

THE WORK ETHOS OF KENJERAN BEACH TRADERS: A STUDY OF HARD WORK, SMART WORK, AND SINCERE WORK IN THE COASTAL TOURISM INDUSTRY

Mochamad Mochklas, Universitas Muhammadiyah Surabaya

mochamadmochklas@um-surabaya.ac.id

Dwi Songgo Panggayudi, Universitas Muhammadiyah Surabaya

dwisonggopanggayudi@um-surabaya.ac.id

Hafidulloh, STIE YAPAN Surabaya

hafidzulloh@yahoo.com

Sofiah Nur Iradawaty, Universitas Yos Sudarso Surabaya

sofiahiradawati@gmail.com

Sandra Oktaviana Pinaraswati, Universitas Dr. Soetomo, Indonesia

sandra.oktaviana@unitomo.ac.id

ABSTRAK

Pedagang di kawasan wisata pantai Kenjeran merupakan salah satu kelompok masyarakat yang memiliki peran penting dalam perekonomian dan pembangunan daerah, etos kerja merupakan salah satu faktor yang mempengaruhi kesejahteraan dan perkembangan dan kualitas kawasan wisata pantai Kenjeran secara keseluruhan. Pedagang di pesisir pantai Kenjeran merupakan pekerja yang keras, cukup religius dan memiliki pemikiran yang luhur mengenai pekerjaannya. Penelitian bertujuan menganalisa etos kerja pedagang di pantai Kenjeran, hasil dari penelitian ini bisa dimanfaatkan sebagai pedoman untuk memperbaiki etos kerja para pedagang, pelaku UMKM yang melakukan usahanya di pantai Kenjeran Surabaya dalam membuat strategi pengembangan sumber daya manusia. Metode penelitian ini adalah kuantitatif dengan jenis penelitian asosiatif kausal. Teknik sampling dalam penelitian ini dengan menggunakan sampel jenuh, di mana populasi penelitian ini pedagang di pantai Kenjeran Surabaya dan sampel penelitian ini 71 pedagang yang tersebar di pantai Batu, Pantai Kenjeran Lama dan Pantai Kenjeran Baru. Setelah data diolah dan dianalisis dengan menggunakan SEM PLS, di peroleh temuan bahwa 90,3% etos kerja pedagang di pantai Kenjeran dipengaruhi oleh kerja keras, kerja cerdas dan kerja ikhlas, sedangkan 9,7% sisanya dipengaruhi oleh variabel lain yang tidak diteliti, serta menemukan bahwa kerja keras memiliki pengaruh positif dan signifikan, sedangkan kerja cerdas dan kerja ikhlas memiliki pengaruh negatif dan tidak signifikan terhadap etos kerja pedagang di pantai Kenjeran Surabaya.

Kata Kunci: Etos Kerja, Kerja Keras, Kerja Cerdas, Kerja Ikhlas, Pedagang Wisata Pantai Kenjeran.

ABSTRACT

Traders in the Kenjeran Beach tourist area are one of the community groups who have an important role in the regional economy and development, work ethic is one of the factors that influence the welfare development and quality of the Kenjeran Beach tourist area as a whole. Traders on the Kenjeran coast are hard workers, quite religious and have noble thoughts about their work. The research aims to analyze the work ethic of traders on Kenjeran Beach. The results of this research can be used as a guide to improve the work ethic of traders, and MSMEs who conduct their business on Kenjeran Beach, Surabaya in creating human resource development strategies. This research method is quantitative with a causal associative type of research. The sampling technique in this research uses saturated samples, where the research population is traders on Kenjeran Beach, Surabaya and the research sample is 71 traders spread across Batu Beach, Old Kenjeran Beach and New Kenjeran Beach. After the data was processed and analyzed using SEM PLS, it was found that 90.3% of the work ethic of traders on Kenjeran Beach was influenced by hard work, smart work and sincere work, while the remaining 9.7% was influenced by other variables that were not researched, as well as found that hard work has a positive and significant influence, while smart work and sincere work has a negative and insignificant influence on the work ethic of traders on Kenjeran Beach, Surabaya.

Keywords: *Work Ethic, Hard Work, Smart Work, Sincere Work, Kenjeran beach tourism traders.*

BACKGROUND

Tourism is a process in which people from one place to another go to have fun and spend time (Khan et al., 2020). Currently, tourism is the third largest export industry in the world after fuel and chemicals, food and automotive products (Rasool et al., 2021), tourism makes a significant contribution to economic growth because there is a two-way relationship between trade openness and economic growth (Wijesekara et al., 2022).

Currently, tourism is an important sector that can contribute to improving the regional economy (Madiistriyatno et al., 2020), East Java is one of the provinces in Indonesia that offers various types of tourist attractions, ranging from mountains, beaches, caves, to waterfalls (Satriayudha, 2021). Surabaya is the capital of East Java Province, developing beach tourism in Surabaya in Bulak District, with a number of tourist destinations including Kenjeran Beach, THP Kenjeran, Kenjeran Park, Bulak Park, Surabaya Park, and Kenjeran Bridge (Sari & Sari, 2020).

