The Influence of Employee Engagement and The Use of Digital Social Media on Professional Competence Through Employee Motivation in The Government of North Jakarta Administrative City, Dki Jakarta Province

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Abstract: The Background of this Study is the lack of professional competence of employee in society development activity in North Jakarta region which implies to the delay of society development, since it is highly determined by people's participation in various sectors of development. The Purpose of this Study is to analyze and evaluate the Influence of Employee Engagement and Digital Social Media Use toward Professional Competence through Motivation of Government Employees in North Jakarta Administrative City, Jakarta Capital Special Region Province. The method of this study is quantitative research with Partial Least Square (PLS) approach with Structural Equation Modelling (SEM). In this study, the population is 513 employees in Government Office of North Jakarta Administrative City of Jakarta Capital Special Region Province along with 85 samples through Simple random sampling. The Result of the Study is that the Employee engagement influences the Professional Competence in directly positive and significant way with coefficient value of = 0,107 or (10,7 %) and Employee Engagement influences the Professional Competence in directly positive and significant way through Work Motivation with coefficient value of = 0,345 or (34,5 %. The use of Digital Social Media influences the Professional Competence in positive and significant way with coefficient value of = 0,106 or (10,6 %) and the Use of Digital Social Media influences the Professional Competence in directly positive and significant way through Work Motivation with coefficient value of = 0,270 or (27%), Motivation has a positive and significant effect on Professional Competence with coefficient value of = 0,708 or (70, 8 %). Employee engagement influences the Work Motivation in directly positive and significant way with coefficient value of = 0,488 or (48,8 %). The use of Digital Social Media influences the Work Motivation in directly positive and significant way with coefficient value of = 0,381 or (38,1 %). Analysis Result of the data shows that value = R-square adjusted = 0,772. Which indicates that the variation of variable changes of Professional Competence (Y) may be explained by Employee engagement, the Use of Digital Social Media, and Motivation is for 0,722 or (77,2 %). As for the rest = 22,8 % is explained by another factor.

Keywords: Employee Engagement, The Use of Digital Social Media, Work, Motivation, Professional Competence.

INTRODUCTION

The development of new media has created various social media platforms that facilitate communication needs, from product promotion to public service information. The rapid advancements in the digital world have significantly impacted all aspects of life. The term "New Media" emerged in the late 20th century. New media refers to the convergence of traditional media with the interactive power of computers and communication technology, with the Internet being the most crucial tool in the New Media era. New media allows us to access any content (Umaimah Wahid, 2016: 80). In daily life, the Internet enhances efficiency in terms of time, cost, and effort. According to Ahmadi and Hermawan (2013: 63) in Supriadi and Wahid Nashihuddin (2015), the Internet network has pioneered the technological revolution, significantly changing daily life patterns.

Data from 2021 indicate that social media is the most frequently accessed platform by the public for obtaining information. According to a survey conducted by Katadata Insight Center (KIC) in collaboration with the Ministry of Communication and Informatics (Kominfo), titled "Digital Literacy Status in Indonesia 2021," 73 percent of respondents used social media as their primary source of information. The second most accessed source was television, with 59.7 percent in 2021, followed by online news at 26.7 percent. This demonstrates the substantial influence of social media in both interpersonal interactions and the dissemination of public service-related information.

The success of an organization in achieving its objectives is closely tied to the presence of human capital, which plays a crucial role in business operations to meet the organization's goals (Moeherion in Trisninawati, 2021). One of the key factors driving human resource productivity is efforts to enhance work motivation by fulfilling both external and internal needs (Trisninawati, 2021).

