

The Effect of Charismatic Leaders, Profession Attitudes toward the Work Ethics of University Lecturers in Indonesia in the Facing of Industrial Revolution 4.0

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Abstract: The study aims to determine and analyze the effect of charismatic leaders, profession attitudes on of the work ethic of University Lecturers in Indonesia in the facing of Industrial Revolution 4.0. The method used in this research is using survey The approach used in this study is correlation, respondents are 105 lecturers with proportional sampling technique. Data were analyzed using regression and correlation techniques. The results of data analysis using regression and correlation showed that, (1) there is the effect of direct charismatic leaders on the lecturers work ethic, (2) there is the effect of direct profession attitudes on the lecturers work ethic, and (3) there is the effect of direct charismatic leaders on the lecturers profession attitudes. Implications of research efforts to improve the lecturers work ethic of the University in Jakarta in the facing the era Industrial Revolution 4.0, the effectiveness of charismatic leaders must be increased, the positive attitude of lecturers on their profession.

1 INTRODUCTION

The era Industrial Revolution 4.0 is characterized by a comprehensive transformation of all aspects of industrial production through the incorporation of digital and internet technology with conventional industries and integration of Cyber Physical System (CPS) and Internet of Things and Services (IoT and IoS) in to industrial processes. (Lavanya.Shylaja, Santhosh, 2017).

Lifter and Tschienner stated that the basic principle of industry 4.0 is to implement intelligent networks, workflows, systems and the incorporation of machines in the chain and production processes to control each other independently. (Liffler and Tschiesner, 2013), according to Prasetio and Sutopo, that the Industrial Revolution 4.0 aims to improve the competitiveness of each country's industry in the facing a very dynamic global market. But on the other hand is the challenge of the Indonesian people. (Hadi Prasetio and Wahyudi Sutopo, 2018). As stated by Wolter, there are 5 challenges from the Industrial Revolution 4.0, namely: (1) information technology security, (2) reliability and stability of production machinery, (3) lack of adequate skills, (4) no change in policy determinants, (5)) loss of a

lot of work because of changing technology automation services (Yahya, 2018).

Responding to the challenges of the industrial revolution 4.0, strategic efforts are needed from all components of the nation, in particular, the government, academics and society to improve the quality of Indonesia's human resources to have competitiveness in the Industrial market.

The higher education is a strategic path in improving the quality of human resources strived to be managed professionally by building relationships with the industrial world. As Jauhari and Thomas stated, that the partnership between university and industry through exchanging information and research products has the potential to accelerate a nation's economic growth (Vinnie, 2013: 239) in meeting the needs and challenges of the Industrial Revolution 4.0.

In meeting the challenges and demands of the market needs of the industrial revolution 4.0 industry, University are strived to produce independent, creative and innovative human resources and be able to compete in industries internationally. Suhaemi and Aedi, stated that efforts to improve the management quality of tertiary institutions in Indonesia began with improving lecturer competency, but in reality, the planning,

preparation and implementation of lecturer competency management policies in Indonesia were considered to be less concerned with industrial market needs, ignoring student needs, managing lecturer competencies has not been managed properly, and various professional development efforts of lecturers have failed. This condition affects the low competence of lecturers. (Suhaemi and Nur Aedi, 2016)

Lecturers are a strategic component in the management of university. So that lecturers are required to have a work ethic and a positive attitude to the profession. But in practice, the work ethic of the lecturer is still considered low, the low work ethic of the lecturer influences the low overall performance of the organization.

In the management of effective tertiary institutions, the work ethic of the lecturer is a key factor and determines the success of the quality of graduates in accordance with the needs of the industrial market, because lecturers are the leading implementers of higher education activities. Therefore lecturers are required to have a good work ethic in carrying out their duties and functions in accordance with the tri dharma of higher education. Work ethic is work behavior to describe trust in one's own business, work is God's calling, achieving high achievements in work, hard work, discipline, cooperation, obeying regulations and loving work. (Christoph A. Schaltegger, Benno Torgler, 2009).

Many factors influence the work ethic of lecturers, two factors are charismatic leaders and professional attitudes. Charismatic leaders is a leadership style that utilizes privileges in the aspects of the leader's personality, giving rise to respect, reluctance, obedience and admiration by followers with a vision of leadership relevant to the needs of followers. (Fatt, 2013).

The application of the charismatic leaders style in managing higher education can arouse the morale of lecturers. Apart from charismatic leaders as a variable that influences the work ethic of lecturers, other variables that influence the work ethic are professional attitude variables. The profession's attitude is a tendency to react positively or negatively, happy or unhappy and support the profession's duties. (Liakopoulou, 2011).