Investment in tourism infrastructure development to make destinations and services more attractive is considered the main step in developing tourist destinations (Quang, 2021). Other positive impacts of tourism include expanding employment opportunities, increasing people's income, and generating foreign exchange for the country (Aida et al., 2020). Ria Kenjeran

Beach has been developed with various types of variations and modern attractions for marine tourism in the city of Surabaya (Murtini et al., 2019).

Coastal communities can be further categorized into certain community types by considering geographical-ecological, economic characteristics, including social and cultural aspects that form their distinctive characteristics. (Sekarningrum & Yunita, 2019). Coastal communities also have a role in preserving nature and local culture (Supriati & Umar, 2020). People living in coastal areas who work as fishermen and fishing communities are often considered unable to plan their own future because of the limited knowledge they have (Ekaputra et al., 2020).

The complex problems faced by coastal communities are not only poor communities whose livelihoods are fishermen, cultivators, processors, fish and shellfish traders (Hertati & Nurhadi, 2020). The socio-economic conditions of coastal communities have low levels of education (Handayani et al., 2020). Coastal communities have the characteristics of being hard, tough and highly emotional, closed and difficult to accept change, but on the other hand they are hard workers. There is a significant correlation between work ethic and individual work performance (Abun et al., 2022).

Beach tourism and tourism activities have made a positive contribution to socio-economic development (Fency, 2018). Kenjeran beach tourism has a positive impact, especially for the people living around it, namely opening up employment opportunities for the community by providing jobs in the informal sector such as culinary traders. With the development of the tourism economy, job opportunities will automatically open up in this sector which in the end can provide an increase in the income of the community itself. Kenjeran coastal communities have livelihoods as fishermen, fish sellers, shrimp paste makers, sellers of smoked fish and fishery products.

Economic activities included in the tourism sector carried out by communities around Kenjeran beach are businesses in the fields of food, drink, transportation, accommodation and souvenirs. To be able to increase the competitiveness and sustainability of MSMEs in the Kenjeran coastal tourist area, it is very important to develop existing human resources and institutional support to be the main factors in the success of an activity.

However, this large contribution has not been balanced with adequate and optimal business management due to the unique characteristics of the players (Tohir et al., 2022). The competency of MSME actors in terms of skills and insight determines the components of competitive Human Resources (Badriyah & Muhtarom, 2023). One factor that can influence the quality of human resources in MSMEs is work ethic (Harahap et al., 2023).

Work ethic in improving the quality of work life, increasing productivity and building the company image (Kumari & Dutta, 2019). Business actors who have a high work ethic will create competence in increasing competitiveness and productivity so as to create MSME resilience. With a high work ethic, the performance of business actors will increase. Work ethic according to (Pratopo et al., 2021), contains meaning as an evaluative aspect that is owned by individuals or groups in providing an assessment of activities, a set of positive work behaviors that are rooted in strong cooperation, fundamental beliefs, accompanied by a total commitment to an integral work paradigm. From the

opinion it can be concluded that the work ethic is an evaluative aspect that is owned by individuals or groups in providing an assessment of work activities as indicated by positive work behavior that is rooted in strong cooperation, fundamental beliefs, accompanied by a total commitment to an integral work paradigm.

Human Resource Development needs to be developed to form qualified personnel with the skills and work abilities of traders on the Kenjeran coast of Surabaya in running their businesses. Optimizing the utilization and strengthening the capacity of SME human resources will encourage increased productivity of economic businesses and the sustainability of small and medium enterprises. (Hernita et al., 2021).

Work ethic is an example of correct work behavior and work ethic can also support and foster a productive work culture. Factors that influence work ethic include religion, culture, social politics, environmental conditions, education, economic structure and individual intrinsic motivation. Achieving good performance requires better abilities by applying a good work ethic (Aini et al., 2021).

The aim of this research is to determine the work ethic of traders on Kenjeran beach, and identify the factors that influence the work ethic of traders on Kenjeran beach. Several studies have been conducted on traders in the Kenjeran beach tourist area (Poedjioetami, (2017), Taufiq & Azizah, (2020) dan Prasetyo et al., (2021) have not specifically studied the work ethic of traders in the Kenjeran beach tourist area and there are several research gaps that can be filled, where previous research was more descriptive and normative in nature, without a clear and systematic conceptual framework and provided more recommendations and suggestions that were normative and prescriptive in nature.

It is hoped that this research will provide benefits, especially in the management of human resources, especially those related to work ethic and factors that influence the work ethic of traders on the Kenjeran coast so that it can become a reference for further similar research. For the government and other stakeholders, the results of this research can be used as a guide to improve the work ethic of traders and MSMEs operating on the Kenjeran coast of Surabaya in developing human resource development strategies.