The background of this study focuses on theoretical and empirical analysis. The theoretical analysis is based on the grand theory formulated by Colquitt (2019) and is validated through an examination of previous research related to the study's theme and title. Meanwhile, the empirical analysis focuses on the governance of North Jakarta Administrative **City**, analyzing the professional competence of the local government as a representation of the professional competence of Indonesian government employees. From both theoretical and empirical analyses, gaps in previous research are identified, and findings are further developed to serve as a basis for modification. This constitutes the innovation and originality of this study.
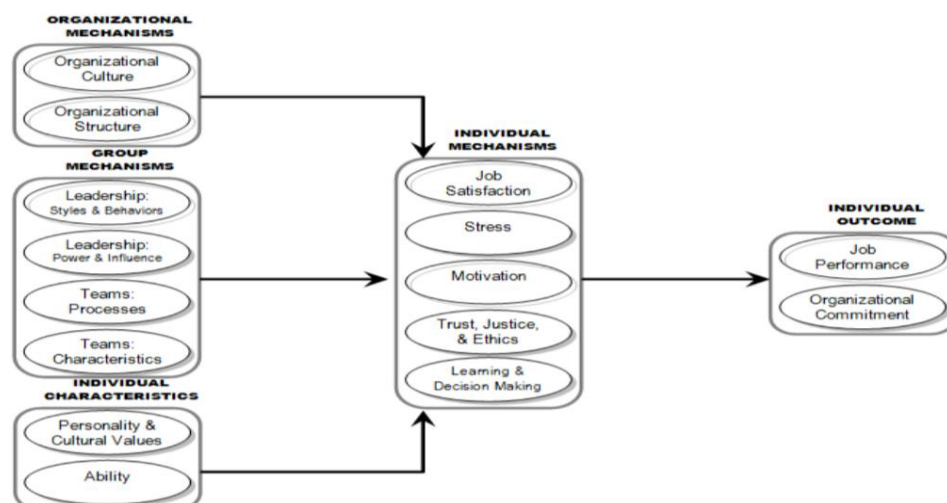

Figure 1. Theoretical Model of Organizational Behavior (Colquitt, 2019)

As shown in the image above, the Organizational Behavior Theory Model (Colquitt, 2019) is categorized into three variables:m(1) Independent variables, which consist of organizational mechanisms, group mechanisms, and individual characteristicsl (2) Dependent

variable, which is individual outcomesl and (3) Intervening variable, which is individual mechanisms.

One of the modifications to this theoretical model involves the independent variables in organizational mechanisms, specifically organizational culture, and in group mechanisms, where the Organizational Behavior Theory Model is modified to provide a more detailed explanation by replacing certain variables with others (Guerin et al., 2018).

The professional competence of government employees in North Jakarta Administrative City represents the value of a series of behaviors demonstrated by the local government, contributing either positively or negatively to achieving the regional government's objectives. According to Gibson et al. (2019), professional competence refers to skills, knowledge, attitudes, and motivational characteristics built through learning and work experience. Kunter & Baumert (2017), as well as Cheetham & Chivers (2019: 20-30), state that professional competence consists of knowledge/cognitive competence, functional competence, personal or behavioral competence, and value/ethical competence.

Several factors influence and are related to professional competence, including employee engagement, social media usage, and work motivation. Schermerhorn et al. (2018: 72) assert that employee engagement is closely related to job satisfaction. Managers can foster a satisfying work environment to encourage employees' involvement in their work.

Another factor affecting professional competence is social media usage. Boyd, as cited in Nasrullah (2015), defines social media as a collection of software tools that enable individuals and communities to gather, share, communicate, and, in some cases, collaborate or interact. Social media's strength lies in user-generated content (UGC), where content is created by users rather than editors, as in traditional mass media institutions. In this context, Dijk (in Nasrullah, 2015) states that social media is a platform focusing on user existence, facilitating activities and collaboration. Social media allows for two-way interactions through various forms of exchange, collaboration, and networking, whether in text, visual, or audiovisual formats. Social media is built upon three key principles: Sharing, Collaborating, and Connecting (Puntoadi, 2020).

Apart from employee engagement and social media usage, work motivation also significantly influences professional competence. According to Luthans (2008), motivation is a process that begins with a physiological or psychological need that drives behavior toward a goal or incentive. Motivation can be measured through: (1) Employees' desire to achieve good performance, (2) Their drive to receive rewards and recognition for their achievements, (3) Their need for job security, (4) Their relationships with colleagues, (5) The fulfillment of their basic living needs, and (6) The fulfillment of their secondary needs.

This study modifies the Organizational Behavior Theory Model to examine the effects of employee engagement, social media usage, and work motivation on the professional competence of government employees in North Jakarta Administrative City in the context of Industry 4.0 in DKI Jakarta Province.

Good professional competence enhances employees' skills, knowledge, attitudes, and motivational characteristics, including knowledge/cognitive competence, functional competence, personal/behavioral competence, and value/ethical competence (Cheetham & Chivers, 2019: 20-30). Therefore, the Mayor of North Jakarta Administrative City, as the highest leader in the institution, must maximize the development of employees' professional competence in carrying out their duties and responsibilities, involving public participation where necessary.

