Influence of Knowledge Sharing and Employee Engagement on Job Satisfaction at a cosmetic company Central Java

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ABSTRACT

In the industrial competition, businesses must focus on elements that can raise employee satisfaction by fostering knowledge sharing and increasing employee involvement in the company in order to meet business objective. The aim of this study was to determine the impact of knowledge sharing and employee engagement on employees' job satisfaction at a cosmetics company in Central Java. This study used a questionnaire that has undergone validity and reliability testing to obtain data. Non-probability sampling with saturation sampling is the sampling approach employed in this study. All 40 employees of a cosmetics company in Central Java comprised the study's sample. The traditional assumption test, multiple linear regression analysis, the F test, the t test, and the coefficient of determination (R2) test are examples of data analysis techniques. The results of calculations using IBM SPSS version 25 software obtained the equation Y = 19.175 + 0.625x1 + 0.810x2+e, which indicates that the regression coefficient X1 is 0.625x1 in size. This demonstrates that raising X1 will result in an increase in Y of 0.625, and decreasing X1 will result in an increase in X2 of 0.810x2. This indicates that increasing the X2 variable will increase the Y variable by 0.810. Knowledge Sharing and Employee Engagement contributed 45.3%, although other factors that were not taken into account in this study had an impact on the remaining 54.7%.

Keywords: *Knowledge Sharing, Employee Engagement, Job Satisfaction*

Pengaruh *Knowledge Sharing* dan *Employee Engagement* terhadap *Job Satisfaction* Karyawan pada Perusahaan Kosmetik Jawa Tengah

Abstrak

Dalam persaingan industri, bisnis harus fokus pada elemen yang dapat meningkatkan kepuasan karyawan dengan mendorong berbagi pengetahuan dan meningkatkan keterlibatan karyawan dalam perusahaan untuk mencapai tujuan bisnis. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *knowledge sharing* dan *employee engagement* terhadap *job satisfaction* karyawan pada perusahaan kosmetik di Jawa Tengah. Penelitian ini menggunakan kuesioner yang telah melalui uji validitas dan reliabilitas untuk memperoleh data. Pengambilan sampel non-probabilitas dengan pengambilan sampel saturasi adalah pendekatan pengambilan sampel yang digunakan dalam penelitian ini. Semua 40 karyawan sebuah perusahaan kosmetik di Jawa Tengah menjadi sampel penelitian. Uji asumsi klasik, analisis regresi linier berganda, uji F, uji t, dan uji koefisien determinasi (R2) merupakan contoh teknik analisis data. Hasil perhitungan diperoleh persamaan Y = 19,175 + 0,625x1 + 0,810x2+e menunjukkan koefisien regresi X1 berukuran 0,625x1. Ini menunjukkan bahwa peningkatan X1 akan menghasilkan peningkatan Y sebesar 0,625, dan penurunan X1 akan menghasilkan peningkatan X2 sebesar 0,810x2. Ini menunjukkan bahwa peningkatan variabel X2 akan meningkatkan variabel Y sebesar 0,810. *Knowledge sharing* dan *employee engagement* memberikan kontribusi sebesar 45,3%. Namun, 54,7% sisanya dipengaruhi oleh faktor tambahan yang tidak dimasukkan dalam penelitian.

Kata Kunci: *Knowledge Sharing, Employee Engagement, Job Satisfaction*

INTRODUCTION

Industrial competition in this globalization era is getting tighter, especially for the beauty manufacture industry whose targets are not only oriented locally but up to an international scale which makes the level of competition in product sales between companies competing with each other. One of the company's strategies for keeping its products competitive on the global market is to manage organizational staff as an investment in innovative processes, which will bring knowledge to the business world for application and result in the production of highly skilled, knowledgeable, and capable workers. work effectively throughout time (Mello, 2014).

Human resources must be able to proactively develop themselves, which means being able to develop development plans to anticipate future changes (Hariandja, 2002). The management of human resources is crucial since they are the main force behind the achievement of the objectives set out in the business's vision and goals, so companies need strategies to retain company employees and need to support employees to optimize quality and develop skills in order to have superior human resources and increase employee involvement in work so that the company is able to produce optimal employee performance. An organization must focus on the availability of human resources while planning, manage and carry out operational activities in order to function productively, efficiently and effectively in meeting company targets. If the presence and existence of human resources cannot be controlled properly, a failure will occur in a company, for this reason,

great strength from human resources is needed and companies need to support employees to optimize quality and develop skills.