RESEARCH METHODS

This type of research is causal associative research, which aims to determine the relationship between two or more variables (Sugiyono, 2018:55). The collection instruments, which are tools selected and used by researchers, become systematic and easier (Arikunto, 2016:134), by distributing questionnaires. The population of this study were traders on the Kenjeran beach in Surabaya, who were scattered on Batu beach, Kenjeran Lama beach and Kenjeran Baru beach. Traders are an important aspect in tourist areas in attracting tourists to visit. Traders in the Kenjeran beach area sell caught fish, shrimp paste makers, smoked fish, fish crackers and other processed marine products.

The sampling technique in this research uses a saturated sampling technique where the saturated sampling technique is a sample determination technique when all members of the population are used as samples (Sugiyono, 2018:85). The sample criteria in this study are: 1. Residents who trade in the Kenjeran beach tourism area who are traders by profession, 2. The business has been running for at least 1 year. The collected and appropriate data were analyzed with SEM PLS, data analysis with SEM PLS in this study is very suitable for parameter estimation which has a number of respondents between 100 to 200 respondents, with a minimum sample of 50 (Hamid & Anwar, 2019).

The operational definition of the work ethic variable in this study is positive behaviour that is rooted in fundamental beliefs accompanied by a total commitment to an integral work paradigm Firman & Sholeh (2021), demonstrated by hard work, smart work and sincere work Hartono & Anshori (2020), Lestari et al., (2020) and Pratopo et al., (2021). To explain the effect of hard work, smart work and sincere work on the work ethic of traders in the Kenjeran coastal area, the research analysis model is shown in Figure 1.

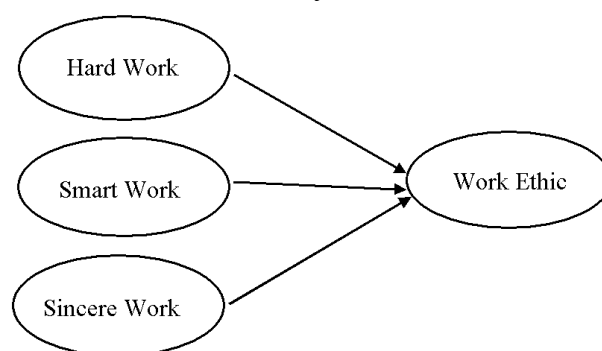


Figure 1. Research Model

Source: Researcher (2023)

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Teknik pengambilan sampel dalam penelitian ini menggunakan teknik sampel jenuh dimana teknik sampling jenuh adalah teknik penentuan sampel bila semua anggota populasi digunakan sebagai sampel (Sugiyono, 2018:85). The sample criteria in this study are: 1. Residents who trade in the Kenjeran beach tourism area who are traders by profession, 2. The business has been running for at least 1 year. The collected and appropriate data were analyzed with SEM PLS, data analysis with SEM PLS in this study is very suitable for parameter estimation which has a number of respondents between 100 to 200 respondents, with a minimum sample of 50 (Hamid & Anwar, 2019).

RESULTS AND DISCUSSION

Research Description

The profile of respondent traders selling in the Kenjeran beach area who filled out the appropriate questionnaire were 71 people, where the profiles of respondents in this study are shown in Table 1.

Table 1. Profile of Respondents

| Profile | Frequency | Percentage |
|---------------------------|-----------|------------|
| <i>Age</i> | | |
| < 25 years | 0 | 0.00% |
| 26 - 35 years | 23 | 32.39% |
| 36 - 45 years | 29 | 40.85% |
| > 45 years | 19 | 26.76% |
| <i>Gender</i> | | |
| Male | 15 | 21.13% |
| Female | 56 | 78.87% |
| <i>Marital status</i> | | |
| Not Married | 71 | 100.00% |
| Married | 0 | |
| <i>Last Education</i> | | |
| Elementary School | 14 | 19.72% |
| Junior High School | 18 | 25.35% |
| Senior High School | 39 | 54.93% |
| Bachelor | | |
| <i>Length of business</i> | | |
| < 5 years | 17 | 23.94% |
| 6 - 10 years | 33 | 46.48% |
| > 11 years | 21 | 29.58% |

Source: Research data processing (2023)

Based on table 1, all respondents were married with the age of the majority being 36-45 years old (40.85%). The majority of traders who were respondents in this study were female, 78.87%, with the education of the majority of respondents being high school, namely 54.93%. Respondent traders in the Kenjeran coastal area have been in business for the majority 46.48%, which is between 6-10 years. the results of research from (Fachri & Zainuddin, 2016) that years of service, age, education level have no effect on work ethic, and there is no difference in work ethic based on gender.

Descriptive Research Variables

The descriptive research variables are seen from the average value and standard deviation of the answers from the respondents on each statement indicator that measures the variables in this study, shown in table 2.

