



THE EFFECTIVENESS OF SOCIALIZATION PROGRAMS AND SERVICES ON SOCIAL SECURITY MEMBERSHIP AND THEIR IMPACT ON WORKERS'S WELFARE: A CONCEPTUAL MODEL

Aditya Dwi Purwoko¹, Dwi Sunu Kanto²

^{1,2}Department of Management, Faculty of Economic and Business, Trilogi University, Jakarta, Indonesia

ABSTRACT

There is no significant progress of Employees Social Security System membership in the past four years. This raises the question if the program socialization is not yet maximal or services are not yet satisfactory. The purpose of this paper is to propose a conceptual model to examine the effectiveness of program socialization and services of the Employees Social Security Agency towards the social security membership and its impact on the workers's welfare. The literature review, conceptual model, hypotheses development and research methodology are discussed. Practicing this paper would instantly provide information about the relationship of program socialization, services, social security membership, and workers's welfare.

KeyWords

Program Socialization, Services, Membership, Workers's Welfare, Conceptual Model

INTRODUCTION

Social security is a necessity to fulfill the basic rights of a decent life. Therefore, it is necessary to provide an understanding of social security so that workers when carrying out work receive protection. Protection is given to workers who are sick, got into work accidents, or die both while carrying out work or when leaving/returning from work on their usual way back home.

The National Social Security System is a state program that aims to provide certainty of social protection and welfare for all Indonesian people. Social security is a form of social protection to ensure that all people can meet their basic needs for a decent life. This is regulated in Law Number 40 of 2004 concerning the National Social Security System.

The implementation of Social Security, which was published in the Law Number 40 of 2004 concerning the National Social Security System, was followed up by the government through Law Number 24 of 2011 concerning the Health Social Security Agency and its implementing regulations. Through the Health Social Security Agency, the government mandates that social security is a form of social protection to ensure that all people can meet their basic needs for a decent life.

The coverage of employee and company membership data is still low as this can be seen from the number of Employees Social Security Agency membership in December 2018 of 50,569,655 workers, while the number of workers in was 131.01 million people according to the National Statistics Agency. This shows that the working population protected in the employment social security system organized by the state is only 38.5%. Meanwhile, the company's membership data on December 2018 was only 560,730.

Looking at the data from Employees Social Security Agency in the last 4 years, there are no significant progress on the trend of Employees Social Security Agency membership increment. On the other hand, all citizens should be required to become Employees Social Security Agency members according to the mandate of the regulations. This raises the question if the socialization of Employees

Social Security Agency program is not yet maximal or the services of Employees Social Security Agency is lacking of quality.

Based on the conditions above, the author is interested to investigate the effects of program socialization and services towards the social security membership and its impact on workers's welfare on Employees Social Security Agency.

LITERATURE REVIEW

A. Socialization

Socialization can be defined as the process of promoting or informing the public. Socialization also means the process of planting/transferring habits or values and rules from one generation to another in a group or society. A number of sociologists refer to socialization as a role theory since, in the process of socialization, the roles that must be carried out by individuals are taught.

Socialization is divided into two types: primary socialization (in the family) and secondary socialization (in the society). According to Goffman (1961), both processes take place in a total institution, namely a place of residence and a place of work. In both institutions, there are a number of individuals in the same situation, separated from the wider community for a certain period of time, living together in a confinement, and is formally regulated.

Berger and Luckmann (1966) defined primary socialization as the first socialization that individuals undergo during childhood by learning to become members of the society (family). Meanwhile, secondary socialization is a socialization process continued after the primary socialization and introduce individuals into specific groups in society in forms of resocialization and desocialization. In the process of resocialization, a person is given a new identity. Meanwhile, in the process of desocialization, a person experiences the 'revocation' of the old self-identity.

B. Services

Services is any action or activity that can be offered by one party to another, is essentially intangible, and does not result in any ownership (Kotler & Keller, 2015). Meanwhile, according to Tjiptono (2012), the service concept in the management literature has at least four scopes of definition, namely:

1. Service described as various sub-sectors in the categorization of economic activities such as transportation, finance, retail trade, personal services, health, education, and public services
2. Service is seen as intangible products whose results are more in the form of activities than physical objects, although physical products may be involved in reality
3. Service reflects a process that includes key product delivery, personal interaction, performance, and service experience
4. Service can also be viewed as a system consisting of two main components, namely service operations, which are often not visible or known to the customer (back office or backstage) and service delivery, which is usually visible or known to the customer (front office or frontstage.)