Job satisfaction is supported by a number of aspects, including psychological, social, physical, and financial considerations. One element that helps employees feel satisfied with their work at work is the psychological factor. This psychological factor is related to the talents and skills of employees which is one of the activities in the individual's willingness to share knowledge. Sharing knowledge, often known as knowledge sharing, is an effort in which employees who have certain knowledge related to work will present it to other employees. Knowledge does not only come from documents, but knowledge is something that is valuable to humans that is stored in the minds of individuals. People who possess information should share it with others since doing so promotes the exchange of ideas, opinions, and experiences among employees of an organization, which is important for businesses and can result in the development of innovations (Bin & Shmailan, 2015). Employees who have a high level of engagement and job satisfaction will develop bonds with the company to create a better business, so that employees are willing to share knowledge optimally, employees automatically feel they have more new knowledge and skills so as to make employees have a sense of attachment to the company that makes employees will do his job and have high responsibility for his work to the company to provide the best quality work without making his work a burden (Manalu, Thamrin, Hasan, & Syahputra, 2021).

Table 1. Employee Engagement Survey in Southeast Asia

| Negara	*Engaged*	*Not Engaged*	*Actively Disengaged*
Philipina	29%	63 %	8%
Thailand	14%	84%	2%
Malaysia	11%	81%	8%
Singapore	9%	76%	15%
Indonesia	8%	77%	15%

Data source: Processed Secondary Data, 2023

Table 1 demonstrates that Indonesia has the lowest employee engagement rate in Southeast Asia at 8% and the highest percentage for employees who are not engaged at 77%, meaning that only a small proportion of employees have positive loyalty and contribute fully to the company, while most others can be interpreted only burden the company. This phenomenon can have an impact on company losses, namely the low results of divisional work targets in a company. Given the importance of human resources for the profitability and long-term survival of companies, making research on " This study's intriguing topic is "The Effects of Knowledge Sharing and Employee Engagement on Employee Job Satisfaction in Cosmetic Companies in Central Java." This is consistent with previous studies by (Kianto, Vanhala, & Heilmann, 2016) shows that knowledge sharing has an effect on job satisfaction, but the results of other studies conducted by (Popa, Ştefan, Morărescu, & Cicea, 2018) that knowledge sharing has no positive effect on job satisfaction. From this research there is a research gap about the effect of knowledge sharing on job satisfaction.

The object of this research is a cosmetic company in Central Java. According to the results of observations and secondary data obtained, the problem that occurs in the company is the decrease in work output targets per division. This shows that the lack of application of knowledge sharing programs. Picture 1 is the average data for achieving the output target per division in 2020-2022.

Picture 1. Graph of Output Achievements per Division 2020 – 2022
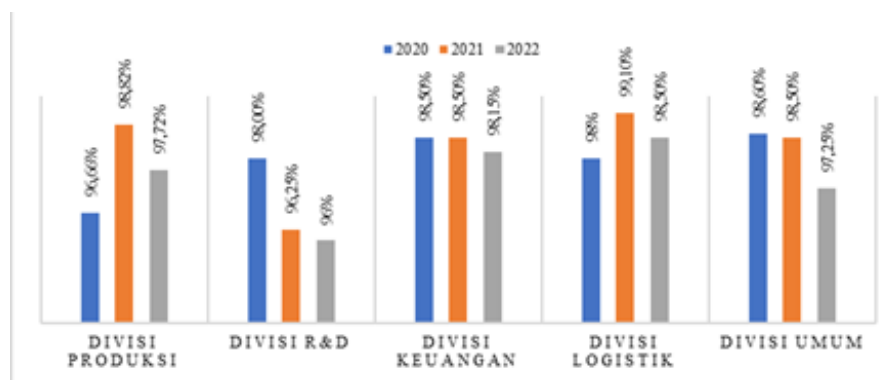
Data source: Processed Secondary Data, 2023

According to the data Picture 1, the output target is 100%, but every year each division has not been able to reach the company's target. It can be suggested that there is a decline by implementing knowledge sharing for each task in the division for each employee to another employee to be able to gain knowledge, new experiences, innovations, what information is a

factor in the decline. Factors that need to be known due to decreased work targets that affect employees' job satisfaction are the application of knowledge sharing with employees and a sense of employee engagement with the organization. In dealing with businesses related to beauty products, playing a role and competing with competitors who have the same field as providers of beauty products, bearing in mind that competitors in Indonesia from similar businesses already dominate in society, which makes companies need to carry out strategies.

This study's theory is based on the notion of goal setting. This theory describes how to improve employee performance by providing clear goals, more challenging work and giving rewards that are in line with expectations, so that employees will try to achieve increased work targets (Colquitt, Lepine, & Wesson, 2014).