Table 2. Hard Work Variable Description

| Indicator | | Average | Std. Deviation |
|------------------|-----------------------|----------------|-----------------------|
| X1.1 | High initiative | 4.648 | 0.533 |
| X1.2 | Perseverance | 4.634 | 0.537 |
| X1.3 | easy to cooperate | 4.648 | 0.607 |
| X1.4 | Patient | 4.592 | 0.618 |
| X1.5 | Committed | 4.634 | 0.537 |
| X1.6 | Responsible | 4.592 | 0.595 |
| X1.7 | Seeking perfection | 4.493 | 0.625 |
| X1.8 | Exceeded expectations | 4.577 | 0.548 |
| Overall average | | 4.602 | |

Source: Research data processing (2023)

Table 2, shows that overall the average respondent's answer to the hard work variable is 4.602, where the value is close to 5 (strongly agree) on a Likert scale of 1-5. This shows that the traders in the Kenjeran Beach area who were the respondents of this study stated that they strongly agree that working hard must be with high initiative, perseverance, easy to work with, patient, committed, responsible, seek perfection, work beyond expectations. The variable working hard with indicators of high initiative and easy cooperation is the highest indicator with a value of 4.648 which reflects the hard work of the respondents, while the indicator of seeking perfection is the lowest variable with a value of 4.493. The standard deviation shows the variation in the answers for each indicator. It is known from the respondents' answers that the lowest standard deviation is 0.533. This indicates that traders selling in the Kenjeran beach area have the most homogeneous ratings on indicators with high initiative.

Table 3. Description of Smart Work Variables

| Indicator | | Average | Std. Deviation |
|------------------|------------------------------|----------------|-----------------------|
| X2.1 | Work Priority | 4.592 | 0.595 |
| X2.2 | Final Result Focus | 4.493 | 0.625 |
| X2.3 | Master the Skill | 4.577 | 0.548 |
| X2.4 | Take advantage of Technology | 4.634 | 0.537 |
| Overall average | | 4.574 | |

Source: Research data processing (2023)

From table 3, it is known that the average respondent's overall answer to the smart work variable is 4.574, this value is close to 5 (strongly agree) on a Likert scale of 1-5. With a value of ii, it shows that traders in the Kenjeran coastal area have a high perception of the smart work variable which is reflected in the indicators of work priority, focus on final results, mastering skills and utilizing technology. Traders in the Kenjeran coastal area have the highest perception of smart work, which lies in the indicator of utilizing technology, with an average of 4.634. Meanwhile, the lowest perception of smart work lies in the indicator that there is always a focus on the end result,

with an average of 4.493. It is known that the lowest standard deviation is 0.537 which indicates that traders in the Kenjeran coastal area have the most homogeneous assessments on indicators regarding the use of technology.

Table 4. Description of Sincere Work Variables

| | Indicator | Average | Std. Deviation |
|-----------------|-------------------------|----------------|-----------------------|
| X3.1 | Work enthusiastically | 4.648 | 0.607 |
| X3.2 | Not easy to complain | 4.592 | 0.618 |
| X3.3 | Happiness at work | 4.634 | 0.537 |
| X3.4 | Being grateful for work | 4.592 | 0.595 |
| Overall average | | 4.616 | |

Source: Research data processing (2023)

The average respondent's overall answer to the sincere work variable is 4.616, where the value is close to 5 (strongly agree) on a Likert scale of 1-5. With this score, traders in the Kenjeran coastal area have a high perception of sincere work which is reflected in the indicator of working enthusiastically, not complaining easily, being happy with their work and being grateful for their work. The highest perception of traders in the Kenjeran coastal area regarding sincere work lies in the indicator of working enthusiastically, with the highest average of 4.648. Meanwhile, the lowest perception of sincere work lies in the indicator of not giving up easily and being grateful for work, with the lowest average of 4.592. It is known that the lowest standard deviation is 0.537 which indicates that traders in the Kenjeran coastal area have the most homogeneous assessment on the indicator of happiness at work.

Table 5. Work Ethic Variable Description

| | Indicator | Average | Std. Deviation |
|-----------------|-------------------|----------------|-----------------------|
| Y.1 | High initiative | 4.634 | 0.537 |
| Y.2 | Perseverance | 4.648 | 0.607 |
| Y.3 | Easy to work with | 4.592 | 0.618 |
| Y.4 | Patient | 4.592 | 0.519 |
| Y.5 | Committed | 4.549 | 0.600 |
| Y.6 | Responsible | 4.592 | 0.519 |
| Overall average | | 4.601 | |

Source: Research data processing (2023)

Table 5 shows that overall the average respondent's answer to the work ethic variable is 4.590, where the value is close to 5 (strongly agree) on a Likert scale of 1-5. This shows that the traders in the Kenjeran coastal area who were respondents to this study agreed regarding the work ethic related to the work ethic of traders in the Kenjeran beach area which lies in the persistence indicator, namely with the highest average of 4.648. Meanwhile the lowest perception of work ethic lies in the committed indicator, namely with the lowest average of 4.549. It is known that the lowest standard deviation is 0.519

which indicates that traders in the Kenjeran coastal area have the most homogeneous assessment on the indicators of patience and responsibility.

Data Analysis

Outer Model Evaluation

To determine the validity and reliability of the indicators in explaining each variable, a measurement model was tested using convergent validity, discriminant validity and reliability tests. The results of the convergent validity test of this study can be seen in Figure 1 and Table 6.