The Employees Social Security Agency is trusted to organize the social security program for workers. Employees Social Security Agency has services including Work Accident Insurance, Death Benefits, Old Age Security, and Pensions Security (which is added starting from July 1, 2015.)

C. Membership

In its operational activities, Employees Social Security Agency is tasked with conducting and/or receiving membership registration, collecting contributions from members and employers, receiving contribution assistance from the government, managing social security funds for the benefit of members, collecting and managing member data, paying benefits and/or financing health services, and provide information about program implementation to members and the public. As a consequence of these tasks, the Employees Social Security Agency has the authority to collect payment of contributions, place social security funds for short and long-term investments, conduct supervision and checks on the compliance of members and employers in carrying out their obligations, make agreements with health facilities regarding the amount of payment based on the standard rates set by the government, making and establishing concerned contract, impose administrative sanctions to members and employers, report the employers to the authorized agency regarding their disobedience in paying dues and other obligations, and also carry out cooperation with other parties that support social security programs.

The Employees Social Security Agency program is obliged to be participated by entrepreneurs, while workers is the party that is entitled to social security benefits. Entrepreneurs and those who are equated as entrepreneurs are required to participate in Employees Social Security Agency, in which they employ ten or more workers, or pay a minimum wage of 1,000,000 IDR per month. If the employer or entrepreneur does not include his workforce in the Employees Social Security Agency program, the employer or entrepreneur may be subject to administrative sanctions. The Employees Social Security System managed by the Employees Social Security Agency has four protection programs, namely Work Accident Insurance, Death Benefits, Old Age Security, and Pension Security. In addition to the different benefits, the contributions for each program are also different in size.

However, not all members can participate in the four socio-economic protection programs above. According to the provisions, the Employees Social Security Agency guarantee program and benefits are adjusted to four types of participation, namely: wage-

recipient workers, non-wage recipient workers, workers in consulting services, and Indonesian migrant workers.

D. Workers's Welfare

Workers's welfare or employees's welfare is indirect countered services or reward, other than salaries or wages, that are given to employees and its administration is not based on the employee's performance but based on its membership as part of an organization that is useful to meet the needs of employees other than wages or salary. According to Susanto (2016), the welfare program aims to provide an additional economic security on top of basic payments and payments of incentives and other related gifts.

The decline in employee performance can also be caused by a lack of welfare levels received by employees. According to Vaghul and Zipperer (2016), the level of fair and decent welfare greatly helps motivate employees to improve their performance. This is supported by the statement from Vaghul and Zipperer (2016) that welfare covers all types of payments either directly or indirectly. Welfare benefits that are usually received by employees include meal allowances, transportation allowances, holiday allowances, and health benefits.

The welfare of workers is one of the goals to be achieved in the business world, be it entrepreneurs, workers themselves, or government agencies whose main task is to manage human resources and other parties from private institutions. Welfare is the main goal regardless of any system and technology used in the production process. One aspect of human welfare is occupational safety and health, especially in the era of industrialization. Workers that have poor welfare feel discouraged and has decreased productivity. Furthermore, they are not interested, apathetic in doing their work, and reduced loyalty to the company.

CONCEPTUAL MODEL

Based on the introduction and literature review that has been done, the conceptual model that can be produced in this study is as in the following figure.

