Students' Soft Skills Factor Analysis in Telkom University Department of Business Administration (Study Case in Class 2012)

Mahendra Fakhri[1], Nurul Setyaningrum[2]

Department of Business Administration, Faculty of Communcation and Business, Telkom University, Bandung, Indonesia

Abstract: *Within a company, human resources' role are very important because they are the key factor to run business. When it comes to search for qualified human resources, a company has some standards and qualifications like hard skills and soft skills. Population in this research are 221 Business Administration students which entry year at 2012. While sample in this research are 150 students and use propotionate stratified random sampling method. This research uses principal component analysis to analyze data. Based on research findings, there is one factor that build students' soft skills named personal management skills which contains communication skills, presentation skills, proactive skills, planning skills, self-understanding skills, time management skills, problem solving skills, stress management skills, and personal effectiveness skills.*

Keywords: Human resources, factor analysis, soft skills, principal component analysis, personal management skills

1. Introduction

Management activities in company such as planning, organizing, actuating, and controlling are done by human. When it comes to find qualified human resources, they create a standard and some qualifications include hard skill and soft skill. Hard skill [14] is one's ability in mastering science, technology, and technical capabilities related to their science field. A person needs hard skills both in academic and intellectual intelligent to get a job. While soft skill [4] is ability and proficiency in life for himself, group, society, and God.

Hard skill and soft skill are two skills that needed by a person to get proper job. But in fact, company prefer person that has more soft skill than hard skill. In workplace, a person needs skill to apply theory they get from college to daily routine and give new ideas from that theories. There are three major intellectual that employee must have such as emotional intelligence, spiritual intelligence, and intellectual intelligence.

This research aims to Business Administration students class of 2012 because one more semester they will finish college and enter workplace. To know students' soft skill condition, researcher have done an interview with 5 lecturers. According to them, students' soft skill are still lacking. It can be seen from students' behaviour in class which they are not paying attention to lecturer, they late in attending class, they must be rewarded with grade to keep active in class, their attitude when they met lecturer outside class, and lack of motivation to learn objects.

Based on background above, problem in this research is what factors that build business administration students' soft skill?. The purpose of this research is to know what factors that build business administration students' soft skill.

2. Review of Literature

Soft Skills: According to [10], "Soft skill is complement for hard skill. This kind of skill is part of one's intellectual intelligence and usually it becomes requirement to get a certain job." Types of soft skill [3] are :

a. Communication Skills
According to [10] , communication is a process to deliver information such as messages, ideas, or concepts from one side to anothir which aims to affect both sides. In daily life, communication is very important bacause it delivers messages and can be used to interact with others.

b. Presentation Skills
Presentation is delivering process of one idea or information in front of public. In presentation, a presenter is not only delivering information but also exploring himself. To do a great presentation, a presenter must have ability in maintaining confidence [1].

c. Proactive Skills
Proactive is a paradigma where we see ourself as source to everything happened. According to [4], a proactive person is run by thoughtful and selected values. In other words, proactive people tend to act based on their plan that has been set from the beginning and have positive minds to everything happened in their life.

d. Planning Skills
According to [14], planning includes defining company's goal, setting strategy to achieve goal, and developing plan to combine and coordinate activities. Planning skill means someone is able to define his goal and steps that matter to achieve his goal.

e. Self-understanding Skills
Self understanding is one's attitude that oriented in developing individual quality and as a base to interact and relate with others ethically [8].

f. Time Management Skills

Time management is an important aspect that person must have to get succesfull job and increase life quality. Time management skill is very important to achieve success in many skills related to job [7].

g. Problem Solving Skills

According to [11] problem appears because challenge, hesitancy, confusion, ambiguity, obstacle and barrier, gap between phenomena and daily routine. Problem solving skill depends on how a person make useful representation about problem so that problem can be seen from different point of view and find solution.

h. Stress Management Skills

Stress is psychofic phenomena and can be experienced by anyone regardless their age, gender, job, or social status [10]. Stress can lead both positive and negative impact to a person. Through stress management, someone can control their stress so they can divert negative impact of their stress to positive one.

i. Personal Effectiveness Skills

According to [7], "Effectivity is measurement which means achieving goal that has been set before". Each person surely has goal in their life. In personal effectiveness skill means ability to achieve goal that has beens et before.

