0,888	0,278	Valid
X2.3	0,897	0,278	Valid
X2.4	0,741	0,278	Valid
Z.1	0,723	0,278	Valid
Z.2	0,942	0,278	Valid
Z.3	0,942	0,278	Valid
Y1	0,781	0,278	Valid
Y2	0,657	0,278	Valid
Y3	0,628	0,278	Valid
Y4	0,628	0,278	Valid

Source: Researcher Processed Data, 2024

All indicators tested had positive results with a calculated r value greater than or equal to 0.278, which is the value in the r table. Therefore, all indicator items are considered valid in this research.

Reliability test

Table 2 Reliability Test

Variabel	Cronbach's Alpha	Limitation	Desicions
Self-actualization	0,749	0,6	Reliable
Personality Type	0,745	0,6	Reliable
Organizational behavior	0,853	0,6	Reliable
Employee performance	0,803	0,6	Reliable

Source: Researcher Processed Data, 2024

It can be seen that Cronbach's Alpha is > 0.60 from the reliability test results. Therefore, it is reasonable to assume that all the claims are true.

Classic assumption test

The results of the SPSS 26 normality test show a significance level of 0.200, which if multiplied by 0.05 means the data follows a normal distribution. The Self-Actualization variable has a value of 0.901 and the Personality Type for tolerance is 0.897, both of which are greater than 0.1 according to the Multicollinearity test. Based on the VIF values of 1.112 and 2.335 < 10, it can be concluded that there is no multicollinearity. The significance value of the Self-Actualization variable is 0.699 and can be determined using the Heteroscedasticity Test. Meanwhile, the personality type variable has a significance value of 0.451. These two variables have a significant value greater than 0.05, thereby ruling out the possibility of heteroscedasticity in the research.

Coefficient of Determination Test (R2)

Table 3 Determination Coefficient Test

	R Square	R Square Adjusted
Self-actualization	**0.263**	0.248
Personality Type	**0.064**	0.044

In the test table, it is found that the R-Square value for the Self Actualization variable has an influence of 0.263 (26.3%) and Personality Type has an influence of 0.064 (6.0%).

Simultaneous Test (F Test)

Table 4 Anova results

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	24.552	3	8.184	8.207	.000ᵇ
Residual	45.868	46	0.997		
Total	70.420	49			
a. Dependent Variable: Kinerja Karyawan					
b. Predictors: (Constant), Perilaku Organisasi, Aktualiasi Diri, Personality					

In this way, the results obtained are calculated F (8.207) > F Table (3.20) or significance (0.000) < 0.05. Thus, it can be seen that Self-Actualization and Personality Type together have a significant effect on Employee Performance.

Partial Hypothesis Test (t Test)

Table 5 Path Coefficients

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.706	2.109		1.757	0.086
	Aktualiasi Diri	0.482	0.141	0.434	3.420	0.001
	Personality Type	0.140	0.101	0.357	3.397	0.047
	Perilaku Organisasi	0.281	0.121	0.329	2.325	0.025
a. Dependent Variable: Kinerja Karyawan						

Come into your own. A t value of 3.420 was calculated, and the significance level was 0.001. Because tcount is 3.420 and ttable is 1.675 or the significance level of 0.002 is smaller than 0.05, it can be concluded that... Therefore, Self-Actualization is the main factor that influences Worker Efficiency. Personality type. With a significance level of 0.047, the calculated t value is 3.397. In other words, it is known that the significance level is $0.047 < 0.05$ or it is known that tcount is $3.397 >$ ttable 1.675. This proves that a person's personality type has a significant influence on their productivity at work. Behavior in an organization. With a significance level of 0.025, the calculated t value is 2.325. Therefore, the fact is acknowledged that the significance level is $0.025 < 0.05$ or tcount is $2.325 >$ ttable 1.675. There is a strong correlation between organizational behavior and employee performance.

Path Analysis

Table 6 path analysis

Effect	Direct	Indirect	Total Effect	Category
Self-Actualization → Organizational behavior	0.086		0,523	Strong
Personality Type → Organizational behavior	0,274		0,579	Strong
Self-Actualization → Employee performance	0.263	0,523 x 0.182 = 0.05	0.313	Weak
Personality Type → Employee performance	0.064	0,579 x 0.182 = 0.02	0.080	Weak
Organizational behavior → Employee performance	0.182		0.534	Strong

There is empirical evidence that shows a direct correlation between self-actualization and employee performance (r=0.086). Meanwhile, Self-Actualization has an indirect effect of 0.05 on employee performance. Thus, the small impact (0.05) is smaller than the large impact (0.086). Employee Performance Related to Organizational Behavior is Not Influenced by Self-Actualization. Employee performance is known to be directly influenced by personality type

amounting to (0.064). Employee performance is influenced indirectly by personality type by 0.02. The direct effect is 0.064, while the indirect effect is 0.002. This means that when it comes to organizational behavior, personality type is irrelevant to employee performance.

Conclusion

Self-actualization has a positive and significant effect on organizational behavior. This means that if a person's highest level of need for action can be fulfilled, it will improve organizational behavior. Personality Type has a positive and significant effect on organizational behavior. This means that personality type is a characteristic of an individual that can describe behavior, thoughts and emotions and can be observed which characterizes a person in facing the world, which can influence him as an individual. This means that the higher the level of Personality type carried out by employees can have an influence on organizational behavior. Self-actualization has a positive and significant effect on employee performance. This means that if a person's highest level of need for action can be fulfilled then his performance will increase. Personality Type has a positive and significant effect on Employee Performance. This means that personality type is a characteristic of an individual that can describe behavior, thoughts and emotions and can be observed which characterizes a person in facing the world, which can influence him as an individual. This means that the higher the level of Personality type carried out by employees can improve employee performance. Organizational Behavior has a positive and significant effect on Employee Performance. This means that the higher the level of organizational behavior of an employee, the greater the employee's performance will be. Self-actualization has a positive and insignificant effect on employee performance through organizational behavior. Personality type has a positive and insignificant effect on employee performance through organizational behavior.

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