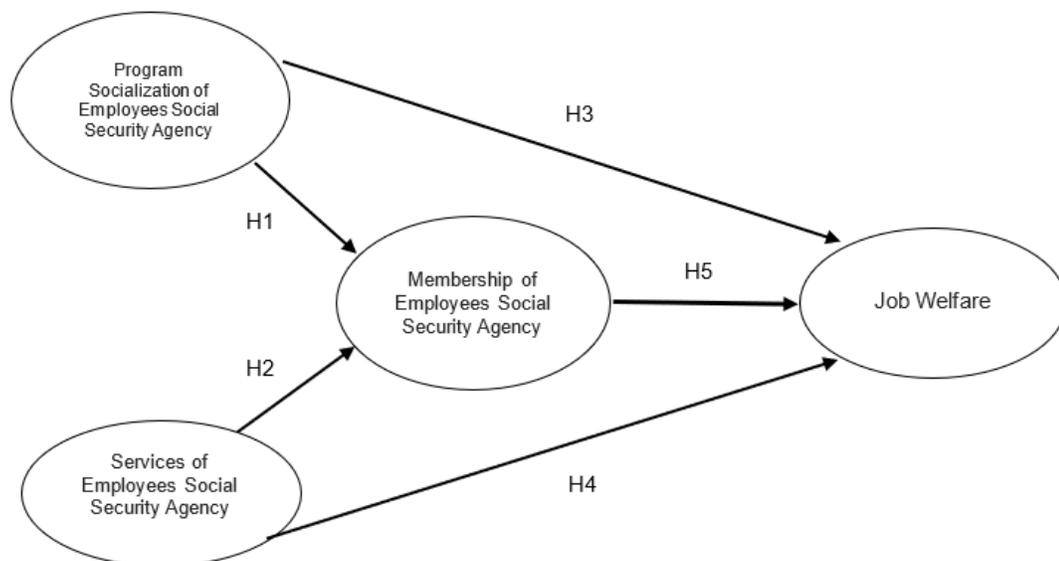


Figure 1 The Conceptual Model

HYPOTHESIS DEVELOPMENT

Based on the conceptual model in Figure 1, the seven hypotheses that is proposed in this study are:

1. The Effect of Program Socialization on Membership at the Employees Social Security Agency
2. The Effect of Services on Membership at the Employees Social Security Agency
3. The Effect of Program Socialization on Workers's Welfare at the Employees Social Security Agency
4. The Effect of Wages on Workers's Welfare at the Employees Social Security Agency
5. The Effect of Membership on Workers's Welfare at the Employees Social Security Agency
6. The Effect of Membership in mediating Program Socialization towards Workers's Welfare at the Employees Social Security Agency

7. The Effect of Membership in mediating Services towards Workers's Welfare at the Employees Social Security Agency

METHODOLOGY

The method of research is quantitative through Path Analysis. Data collection method is through the deployment of questionnaires with variables of Socialization (X1), Services(X2), Workers's Welfare (Y), and Membership (Z). The population in this study is employees that is a member of the Employees Social Security Agency program in Jakarta. The sample that will be used in this research is a minimum of 100 employees based on the Slovin formula.

Methods of data collection is done through questionnaires using the Likert scale. The results of data collection will be measured using the validity and reliability test of the data. Statistical data analysis will be conducted through hypothesis testing with the method of Path Analysis. The method of Path Analysis in this research is conducted with the help of the SPSS Software.

CONCLUSION

This paper has discussed the background of the effectiveness of socialization and services towards program membership of the Employees Social Security Agency and its impact on workers's welfare at the Employees Social Security Agency in Jakarta. Literature Review on program socialization, services, *membership*, and workers's welfare; conceptual model; hypotheses; and methodology are presented. Practicing this paper will instantly find out the relationships between variables in the conceptual model.

REFERENCES

- [1] Berger, P.L., & Luckmann, T. (1966). *The Social Construction of Reality. A Treatise in the Sociology of Knowledge*. Penguin Books: London, UK.
- [2] Susanto, F. A.. (2016). *Pengaruh Kesejahteraan dan Jaminan Sosial Terhadap Kinerja Karyawan pada PT. Kudus Istana Furniture Kudus*. Sekolah Tinggi Agama Islam Negeri Kudus.
- [3] Goffman, E. (1961). *Encounters: Two studies in the sociology of interaction*. Indianapolis: Bobbs Merrill.
- [4] Kotler, P. & Keller, K. L. (2015). *A Framework For Marketing Management*. Publisher: Pearson.
- [5] Tjiptono, F. (2015). *Strategi Pemasaran*. Penerbit: ANDI Cetakan : Edisi 4.
- [6] Vaghul, K., and B. Zipperer (2016): "Historical state and sub-state minimum wage data," Washington Center for Equitable Growth. <http://equitablegrowth.org/workingpapers/historical-state-and-sub-state-minimum-wage-data>.