Based on previous relevant studies obtained from various sources, including print and digital media, research on the influence of employee engagement and social media usage on professional competence among government employees in North Jakarta Administrative City is considered a new study, both in terms of theme and research location.

METHOD

The research method used in this study is quantitative research. The study was conducted on employees of the North Jakarta Administrative City Government Office, DKI Jakarta Province. The population and sample consist of 513 government employees from North Jakarta Administrative City.The sample size in this study follows scientific guidelines in SEM (Structural Equation Modeling). According to Ferdinand (2019:26), the sample size for SEM research should be between 30 and 100 samples, or 5–10 times the number of parameters or indicators. Since this study has 17 indicators, the required sample size is $5 \times 17 = 85$ respondents. Given the objective of this study, which is to predict relationships between variables in the model using the PLS approach, it is assumed that all variance measures are useful for explanation (Ghozali, 2016).

The sampling technique used in this study is random sampling, specifically simple random sampling, with a total of 85 respondents (Sugiyono, 2016).The data collection technique used in this research is a questionnaire, which was distributed to government employees of North Jakarta Administrative City, DKI Jakarta Province, as research respondents. Respondents answered the questionnaire according to the given questions and statements, using a Likert scale.

This study employs Structural Equation Modeling (SEM), estimated using SmartPLS (Smart Partial Least Squares) software. The data analysis and structural equation modeling process in SmartPLS follows these steps: (1) Indicator validity testing, (2) Conversion of the path diagram into an equation system, (3) Construct reliability testing, (4) Hypothesis testing, (5) Inner model equations, and (6) Structural model evaluation (Garson, 2016).The variables in this study include: Professional Competence (PC), Employee Engagement (EE), and Digital Social Media (DSM),

Research Variables and Indicators Professional Competence (PC) indicators: (1) Cognitive competence (knowledge competence), (2) Functional competence, (3) Personal or behavioral competence, and (4) Value or ethical competence. Employee Engagement (EE) indicators: (1) Dedication to work, (2) Active participation in work, (3) Positive contribution to work. Digital Social Media (DSM) indicators: (1) Use of Facebook, (2) Use of WhatsApp Group, (3) Use of Instagram, (3) Use of Telegram, (4) Use of Google Forms.

RESULTS AND DISCUSSION

According to Garson (2016) and Yamin (2011), validity testing can be conducted using convergent validity and discriminant validity. Convergent validity testing evaluates each construct indicator by examining the loading factor values of each indicator. Ideally, the loading factor should be greater than 0.50. If an indicator's loading factor is below 0.50, it must be excluded from the model (Garson, 2016; Yamin & Kurniawan, 2011). The loading factor represents the correlation between the indicator and the construct; the higher the correlation, the higher the validity level.

Discriminant validity testing is conducted by examining cross-loading values to determine whether each indicator measuring a construct correlates more strongly with its respective construct than with other constructs (Garson, 2016; Yamin & Kurniawan, 2011).

Based on the convergent validity testing results, the loading factor for the Professional Competence (PC) variable, with indicators PC1, PC2, PC3, and PC4, is greater than 0.50, indicating that these indicators are valid in representing the latent variable. Similarly, for the Employee Engagement (EE) variable, indicators EE1, EE2, and EE3 have loading factors greater than 0.50, meaning they are valid indicators of the latent variable.

For the Digital Social Media (DSM) variable, indicators DSM1, DSM2, DSM3, DSM4, and DSM5 have loading factors above 0.50, confirming their validity in representing the latent variable.

For the Work Motivation (WM) variable, indicators WM1, WM2, WM3, WM4, and WM5 also have loading factors greater than 0.50, making them valid representations of the latent variable. As shown in Figure 4.1 below, all indicators in this study have met the validity requirements and are suitable for further analysis.
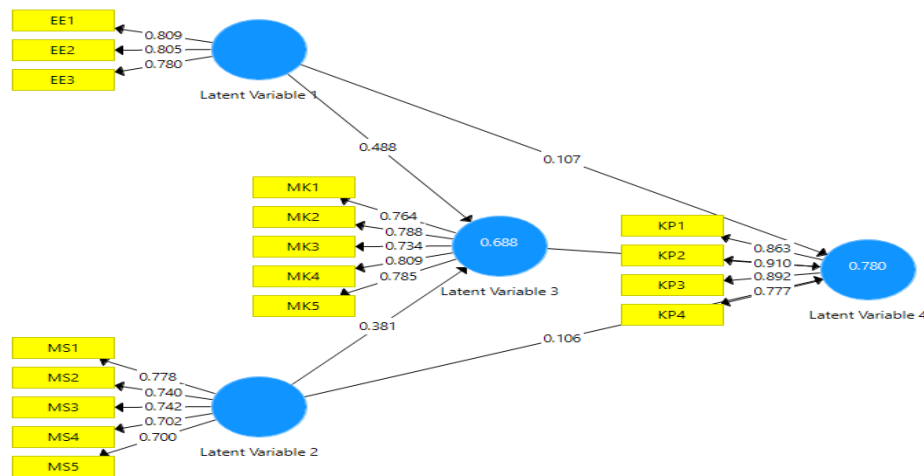