The statements that guide the implementation of this research can be built based on the background mentioned above and are best summarized as follows: (1) The effect of Knowledge Sharing on Employee Job Satisfaction in Cosmetic Companies in Central Java. (2) The effect of Employee Engagement on Employee Job Satisfaction at Cosmetic Companies in Central Java. (3) The effect of Knowledge Sharing and Employee Engagement on Employee Job Satisfaction at Cosmetic Companies in Central Java.

The purpose of this study was to determine the relationship between knowledge sharing and employee engagement with the job satisfaction of employees of a cosmetic company in Central Java, both separately and together (simultaneously).

Literature Review
Job Satisfaction

The degree to which employees are content with their work and with how well they fit in on a professional and personal level is referred to as job satisfaction (Ivancevich, Matteson, & Konopaske, 2008). Job satisfaction is an emotional reaction to one's work that results from the interplay of what one receives from performing a job and from receiving professional feedback. (Oshagbemi, 2000)

Knowledge Sharing

Wziatek et .al (2022:8) states "the process involving the transfer and receipt of knowledge, which is associated with differentiating the two sides of this activity."

Knowledge sharing techniques are developed from an innovation point of view, and will eventually become the trend of knowledge sharing in the future, in this way will be the exchange of knowledge between individuals (Memah, Pio, & Kaparang, 2017).

Employee Engagement

Employee engagement is defined as a pleasant and healthy mental state accompanied by passion, commitment and dedication to the work being done (Torrington, Hall, & Atkinson, 2017).

As a result, engaged workers have a competitive edge and boost productivity for businesses. Employee engagement is the phrase used to express how intensely interested individuals are in their job and how steadfastly committed they are to their position and the company (Edition & Noe, 2010).

RESEARCH METHODS

The focus of this investigation is a cosmetic business company in Central Java. 40 workers were used as research samples. employing saturation sampling techniques and non-probability sampling approaches to get samples from the population as a whole. The replies provided by the survey respondents serve as the primary source of information for the researcher. Quantitative data are also included in the study's data set.

Researchers use a differential semantic measurement scale that is used to measure the subject's views or personality traits. This research starts from the numbers 1 to 7 are used. The validity test, reliability test, classic

assumption test, multiple linear regression analysis, t test, F test, and coefficient of determination test are the data analytic techniques used in this study, with SPSS version 25 software.

FINDINGS AND DISCUSSION
Normality Test

The use of the normality test is to determine whether the residual or confounding variables in the regression model have a normal distribution.

Table 2. Normality Test Results

N		40
Parameter Normal[a,b]	Rata - rata	,0000000
	Std. Deviasi	3,62036479
Perbedaan Paling Ekstrim	Mutlak	,107
	Positif	,107
	Negatif	-,077
Statistik Tes		,107
Asymp. Sig. (2-tailed)		,200[c.d]

Source: Processed questionnaire results, 2023

Asymp. 2-tailed clearly demonstrates that the study data has a normal distribution, with Sig. (2-tailed) of 0.200 > 0.05, as can be shown in Table 2.

Multicollinearity Test

The multicollinearity test was used to determine if the regression model could detect a connection between the independent variables.

Table 3. Multicollinearity Test Results

	Model	Statistik Kolinearitas	
		Tolerence	VIF
1	*Knowledge Sharing* (X1)	,769	1,301
	Employee Engagement (X2)	,769	1,301

Source: Processed questionnaire results, 2023

Table 3 shows that the tolerance values for each independent variable are larger than or equal to 0.10 and the VIF values are greater than or equal to 10.00. Since the variables employed in this study show no symptoms of multicollinearity, it is acceptable to utilize all of them.

Heteroscedasticity Test

The goal of the heteroscedasticity test is to determine if there is an inequality in variance between the residuals of one observation and another in the linear regression model.

Table 4. Heteroscedasticity Test Results

	Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,214	5,915		1,558	,128
	Knowledge Sharing (X1)	-,111	,156	-,131	-,713	,480
	Employee Engagement (X2)	-,063	,136	-,086	-,466	,644

Source: Processed questionnaire results, 2023

The significant values of the variables X1 and X2, which are both larger than 0.05 based on Table 4, are 0.480 and 0.644, respectively. This shows that the data from the study's independent variables don't exhibit any signs of heteroscedasticity and are appropriate for assessing research that employ multiple linear regression models.

Linearity Test

To determine if the model specifications employed are accurate or not, the linearity test is utilized.

Table 5. Linearity Test Results

Variabel	Linearitiy	Deviation Linearity	Sig.	Description
Knowledge Sharing (X1)	0,000	,071	0,05	Linear
Employee Engagement (X2)	0,000	,193	0,05	Linear

Source: Processed questionnaire results, 2023

With a linearity significance value (linearity) of 0.000 <0.05 for all independent variables and a linearity deviation of 0.071 > 0.05 and 0.193 > 0.05 for knowledge sharing and employee engagement variables respectively, The results of the linearity test are shown in Table 5, showing that variable X and variable Y in this study have a linear relationship.