Figure 2. Path Model of Measurement Model Analysis Results

Figure 2 shows the path model diagram and the outer loading values of the variable indicators being analyzed, where from these figures, the outer loading values of all indicators that reflect their latent variables are known to be above 0.5 so it can be concluded that all indicators used valid and can reflect the variable well.

Table 6. Outer loading indicator values for each variable

| Variables | Indicators | Outer Loading Value | Cronbach's Alpha |
|--------------|------------|---------------------|------------------|
| Work Hard | X1.1 | 0.713 | 0.842 |
| | X1.2 | 0.856 | |
| | X1.3 | 0.801 | |
| | X1.4 | 0.770 | |
| | X1.5 | 0.767 | |
| | X1.6 | 0.821 | |
| | X1.7 | 0.745 | |
| | X1.8 | 0.790 | |
| Smart Work | X2.1 | 0.848 | 0.853 |
| | X2.2 | 0.830 | |
| | X2.3 | 0.842 | |
| | X2.4 | 0.807 | |
| Sincere Work | X3.1 | 0.806 | 0.902 |
| | X3.2 | 0.820 | |
| | X3.3 | 0.791 | |
| | X3.4 | 0.871 | |

| Variables | Indicators | Outer Loading Value | Cronbach's Alpha |
|------------|------------|---------------------|------------------|
| | X3.4 | 0.871 | |
| | Y.1 | 0.854 | |
| | Y.2 | 0.839 | |
| Work Ethic | Y.3 | 0.760 | 0.910 |
| | Y.4 | 0.806 | |
| | Y.5 | 0.889 | |
| | Y.6 | 0.768 | |

Source: Research data processing (2023)

Based on Table 6, it is known that each indicator that measures research variables produces a Corrected Item-Total Correlation greater than 0.3, meaning that these indicators can properly measure the variables they will measure. Each of the Cronbach's Alpha generated is greater than 0.6, meaning that the questionnaire used is said to be reliable or can provide consistent answers.

Table 7. Results of the cross-loading test

| | Work Hard | Smart Work | Sincere Work | Work Ethic |
|------|--------------|--------------|--------------|--------------|
| X1.1 | 0.713 | 0.609 | 0.594 | 0.647 |
| X1.2 | 0.856 | 0.707 | 0.754 | 0.754 |
| X1.3 | 0.801 | 0.718 | 0.706 | 0.739 |
| X1.4 | 0.770 | 0.679 | 0.720 | 0.759 |
| X1.5 | 0.767 | 0.745 | 0.781 | 0.600 |
| X1.6 | 0.821 | 0.748 | 0.771 | 0.707 |
| X1.7 | 0.745 | 0.730 | 0.685 | 0.659 |
| X1.8 | 0.790 | 0.802 | 0.704 | 0.711 |
| X2.1 | 0.631 | 0.848 | 0.771 | 0.707 |
| X2.2 | 0.645 | 0.830 | 0.685 | 0.659 |
| X2.3 | 0.690 | 0.842 | 0.704 | 0.711 |
| X2.4 | 0.656 | 0.807 | 0.754 | 0.754 |
| X3.1 | 0.601 | 0.718 | 0.806 | 0.739 |
| X3.2 | 0.670 | 0.679 | 0.820 | 0.759 |
| X3.3 | 0.667 | 0.745 | 0.791 | 0.600 |
| X3.4 | 0.621 | 0.748 | 0.871 | 0.707 |
| Y1 | 0.656 | 0.707 | 0.754 | 0.854 |
| Y2 | 0.601 | 0.718 | 0.706 | 0.839 |
| Y3 | 0.670 | 0.679 | 0.720 | 0.760 |
| Y4 | 0.639 | 0.781 | 0.649 | 0.806 |
| Y5 | 0.689 | 0.797 | 0.754 | 0.889 |
| Y6 | 0.601 | 0.752 | 0.618 | 0.768 |

Source: Research data processing (2023)

From table 7, it can be seen that the hard work variable with 8 indicators of the cross loading value of each indicator is above 0.7, so the question indicators of the hard work variable fulfill the discriminant validity requirements. The smart work variable with 4 cross loading values for each indicator is above 0.7, so the question indicators of the smart variable have

fulfilled the discriminant validity requirements. Sincere work variable with 4 indicators the cross-loading value of each indicator is above 0.7, the question indicators of the hard intelligent variable already meet the discriminant validity requirements. The work ethic variable with 6 indicators of the cross-loading value of each indicator is above 0.7, so the question indicators of the hard intelligent variable fulfil the discriminant validity requirements.

To test the reliability value of the construct indicators by looking at the results of the Composite reliability test. The following is the composite reliability value of each construct or variable.

Table 8. Composite Reliability Value

| Variables | <i>Composite Reliability</i> |
|--------------|------------------------------|
| Work Hard | 0.927 |
| Smart Work | 0.900 |
| Sincere Work | 0.893 |
| Work Ethic | 0.925 |

Source: Research data processing (2023)

From table 8, it shows that the composite reliability value of each research variable is more than 0.7, it can be concluded that each variable has good reliability.