Figure 2. Path Diagram Phase 1 Source: Smart-PLS Output

From Figure 1 above, all indicator scores have a loading factor greater than 0.50, indicating that all indicators of the Professional Competence, Employee Engagement, Digital Social Media, and Work Motivation variables are valid. The discriminant validity test for each variable's indicators is conducted by comparing the cross-loading value of each indicator with the cross-loading values of the indicator on other latent variables. An indicator is considered to have a strong and high ability to represent its latent variable if its cross-loading value is higher than its cross-loading value with other latent variables.

The outer model equation for the latent variable of Professional Competence is: KP1 = 0.863, KP2 = 0.910, KP3 = 0.892, KP4 = 0.777

From the research findings, the highest indicator of the Professional Competence variable is reflected in KP2 = 0.910, which represents functional competence. Therefore, in an effort to improve the professional competence of government employees in the Administrative City of North Jakarta, it is essential to maintain and continuously enhance their functional role effectively and efficiently in performing their duties as professional employees.

Meanwhile, the lowest latent variable of Professional Competence is reflected in KP4, with a score of 0.777, representing ethical competence. Ethical competence is a crucial factor in improving professional competence, emphasizing employees' professional ethics. Therefore, various planned, systematic, and continuous efforts are needed to enhance professional ethics through employee development programs.

The outer model equation for the latent variable of Employee Engagement is: EE1 = 0.809, EE2 = 0.805, EE3 = 0.780

The highest indicator of the Employee Engagement latent variable is EE1, with a score of 0.809, representing dedication to work. Dedication reflects a high level of enthusiasm in work. Hence, leaders of government employees in the Administrative City of North Jakarta should strive to maintain employee dedication as a key factor in fostering employee engagement.

On the other hand, the lowest latent variable of Employee Engagement is reflected in EE3, with a score of 0.780, representing positive contributions at work. To enhance employee engagement in performing their duties, government leaders in the Administrative City of North Jakarta should improve employees' positive contributions by providing work facilities, recognizing outstanding employees, offering intensive training, and implementing various supportive measures to boost employees' contributions to their work.

The outer model equation for the latent variable of Digital Social Media Usage is: MS1 = 0.778, MS2 = 0.740, MS3 = 0.742, MS4 = 0.702, MS5 = 0.700

The highest score for the latent variable of digital social media usage is found in MS1, with a score of 0.778, representing the use of Facebook. Employees should maintain Facebook as an effective social media platform, particularly for engaging with the general public, especially millennials.Conversely, the lowest indicator of digital social media usage is reflected in MS5, with a score of 0.700, representing the use of Google Forms. Therefore, to improve the effectiveness of digital social media usage, which influences work motivation and professional competence, the government should strengthen employees' skills in using Google Forms.The outer model equation for the latent variable of Work Motivation is: MK1 = 0.764, MK2 = 0.788, MK3 = 0.734, MK4 = 0.809, MK5 = 0.785

The highest score for the latent variable of Work Motivation is reflected in MK4, with a score of 0.809, representing relationships between employees in the workplace. Therefore, various efforts to strengthen relationships among employees should be continuously maintained through employee development programs as a strategic approach to sustaining work motivation.The lowest indicator of the work motivation variable is reflected in MK3, with a score of 0.734, representing employees' drive to feel secure at work. To enhance work motivation, significant efforts must be made to increase employees' sense of security through welfare protection and job guarantees that align with their needs.

There is a direct, positive, and statistically significant effect of the Employee Engagement (EE) variable on Professional Competence (KP) of 0.107 or 10.7%, and an indirect effect through Work Motivation of 0.345 or 34.5%. Therefore, efforts to improve Professional Competence can begin by enhancing Employee Engagement.There is a direct, positive, and statistically significant effect of the Digital Social Media (MSD) variable on Professional Competence (KP) of 0.106 or 10.6%, and an indirect positive effect through Work Motivation of 0.270 or 27%. Therefore, improving Professional Competence can start by increasing the use of digital social media. This indicates that the better the use of Digital Social Media, the higher the level of Professional Competence.