In an effort to improve the work ethic of the lecturer, the lecturer is required to have a positive attitude towards his profession, because the lecturer's pleasure in his profession can arouse morale, hard work, discipline, and strive to achieve high achievements. To develop the work ethic of lecturers in building academic character, emotional character and lecturers' spiritual character can be done through the application of effective charismatic leaders and

building a positive attitude towards the profession of the lecturer.

The development of work ethics is an important aspect in forming lecturers who have academic character, emotional character and spiritual character as an alternative to human resource management in higher education in meeting the needs and challenges of the Industrial Revolution 4.0.

Based on the above thoughts, it is important to do research on the influence of charismatic leaders and professional attitudes towards the work ethic of university lecturers in the Jakarta area in Indonesia.

The problem in this study is (1) there is the effect of the profession attitudes toward work ethic, (2) there is the effect of charismatic leaders toward profession attitudes, (3) there is the effect charismatic leaders toward profession attitudes..

2 THEORETICAL FRAMEWORK

2.1 Work Ethics

Work ethic comes from the Greek, originating from the word "ethos" which means character or character. The means of terminologically, ethos means the characteristics, attitudes, habits, and special beliefs about an individual or group of people. (Madjid, 2010: 411).

Work ethic is the key in shaping employee ethical behavior, fostering work ethics is an effective way of improving organizational performance. (Valentine, Godkin, Fleischman, Kidwell, R. 2011). Work ethic is the basis of building a collective mindset of a society or nation that is actualized in the will to be responsible for controlling destiny, seeking innovation and tenacity. (Jaya, 2017).

Weber as a popular thinker developed work ethic thinking, according to Weber that Protestant ethics has developed work is the path to salvation. The basic concept of work ethics was initiated by Luther and Calvin as the first thinkers in the history of European civilization, establishing work culture norms to have benefits for individual interests and have positive moral values as a manifestation of devotion to God. (Schaltegger, 2010).

According to Weber that Protestant reform had produced radical changes in the Protestant belief system about work in the 16th century. Before reforms took place, work was considered a burden and something to be avoided. The religious reforms carried out by Luther and John emphasized that all forms of work of any weight can elevate human dignity. In fact, perseverance in work is a form of high obedience to God in Christian teachings. The essence of the Protestant Work Ethic is to respect work, work can improve human status, work hard,

feel satisfied in achieving achievements through work and have a commitment to organization. (Peter E. Mudrack, 1997). Weber, emphasizes that work ethics is understood as a social norm by respecting high efforts and dedication in work, "wasting time in principle is the most deadly sin". Therefore, hard work promises ethical compensation. Loving leisure time is very detrimental to individuals who show morality in their efforts is low. (Pedro Forquesato, 2016).

From the above thoughts, it indicates that the essence of the ethos of work is hard work, respect for time, passion for achieving high achievement, work as a way to get to safety and a form of devotion to God. In this Kaiyan. Meriac revealed, work ethic can be measured from: (a) centrality of work, (b) independence, (c) hard work, (e) morality / ethics, (f) delay in gratification, (g) time management, the importance of efficient use of time . (Meriac, 2012). Wirawan stated, the work ethic indicator is: work is work is a way to achieve happiness, commitment to work, hard work is a source of success, work is investment, time management, ambition to excel, discipline, honesty, avoid conflicts of interest, and believe that work contribute to individual morals, welfare and justice. (Wirawan, 2008: 58).

Based on the above thoughts, it can be stated that work ethic is a work behavior that describes trust in one's own business, work is God's calling, work achieves achievement, hard work, tenacious, honest, disciplined, responsible, independent.

2.2 Charismatic Leaders.

Charismatic leaders theory is influenced by Max Weber's ideas. Charisma from the word charisma is interpreted as authority; authority; the excess gift from God to someone. (Breward, Langton, Robbins, Judge, 2016: 389). The word comes from the Greek which means "great inspired blessings", such as the ability to do miracles or predict future events. Charisma as a condition or talent that is associated with the extraordinary ability of one's leadership to arouse worship and admiration from the community towards him, leadership attributes are based on the quality of personality ". (Breward, Langton, Robbins, Judge, 2016: 389) Weber uses the term charisma to explain the influence of followers' perceptions that leaders are blessed with extraordinary qualities. (Weber, 2010: 58). In the traditional paradigm, charisma means extraordinary ability to influence and make followers obedient. (Andrew Leigh, 2009: xii).