Evaluation of the Inner Model

Evaluation of the inner model can be done by looking at the R-Square value or the coefficient of determination. Based on data processing with PLS, the resulting R-Square value is as follows:

Table 9. R-Square Test Results

| | R Square | R Square Adjusted |
|------------|-----------------|--------------------------|
| Work Ethic | 0.903 | 0.898 |

Source: Research data processing (2023)

Based on table 9, the R-Square value is 0.903 which means that 90.3% of the work ethic of traders on the Kenjeran coast who are the object of research can be influenced by hard work, smart work and sincere work, while the remaining 9.7% is influenced by other variables which is not researched.

Hypothesis Test

The research hypothesis can be accepted if the resulting t-statistic value is greater than 1.96 and the p-value is less than 0.05. The following is a bootstrapping result image which shows the t-statistic value of each path:

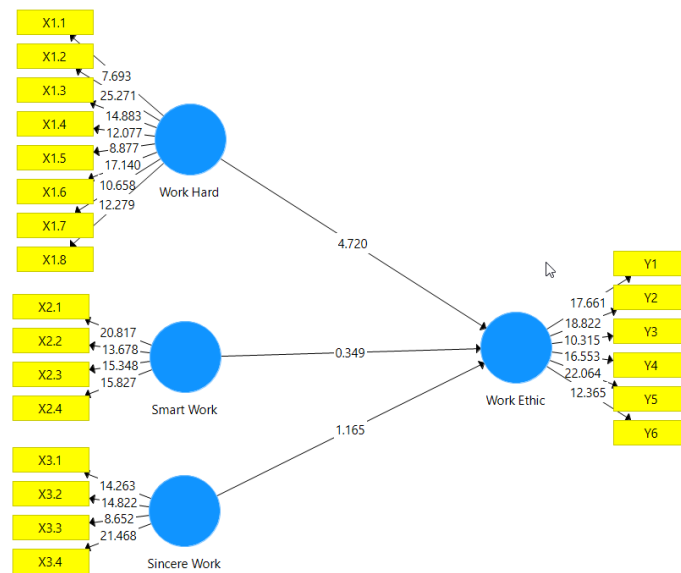


Figure 3. Evaluation of the Inner Model

Source: Research data processing (2023)

The following is the value of the estimated coefficient and the t-statistic and p-value of each relationship in the research model regarding the effect of hard work, smart work and sincere work on work ethic.

Table 10. Coefficient and t-statistic values

| Hypothesis | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|----------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Sincere Work -> Work Ethic | -0.222 | -0.216 | 0.196 | 1.133 | 0.258 |
| Smart Work -> Work Ethic | -0.058 | -0.101 | 0.162 | 0.359 | 0.720 |
| Work Hard -> Work Ethic | 1.218 | 1.258 | 0.256 | 4.750 | 0.000 |

Source: Research data processing (2023)

Based on Table 10, it can be seen that the hard work hypothesis test produces a t-statistic of 4.750 which is greater than 1.96 with a p value of 0.000 which is less than 0.05, this shows that the hard work variable has a significant effect on the work ethic of traders on the beach Kenjeran While smart work and sincere work produce t-statistics of 0.359 and 1.133 where these values are less than 1.96 and the p value of smart work is 0.720, sincere work is 0.258 greater than 0.05. These results indicate that smart work and sincere work does not have a significant effect on the work ethic of traders on the Kenjeran beach who are the object of research.

The coefficient value of the effect of the hard work variable on the work ethic variable is positive, this result indicates that the hard work variable has a positive and significant effect on the work ethic, meaning that the higher the hard work of traders on Kenjeran beach, the work ethic will increase.

While the coefficient value of the influence of the variables of smart work and sincere work on the work ethic variable is negative, this result indicates that the smart work and sincere work variables have a negative and insignificant effect on work ethic, meaning that the higher the smart work or sincere work of traders on Kenjeran beach does not have an influence on the work ethic of traders on the Kenjeran beach in Surabaya. Based on the coefficient value of table 10, it can be seen that hard work is a predictor that has a dominant influence on work ethic, which is indicated by the highest coefficient of 1.258.

Based on the analysis of this research data, important findings were obtained, namely: 1) Hard work has a positive and significant effect on the work ethic of traders on Kenjeran beach, Surabaya; 2) Smart work and sincere work have a negative and insignificant effect on the work ethic of traders on Kenjeran beach, Surabaya.

The effect of hard work on the work ethic of traders on Kenjeran beach, Surabaya

The results of hypothesis testing show that hard work has a significant positive effect on the work ethic of traders in the Kenjeran beach area of Surabaya. These results indicate that the harder the traders work, the more their work ethic will increase. Someone who works hard tends to have high work motivation, traders in the Kenjeran beach area will do their job optimally and perfectly in every aspect of the work being done, and are increasingly daring to be better. Working hard according to your abilities and not pushing yourself will be able to produce maximum results, hard work also has limits. Hard work is one way that can be used when something is to be achieved. But on the other hand, if someone with a low work ethic tends to feel a burden at work and does it forcefully.

