

ABSTRACT

THE INFLUENCE OF THE FACTORS OF SECTORAL ATTRACTION, INDIVIDUAL CHARACTERISTICS, AND WORK CHOICE CONFORMANCE UPON PRODUCTIVITY OF WORKERS IN THE AGRICULTURAL SECTOR AND PROCESSING INDUSTRY IN EAST JAVA

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In general, this study is intended to analyze the influence of factors of sectoral attraction, individual characteristics and the work choice conformance upon productivity of the workers in agricultural and those in processing industry in East Java. The next goals are to test and analyze partially influence of factors of sectoral attraction, individual characteristics upon the work choice conformance at the agricultural sector; the influence of sectoral attraction, individual characteristics, the work choice conformance upon productivity of the workers in agricultural sector; the influence of factor of sectoral attraction, individual characteristics upon the work choice conformance in the processing industry; the influence of factor of sectoral attraction, individual characteristics, the work choice conformance upon productivity of the workers in the processing industry; and also to analyze differences in the productivity of the workers in agricultural sector and those in processing industry.

This study is conducted in East Java by using a survey method in which the sample taking is carried out in stages as follows: *First*, the regency is determined by using the *purposive method* based on the consideration of Development Zone Unit. *Second*, the sub-district is determined by using the *purposive method*, in which 2 (two) sub-districts are taken from each regency. *Third*, the village is determined by using the *purposive method*, in which 2 (two) villages are taken from each selected sub-district. *Fourth*, the respondents are taken under the *random technique*. Its sampling unit is the population working with the main job at the agricultural sector and at processing industry scattered in 9 (nine) regencies with the total respondents of 384 people. Pursuant to the objective of this study, the data analysis uses the *Structural Equation Modeling (SEM)* with the applied program of *AMOS – Analytical of Moment Structural*.

Results of this study indicate that the factor of sectoral attraction and individual characteristics have significant influences upon the conformance of work choice, either in agricultural sector or in processing industry. Meanwhile in each of the said sectors, the work choice conformance does not have a significant effect to productivity of the workers. However, the factors of sectoral attraction and individual characteristics indicate to have significant effects upon productivity of the workers. This means that the influence of sectoral attraction and individual characteristics upon productivity of the workers either in agricultural sector or in processing industry does not pass through the variable of work choice conformance (*intervening variable*), but it has an direct effect to productivity of the workers. In addition, this study has also succeeded in proving that productivity of the workers in agricultural sector is higher than those in processing industry.

Keywords: Sectoral attraction, individual characteristics, work choice conformance and productivity of the workers.