Charismatic leaders is based on the extraordinary qualities that a person has as a person. Weber, states that charismatic leaders is born from a social crisis, a leader emerges with a radical vision that offers a

solution to overcome the crisis, followers trust leaders as extraordinary people. (Gary Yukl, 2009: 291). According to Andrew Leigh, charismatic leaders is able to influence others by utilizing privileges because to identify the personal attractiveness inherent in a person, the personality qualities of charismatic leaders are a gift from God. (Rival and Murni, 2009: 89).

Charisma is an attribute of the interactive process between leaders and followers with the appearance of someone who is considered charismatic, with attributes: self-confidence, strong beliefs, calm attitude, speaking ability, and vision of leaders relevant to the needs of followers.

Some social scientists have formulated a newer version of the theory to explain charismatic leaders in organizations. (Pradhan, 2012) This "neocharismatic" theory developed some of Weber's ideas, but in other cases they have abandoned his initial conception of charismatic leaders. (Rival and Murni, 2009: 89). According to Conger and Kanungo, followers of charismatic qualities, a leader is jointly determined by his behavior, leadership skills and aspects of the situation. (Gary Yukl, 2009: 291).

A leader who is classified as a charismatic type generally has enormous authority over his followers. The authority that emanates from him is a potential he has brought from birth. Charismatic leaders have supernatural power, (Max Weber, 1998: 58). According to, Max Weber that the term charisma will be of a certain form of personality apart from ordinary forms and exceptionally special powers or qualities. (Walid, 2010: 20). A charismatic leader is a leader who is admired by many followers even though these followers cannot always explain concretely why the person is admired. Meanwhile, Robert House, in Stephen Robbins, identifies three characteristics of charismatic leaders, namely extraordinary self-confidence, power, and determination in the beliefs held. (Robbins, et. Al. 2009: 499-500).

Conger and Kanungo in Breward, Langton, Robbins, Judge, stated that there are 4 main characteristics of charismatic leaders, namely: (1) Vision and articulation namely having a vision that is stated as an ideal goal that proposes a better future and is able to clarify the importance of understandable vision by others, (2) Ready to take personal risks which are ready to take high personal risks, bear high costs, and be involved in self-sacrifice to achieve vision, (3) have sensitivity to followers' needs and are responsive to followers' needs and feelings, and (4) Unconventional behavior that is involved in behavior that is considered contrary to the norm. (Breward, Langton, Robbins, Judge, 2016). Critics point out several

reasons why it is always desirable to have charismatic leaders who occupy important positions in private and public sector organizations. (Yukl, 2009: 296). In this connection Breward, Langton, Robbins, and Judge, stated that the weakness of charismatic leaders is that when organizations need major change, charismatic leaders are able to inspire followers to face the challenges of change, be responsible for organizations when the crisis ends and are believed to be able to make dramatic changes. This is a weakness of charismatic leaders, because of the charisma of the charisma of leaders in inspiring followers to face change and their belief in making dramatic changes. Charismatic leaders cannot listen to their followers, become uncomfortable when challenged by aggressive followers, to make realistic changes. (Breward, Langton, Robbins, Judge, 2016: 392).

From the above thoughts, it can be stated that charismatic leaders is a leader who has the ability to move other people by utilizing privileges in the nature or aspects of the personality possessed by the leader so as to generate respect, reluctance, and obedience, admired by followers. Characteristics of charismatic leaders, namely extraordinary high self-esteem, power, and determination in the beliefs held.

2.3 Profession Attitude

Attitude is someone's readiness to act on something." Bruno, states attitude is "a relatively sedentary tendency to react in a way good or bad to certain people or goods." (Muhibbin Shah, 2009: 120) Wirawan, states, "attitude can positive, and can also be negative". (Sarwono, 2010: 103-104). A positive attitude is the tendency of actions to approach, like, expect certain objects. While negative attitudes there is a tendency to stay away from, avoid, hate, dislike certain objects. In this regard Bruno in the Shah stated that, attitude (attitude) is a relatively sedentary tendency to react well or badly to certain people or goods. (Muhibbin Shah, 2009: 120) According to Sukmadinata that, attitude is a motivation because it shows a person's interest in an object. Someone who has a positive attitude towards something will show great motivation towards it. (Sukmadinata. 2010: 34) According to Rita, Richard and Hilgard stated that, attitude is the most central concept in social psychology, attitude includes feeling like and disliking, approaching or avoiding situations. The attitude as a component of the system consists of three parts. Beliefs reflect cognitive; affective and behavioral component actions. (Atkinson, and Hilgaid. 2001: 371) Mulyana specifies the relationship between values, attitudes, motives and encouragement. (Mulyana. 2009: 43). In line with that, Rita K. baltus stated, "attitude is readiness to