Hard work has a positive and significant effect on the success of a trader's business. The harder a person works, the more it will influence the development of his business, which will have an impact on the development of his business. impact on business success.

The results of this research are in line with research results from Grabowski et al., (2021) that work ethic demonstrated by hard work will lead to success, reluctance to waste time and independence which is positively correlated with carrying out work to get rewards and to gain recognition from others for work done. Hard work will lead to entrepreneurial success, where an entrepreneur who works hard will be able to create innovative and creative work so that it attracts consumers to buy his innovative and creative work (Tambunan & Anindya, 2020).

Hard work by working seriously, not giving up easily, and not stopping before the goal is achieved, will have a positive and significant effect on performance (Hartono & Anshori (2020), Lestari et al., (2020), and in running a business Hard work plays a role in carrying out transformational leadership (Karsono (2023).

Respondents in this study were 78.8% women and 100.0% were married, according to the research results Listiyandra et al., (2016) that female fishermen have a contribution to the economy of fishing families, where the

majority of female fishermen work as sellers of processed fish and caught fish products. Where the factors that influence female fishermen to work are education and motivation to work, while age has no effect. And research results Farihah (2015), Women who are involved in the trade sector not only have economic appeal, but they also hope to have psychological and social appeal, because this can increase the dignity of women in the eyes of women. husband or family in general.

Hard work is very important in achieving our goals and dreams. With hard work, we can produce better and faster results. Without hard work, we will not be able to achieve the expected results. Therefore, to achieve success, we must work hard and strive hard to achieve our goals and dreams. According to Karsono (2023) factors related to hard work are work experience, work environment and socio-economic conditions. Someone who has work experience will be able to work well and tend to work hard. The work environment tends to support someone to work hard. A comfortable, calm and safe work environment will provide motivation to work hard. Then the ideals are the socio-economic conditions related to hard work, where the socio-economic position will require them to work hard.

The results of this research show that hard work has a positive and significant effect on the success of a trader's business, the harder a person works, the more it will influence the development of his business, which will have an impact on the development of his business. impact on business success. The results of this study are in line with research Hartono & Anshori (2020) and Lestari et al., (2020) that hard work has a positive and significant effect on performance, and Karsono (2023) hard work plays a role in transformational leadership.

Respondents in this study were 78.8% women and 100.0% were married, according to the results of a study by Listiyandra et al., (2016) that fisherwomen have a contribution to the economy of fishing families, where most fisherwomen work as sellers of processed fish and caught fish products. Where the factors that influence working fisherwomen are education and motivation to work, while age has no effect. And the research results of Farihah (2015), women who are involved in the trading sector not only have economic attractiveness, but they also hope to have psychological and social attractiveness, because this can increase the dignity and status of women in the eyes of their husbands or families in general.

Hard work is very important in achieving our goals and dreams. With hard work, we can produce better and faster results. Without hard work, we will not be able to achieve the expected results. Therefore, to achieve success, we must work hard and strive to achieve our goals and dreams. According to Karsono (2023) that factors related to hard work are work experience, work environment and socio-economic conditions. Someone who has work experience will be able to work well and tend to work hard. The work environment tends to support someone to work hard. A comfortable, calm and safe work environment will provide its own motivation to work hard. Then the ideals, socio-economic conditions related to hard work, where the socio-economic position will require them to work hard.

The Influence of Smart Work on The Work Ethic of Traders on Kenjeran Beach, Surabaya

The results of hypothesis testing show that smart work has no significant negative effect on the work ethic of traders in the Kenjeran beach area of Surabaya. Smart work does not affect work ethic because the two are not mutually exclusive concepts. A person can work smart but still have a good work ethic, or work hard but still have a bad work ethic. Smart work is a way of working that uses knowledge and skills to achieve goals by using effective and efficient methods to complete one or several jobs at once (Taygerly, 2022), while work ethic is a set of moral principles, values, and attitudes surrounding how to act in the workplace (Andreev, 2022).

Smart work does not affect work ethic because it is influenced by various factors. Work ethic can be shaped by a person's personality, culture, religion, education or upbringing, while smart work can be influenced by the skills, knowledge, experience or resources they have. Therefore, changing the way one works may not affect the underlying beliefs and values one holds about work. The way a person works does not necessarily determine the moral values and attitudes a person holds towards work. For example, someone who works smart may still be reliable, productive, and supportive of their team, while someone who works hard may still be dishonest, careless, or selfish.

The results of this study are in line with the results of Aldry et al., (2021) that smart work shows no significant value but has a positive effect on work productivity, and is not in line with research conducted by Hartono & Anshori (2020) and Lestari et al., (2020) which states that smart work has an effect on employee performance, it can be interpreted that the higher the smart work, the higher the employee performance.

