

THE ROLE OF RELIGIOSITY AND MANIFEST NEEDS TO INCREASE THE PRODUCTIVITY OF HUMAN RESOURCES

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ABSTRACT

This study aims to examine the effect of religiosity on the manifest needs which consist of need for achievement, need for power, need for affiliation. In addition this study also aims to examine how the manifest need role in triggering an improvement of labour productivity of Human Resources, as well as professional commitment variable which affects on the manifest relationship needs to work productivity.

The research is conducted by testing SEM (Structural Equation Modelling) with the help of statistical SmartPLS Software. This study is conducted using a survey by distributing questionnaires to 79 lecturers remain functional positions (JAFAs) Sultan Agung Islamic University. In determining the number of sample the researchers use the Slovin's formula with proportional random sampling technique.

The result shows that religiosity has significant influence on the improvement of manifest needs, and then to increase productivity of human resources can be improved by increasing the manifest needs in the dimension of the need for achievement, because it is moderated by a professional commitment. While the need for power and the need for affiliation are not able to explain the productivity of the organization despite being moderated by professional commitment.

Keywords: *Religiosity, manifest needs, productivity, professional commitment, SmartPLS*