act which concerns the mind and emotions" (Baltus, 2009: 97). According to Robbins that attitude is an evaluative statement that is either beneficial or unfavorable, regarding objects, people or events. (Robbins. 2010: 138-139). Czerw and Grabowski, stated that attitude refers to an individual who is passionate in carrying out his professional duties and views the profession as a respectable and respected job. The attitude component consists of the affective, cognitive, and behavioral aspects of the element, including all types of individual feelings towards the outside world (Czerw and Damian 2015).

From the above, it can be stated that the attitude of the profession is the tendency to react positively or negative, happy or unhappy and supporting the profession's duties, including the dimensions of cognitive, affective, and conative towards the profession.

In the reality, lecturers' positive attitudes influence student academic careers and lecturers' academic careers, so to improve students' academic careers and academic careers lecturers need to develop positive attitudes of lecturers towards their professions.

3 RESEARCH METHOD

The method used in this research is used survey method that is doing direct research at a university in Jakarta of Indonesia. Data collection tool used is questionnaire. The research data was collected by using the researcher developed questioner and given to the sample from the population. The research respondents are lectures University in Jakarta with 105 people and the sample is determined by using cluster random sampling technique. The variable of work ethic as dependent variable, while the variable of charismatic leaders, profession attitudes as independent variable.

Questionnaire of charismatic leaders, profession attitude and work ethic model validated by product moment correlation formula, while reliability is measured by Alpha Cronbach formula. Data analysis using simple correlation and regression techniques.

4 RESULT AND DISCUSSION

4.1 Results

1) The Effect of Charismatic Leaders Toward Work Ethic

Based on the Anova or F-test, the F count is 11.247 with a significance level of 0.001. Since probability

(0,001) is much smaller than 0.05, the regression model can be used to predict work ethic.

Table 1: Data Calculation

Model	Sum of Squares	df	Mean Squares	F	Sig.
Regression	788.811	1	188,811	11.247	.001
Residual	7224.104	103	70.137		
Rotal	8012.914	104			

Based on regression and linearity test result can be concluded that linear regression of Y over X1 with regression equation is $\hat{Y} = 90.851 + 0,310 x1$.

Since the probability of an F test of 0.000 is much smaller than 0.05, the regression model is significant. This means that the charismatic leaders does affect the learning work ethic.

From the calculation of simple correlation coefficient between, X2 with Y obtained price $r = 0,314$. Because of the probability of 0.001 then $P < 0.05$, thus the null hypothesis which states the simple correlation coefficient between X1 and X3 is meaningful. Based on the above test results can be concluded that the effect of charismatic leaders to work ethic.

From the results of research shows that the effect of charismatic leaders to Work ethic. The strength of the relationship can be seen from the magnitude of the coefficient of determination. Coefficient of determination for charismatic leaders (X1) to work ethic (X3) equal to 0,98. It can be interpreted that 9,8 % variation of work ethic is determined by charismatic leaders. This means that the increase and decrease of work ethic by 9,8 % can be explained by charismatic leaders through simple linear regression equation $\hat{Y} = \hat{Y} = 90.851 + 0,310X1$.

The research results can be understood, because the charismatic leaders on work ethic will determine the success of work ethic of the University lactures in Jakarta.

2). The Effect of Profession Attitudes Toward Work Ethic

Based on the Anova or Ftest, the Fcount is 11.247 with a significance level of 0.000. Since probability (0,000) is much smaller than 0.05, the regression model can be used to predict work ethic.

Table 2: Data Calculation

Model	Sum of Squares	df	Mean Squares	F	Sig.
Regression	4020.630	1	4020.630	103.731	.000
Residual	3992.284	103	38.760		
Rotal	8012.914	104			

Based on regression and linearity test result can be concluded that linear regression of Y over X1 with regression equation is $\hat{Y} = 56.220 + 0,573 X1$.

Since the probability of an Ftest of 0.000 is much smaller than 0.05, the regression model is significant. This means that the profession attitudes does affect the learning work ethic.

From the calculation of simple correlation coefficient between, X2 with Y obtained price $r = 0,708$. Because of the probability of 0.000 then $P < 0.05$, thus the null hypothesis which states the simple correlation coefficient between X1 and X3 is meaningful. Based on the above test results can be concluded that the effect of profession attitudes to work ethic.