The way traders work in the Kenjeran tourist area, such as job priority, focus on final results, mastery of skills and use of technology is not an important factor in encouraging the work ethic of traders in the Kenjeran tourist area. This is because job priorities, focus on final results, skill mastery and technology utilization according to traders cannot be applied in the trading system they live in. Traders in the Kenjeran tourist area carry out buying and selling activities which are still carried out in a traditional way. Where buying and selling between traders and buyers is done directly with the process of bargaining.

Buying and selling transactions carried out by traders in the Kenjeran tourist area are still traditional where there is still a need for a good bargaining interaction process between sellers and buyers so that the results of buying and selling transactions can benefit both. In buying and selling interactions, traders usually use different strategies to influence customer buyers and non-customer buyers to reach a price agreement. The method used by traders to influence customer buyers is by identifying the identity of the goods they sell to prospective buyers. In addition to that way, traders usually use a joke, by doing teasing that raises questions that are not related to buying and selling interactions. Then, the method used by traders to buyers who are not customers is the same as that used for customer buyers, but for buyers who are not customers it ends with additional pleasantries and giving suggestions for buying their wares so that potential buyers are interested in buying their wares.

Some of the obstacles faced by MSME actors in using information technology come from internal MSME actors themselves, namely that there is no separation between production activities for their business and marketing activities, this is due to MSME actors having difficulties in dividing their time because they have to carry out various other activities such as purchasing raw materials, production, marketing simultaneously or done alone because it does not involve other people who are specifically assigned to manage it. The next obstacle is the ability to master technology which is still low. There are still many MSME actors who still have limitations in utilizing and using this technology, especially the use of their devices because the technology or applications on these devices are something new for MSME actors.

The influence of sincere work on the work ethic of traders on Kenjeran Beach, Surabaya

The results of hypothesis testing show that work ethic has an insignificant negative effect on the work ethic of traders in the Kenjeran coastal area of Surabaya. The results of hypothesis testing show that sincere work has no significant negative effect on the work ethic of traders in the Kenjeran beach area of Surabaya. The results of this study are not in line with Lestari et al., (2020), sincere work has a positive effect on employee performance, so it can be interpreted that the higher the sincere work, the higher the employee performance.

These results are in line with the research results Abdullah (2020) that sincerity is a form of motivation in fostering commitment and professionalism and sincere behavior has a positive and significant effect as a moderator of the relationship between work systems and performance (Lasman et al., 2023).

Sincere work and work ethic are both related to a person's attitudes and behavior at work, but they are not the same thing. Sincere work means doing work with complete honesty, integrity and dedication, without any hidden motives or hidden agendas. On the other hand, work ethic is a set of moral principles, values, and attitudes that guide how a person acts in the workplace, such as reliability, productivity, ownership, and team support. (Taygerly, 2022). Sincere work can be seen as part of the work ethic, but not all aspects of the work ethic require sincere work. Someone can be reliable and productive without being sincere, or someone can be sincere but not cooperative or disciplined, therefore sincere work has no effect on work ethic because it is a different concept that measures different aspects of a person's work behavior (Schueler, 2021). Sincere work is a necessary but not sufficient condition for having a good work ethic. You could be sincere but your work ethic is still bad, or you could have a good work ethic but not sincere. The ideal situation is to have sincere work and a good work ethic, as this will demonstrate a high level of professionalism and integrity (Grabowski et al., 2021).

The religious factor is very fundamental in motivating fishing communities to utilize marine resources by working as fish finders, the high religious spirit that is owned by the community and most of the people who live in the area are Muslim and obey religious orders which provide motivation to improve the ethos work in terms of family economic development so that they can maintain the welfare of their household properly. As religious beings,

work is an obligation that must be carried out by every adherent. Because religion is used as a tool to trigger a work ethic so that fishing communities do not seem to make the traditional tools used to catch fish an obstacle in earning a living.

Religion is closely related to work activities, the core work ethic is derived from a strong inner belief that directs work activities, so that religious and work ethic are very closely related. It can be said, in order for individuals to be able to work hard, they need strong values within themselves, so that individuals can carry out work with clean, sincere, honest, committed and consistent morals.

CONCLUSION

Based on data analysis and discussion in this study, important findings were obtained, namely: 1) The work styles of traders on the Kenjeran coast who are the object of research can be influenced by 90.3% by hard work, smart work and sincere work, while the remaining 9.7% is influenced by other variables not examined; 2) Hard work has a positive and significant effect on the work ethic of traders on Kenjeran beach, Surabaya; 3) Smart work has a negative and insignificant effect on the work ethic of traders on Kenjeran beach, Surabaya; 4) Sincere work has a negative and insignificant effect on the work ethic of traders on Kenjeran beach, Surabaya.

A tourist area is a place for people's economic growth, and the work ethic is a model of behaviour that can support and foster a productive work culture for traders in the Kenjeran tourist area of Surabaya because it is very important for the government to provide support in the form of training in using sales applications, or mentoring so as to increase the income of traders.

Research limitations which include the number of respondents, characteristics of respondents, scope of research and others, the results of this study cannot be generalized. It is hoped that the research results can be developed by future researchers so that they can grow the tourism sector in Surabaya, especially those that are supported by traders around the tourist area.

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