There is a direct, positive effect of the Work Motivation (MK) variable on Professional Competence (KP) of 0.708, meaning that Work Motivation (MK) directly and positively influences Professional Competence (KP) by 70.8%. Therefore, efforts to improve Professional Competence can start by increasing employees' Work Motivation.There is a direct, positive effect of the Employee Engagement (EE) variable on employees' Work Motivation (MK) of 0.488, meaning that Employee Engagement (EE) directly and positively influences employees' Work Motivation (MK) by 48.8%. Therefore, efforts to enhance Work Motivation can begin by strengthening Employee Engagement (EE). This suggests that the better the Employee Engagement (EE), the higher the Work Motivation.

There is a direct, positive effect of the Digital Social Media (MSD) variable on Work Motivation (MK) of 0.381 or 38.1%. Therefore, to enhance employees' Work Motivation, efforts can start by increasing their use of Digital Social Media.The results of the path coefficient test show that the original sample value of employee engagement on professional competence has a contribution value of 0.107 or 10.7%, indicating that employee engagement directly influences professional competence in a positive manner. Additionally, employee engagement indirectly influences professional competence through work motivation, with a path coefficient value of 0.345 or 34.5%. These findings align with the research conducted by Alagaraja & Shuck (2015), which states that employee engagement positively affects employees' professional competence, as higher employee involvement in performing tasks enhances their skills and expertise.

Furthermore, the original sample value of digital social media usage directly influencing professional competence is 0.106 or 10.6%. The indirect effect of digital social media usage on professional competence through work motivation has a path coefficient of 0.270 or 27%.

As stated by Wellins et al. (2019), employee engagement is key to enhancing employee competence. Therefore, employee engagement should be prioritized in corporate management efforts to achieve success.The path coefficient test also reveals that the original sample value of work motivation on professional competence is 0.708 or 70.8%, indicating that work motivation directly and positively influences professional competence. Thus, enhancing professional competence can be achieved by increasing employee motivation. This supports the findings of Fitriani et al. (2019), which state that motivation has a significant positive impact on professional competence, with a coefficient of determination of 47.6%. Therefore, enhancing employee motivation is crucial in efforts to improve professional competence.

Additionally, the original sample value of employee engagement on work motivation is 0.488 or 48.8%, demonstrating that employee engagement positively and directly influences work motivation. This is consistent with the research by Mariza (2016), which states that employee engagement has a significant positive impact on motivation, with a coefficient of determination of 34.7%. Hence, improving work motivation can be achieved by enhancing employee engagement.

Lastly, the original sample value of digital social media usage on work motivation is 0.381 or 38.1%, indicating that digital social media usage directly and positively affects work motivation. According to Singh & Varun Malik (2021), social media networking sites impact students' intrinsic motivation, influencing their learning motivation with a coefficient of determination of 26%. Therefore, to boost learning motivation, educational institutions should enhance adequate learning facilities.

CONCLUSION

Employee engagement has a direct positive effect on professional competence and an indirect positive effect on professional competence through work motivation. Employees should increase their engagement in performing their duties by enhancing dedication and actively participating in work-related activities.Digital social media usage has a direct effect on professional competence and an indirect positive effect on professional competence. As digital social media usage positively impacts the professional competence of government employees in North Jakarta, various efforts should be made to support effective utilization of digital media through different platforms.Work motivation has a direct positive effect on professional competence. Therefore, efforts to enhance professional competence can be achieved by increasing employee motivation in the North Jakarta Administrative City Office. Employee engagement has a direct positive effect on work motivation. Thus, increasing work motivation should begin with enhancing employee engagement in the North Jakarta Administrative City Office.

Digital social media usage has a direct positive effect on work motivation. Therefore, efforts to enhance work motivation should start with increasing employees' use of digital social media in the North Jakarta Administrative City Government Office, DKI Jakarta Province. Government officials in Indonesia should provide adequate infrastructure to support digitalization, such as working spaces, high-speed internet access, and affordable internet tariffs. The government should continue to maintain and enhance the professional competence of civil servants in alignment with Indonesia's vision, mission, programs, and initiatives for building a prosperous, just, and democratic society through effective governance management.

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