From the results of research shows that the effect of profession attitudes to Work ethic. The strength of the relationship can be seen from the magnitude of the coefficient of determination. Coefficient of determination for profession attitudes (X1) to work ethic (X3) equal to 0,508. It can be interpreted that 50,8 % variation of work ethic is determined by profession attitudes. This means that the increase and decrease of work ethic by 50,8 % can be explained by profession attitudes through simple linear regression equation $\hat{Y} = 56.220 + 0,573 X1$

The reserch results can be understood, because the profession attitudes on work ethic will determine the success of work ethic of the University lactures in Jakarta.

3).The Effect of Charismatic Leaders Toward Profession Attitudes

Based on the Anova or F-test, the F count is 21.788 with a significance level of 0.000. Since probability (0,000) is much smaller than 0.05, the regression model can be used to predict profession attitudes.

Table 3: Data calculation

Model	Sum of Squares	df	Mean Squares	F	Sig.
Regression	2136.074	1	2136.074	21.788	.000
Residual	7224.104	103			
Rotal	12234.248	104			

Based on regression and linearity test result can be concluded that linear regression of Y over X1 with regression equation is $\hat{Y} = 64.380 + 0,509 X1$. Since the probability of an F test of 0.000 is much smaller than 0.05, the regression model is significant. This means that the charismatic leaders does affect the learning profession attitudes.

From the calculation of simple correlation coefficient between, X2 with Y obtained price $r = 0,418$. Because of the probability of 0.000 then $P < 0.05$, thus the null hypothesis which states the

simple correlation coefficient between X1 and X3 is meaningful. Based on the above test results can be concluded that the effect of charismatic leaders to profession attitudes.

From the results of research shows that the effect of charismatic leaders to Profession attitudes. The strength of the relationship can be seen from the magnitude of the coefficient of determination. Coefficient of determination for charismatic leaders (X1) to profession attitudes (X2) equal to 0,178. It can be interpreted that 17,8 % variation of profession attitudes is determined by charismatic leaders. This means that the increase and decrease of profession attitudes by 17,8 % can be explained by charismatic leaders through simple linear regression equation $\hat{Y} = 64.380 + 0,509 X1$.

4.2 Discussions

Based on testing of hypothesis X1 over X3, shows that: (1) the effect of charismatic leaders toward work ethic shown by coefficient of determination is 0.98. This shows that the variation that occurs in the work ethic is 9,8 % can be explained by charismatic leaders, through simple linear regression equation which has been tested its significance.(2) the effect of profession attitudes toward work ethic shown by coefficient of determination is 0.508. This shows that the variation that occurs in the work ethic is 50,8 % can be explained by profession attitudes, through simple linear regression equation which has been tested its significance, (3) the effect of charismatic leaders toward profession attitudes shown by coefficient of determination is 0.178. This shows that the variation that occurs in the profession attitudes is 17,8 % can be explained by charismatic leaders, through simple linear regression equation which has been tested its significance.

The research results can be understood, because the charismatic leaders on profession attitudes will determine the success of profession attitudes of the University lectures of Jakarta in Indonesia.

The increased work ethic is a factor that encourages the improvement of human resources in Higher Education. This is because they are the main implementers in managing higher education institutions and education, research and development after community service.

In the context of the 4.0 Industrial Revolution which is different from the transformation that produces a variety of industrial and digital technologies with the internet and industry from Cyber Physical System (CPS) and Internet of Things and Services (IoT and IoS) into the industrial process to assemble cyberspace with real world.

Therefore lecturers are required to be able to think logically, creatively and innovatively by developing academic abilities and spiritual abilities as a manifestation of the development of work ethic.

The development of a work ethic can be done to apply the charismatic leadership style and develop innovative attitudes towards the profession.

Implication of charismatic leadership is an ideal leadership style in the management of higher education, by the essence of charismatic leadership is to integrate aspects of academic intelligence and spiritual intelligence of followers. While the development will have a positive impact on the increase in work, which can lead to increased employment.

5 CONCLUSION

In general, we have managed to find about (1) the effect of the profession attitudes toward work ethic, (2) the effect of charismatic leaders toward profession attitudes, (3) The effect of charismatic leaders toward profession attitudes, therefore in order to improve work ethic lecturer who has the character of academic, spiritual characteristics and emotional character in the face of the needs and challenges of the Industrial revolution 4.0, can be done through the implementation of charismatic leaders that is effective and develop a positive attitude lecturer to his profession through various ideas and the strengthening of the effectiveness of the leadership and the development of positive attitudes lecturer .

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