Multiple Linear Regression Analysis

Examining the impact of information sharing and employee participation on the dependent variable, work satisfaction, was the aim of this study.

Table 6. Multiple Linear Regression Analysis Results

Model	Koefisien tidak standar		Koefisien Standar	t	Sig.
	B	Std. Error	Beta		
(Konstanta)	19,175	9,965		1,924	,062
1 Knowledge Sharing (X1)	,625	,263	,321	2,379	,023
Employee Engagement (X2)	,810	,228	,479	3,547	,001

Source: Processed questionnaire results, 2023

The results of the linear regression equation are displayed in Table 6's Unstandardized Coefficients column. The following provides an explanation of how the variables under study relate to one another:

$$Y = a + bx1 + bx2 + e$$
$$Y = 19.175 + 0.625x1 + 0.810x2 + e$$

19.175 is a constant value. This indicates that a job satisfaction variable of 19.175 exists if the variables X1 and X2 are equal to zero. There is a positive regression coefficient for both X1 and X2. As a consequence, for every unit increase in the knowledge sharing variable (X1) and every unit increase in the employee engagement variable, work satisfaction will improve by 0.625 and 0.810, respectively (X2).

F Test

Identifying the extent to which each independent or independent variable in the model has an overall effect on the dependent or dependent variable.

Table 7. F Test Result

Model	Jumlah Kuadrat	df	Rata - Rata Kuadrat	F	Sig
Regresi	473,800	2	236,900	17,147	,000[b]
1 Residual	511,175	37	13,816		
Total	984,975	39			

Source: Processed questionnaire results, 2023

Table 7 shows a significance of 0.000 0.05 and Fcount 17.147 > Ftable 3.24. Conclusion: It may be deduced that employee engagement (X2) and knowledge sharing (X1) have an impact on work satisfaction (Y) concurrently since H0 is disregarded and Ha is accepted.

Determination Coefficient Test

To evaluate how well the model can explain the variation in the dependent variable. Adjusted R square's coefficient of determination is 0.453. This demonstrates that Knowledge Sharing (X1) and Employee Engagement (X2) variables have a 45.3% and a 54.7% effect, respectively, on the total work

satisfaction (Y) variable, whereas other factors not included in this study have a 54.7% influence.

Uji T

The t test determines if each variable has an impact on explaining the various dependent variables.

Tabel 8. T Test Results

Variabel	T count	Ttable	Signifikansi	Description
Knowledge Sharing (X1)	2,379	2,02619	,023	Significant
Employee Engagement (X2)	3,547	2,02619	,001	Significant

Source: Processed questionnaire results, 2023

Based on Table 8, the effect of variable X1 on Y is 0.023 <0.05 and tcount 2.379 > ttable 2.026, which indicates that H01 is rejected, Ha1 is approved, and variable X1 has a partial effect on variable Y. Variable X2 has an effect of 0.001 <0.05 and tcount 3.547 > t table 2.026, indicating that H02 is rejected, Ha2 is approved, and variable X2 has little effect on variable Y.

CONCLUSION

It is concluded that:

1. It is clear from the multiple linear regression equation that the variables employee involvement (X2) and knowledge sharing (X1) have a considerable impact on the degree of work satisfaction (Y).
2. From the calculation of the F test it is known that the knowledge sharing variable (X1) and employee engagement variable (X2) simultaneously affect job satisfaction.
3. The knowledge sharing variable (X1) and employee engagement variable (X2) jointly have an influence of 45.3% on the degree of job satisfaction satisfaction (Y), in light of the determination's coefficient of calculation (R2). Other variables not taken into account by this regression model have an impact on the remaining 54.7%.
4. Knowledge sharing has a limited impact on job satisfaction.
5. Job satisfaction is only partially influenced by employee on job satisfaction.

Suggestion

Based on the conclusions, suggestions are obtained that are expected to help and serve as input for the company:

1. It is better for the organization to organize knowledge updating, such as: attending training (training), training. Work becomes boring without updated information, which makes employees tired at work.
2. It is better if the company needs to review its salary standards and can be reviewed periodically so that employees can feel job satisfaction in the company and the employee's attachment to the company is getting stronger.
3. The company should make efforts to regenerate (recruit) new employees who have a more productive age and educational qualifications that are relevant to the needs of job positions.

Research Limitations

In this study, knowledge sharing and employee engagement are two independent factors found to influence employee job satisfaction. The need for further similar research involving factors that can explain more and may have an impact on job satisfaction factors, such as: job characteristics or work environment.

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