3. Research Methods

This research uses Principal Component Analysis. Principal Component Analysis (PCA) is one of factor analysis method which use total variance in its analysis. This method generates factor with least error and specific variance. The purpose of PCA is to know how many minimal factors that can be extracted in this method [16]. Research model used by a writer are as follow:
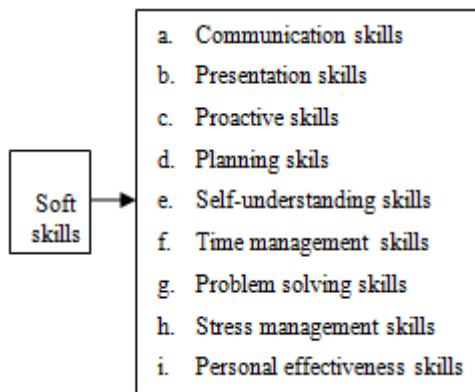

Figure 3.1: Research Model

Sample Selection : Population in this research is all business administrastion students which enter college at 2011 with amount of 221 students. Sample in this research are 150 students and use propotionate stratified random sampling [14].

Result

a. KMO and Bartlett's Test of Sphericity

KMO and Bartlett's Test of Sphericity use whether factor analysis can be done in this research. This research uses 9 variables as describe in 35 items quessionaire statements.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	508.203
	df	36
	Sig.	.000

Figure 3.1: KMO andBartlett's Test of Sphericity

Figure 3.1 shows KMO Measure of Sampling Adequacy(MSA) at 0.856 and it is bigger than 0.5, which means that factor variables can be extracted in factor analysis. Bartlett's Test of Sphericity can be seen from chi square value which is at 508.203 with significance 0.000 means that there is correlation between 9 variables and it is 100% reliable.

b. Anti Image Matrices and Communalities

Table 3.1: Anti Image Matrices

No.	Factors	MSA
1.	Communication skills	0,755
2.	Presentation skills	0,812
3.	Proactive skills	0,884
4.	Planning skills	0,861
5.	Self understanding skills	0,885
6.	Time management skills	0,879
7.	Problem solving skills	0,824
8.	Stress management skills	0,909
9.	Personal effectiveness skills	0,904

From each MSA value in Table 3.1 shows that none factor has MSA below 0.5 which means all 9 factors can build students' soft skill. So, no need to reanalyze data and it can be extracted in next step.

Table 3.2: Communalities

	Initial	Extraction
Communication skills	1.000	.334
Presentation skills	1.000	.548
Proactive skills	1.000	.597
Planning skills	1.000	.601
Self understanding skills	1.000	.393
Time management skills	1.000	.592
Problem solving skills	1.000	.480
Stress management skills	1.000	.338
Personal effectiveness skills	1.000	.457

Communalities are total variance in original variable that can be explained with existence factors. From Table 3.2 above, communication skill has communalities at 0.334 which means 33.4% variance in communication skill can be explained by factor created, and so on.

c. Factoring

This research uses Principal Component Analysis (PCA) which uses total variance and generate least specific and error variance. To determine new factor can be done by seen eigenvalue.

According to Total Variance Explained table, there are 9 factors that extracted in factor analysis and if each factor has variance = 1, so total variance is 9x1 = 9. If those factors are

summarized to component or factor created, so variance explained from component created is :

Component 1 : 4,339/9 x 100% = 48,209%

It shows that one component created can explain 48.209% of original factor. From PCA result also shows that there is only one factor created, because second to ninth components have eigenvalue <1 so factoring process stops at first component.

d. Grouping

After factoring process, the next step is grouping factors. Grouping means determine each original variables to new factor created based on component matrix for each factor. In this research there is only one variable created and based on component matrix correlation value, all variables are belong to variable 1. Because there is only one variable created, no need to do factor rotation. Component factor 1 can be seen through Table 3.3 below :

Table 3.3: *Component* Factor I

No.	Variable Factor	Factor Loading
1.	Communication skills	0,578
2.	Presentation skills	0,740
3.	Proactive skills	0,773
4.	Planning skills	0,775
5.	Self understanding skills	0,627
6.	Time management skills	0,769
7.	Problem solving skills	0,693
8.	Stress management skills	0,581
9.	Personal effectiveness skills	0,676

All 9 variables belong to component factor 1who has variance 48.209% so it means that this factor is main factor that build studemts' soft skill.

e. Labelling

From 9 variables extracted in factor analysis, there is only one factor created. Its name is personal management skill because all of original variables are ability within one self. Personal management skill consists of communication skills, presentation skills, proactive skills, planning skills, self-understanding skills, time management skills, problem solving skills, stress management skills, and personal effectiveness skills. Those are ability within one self, which personal management skill is combination of skills, attitude, and behaviours required to get, keep and progress on a job to achieve the best result [8].

4. Conclusion

Based on students' soft skill factor analysis shows that there is one factor that build soft skill, it is personal management skill and has variance 48.209% which means personal management skill can explain 48.209% of original variables. Based on research findings, students already have good communication skills, proactive skills, planning skills, self-understanding skills, time management skills, stress management skills, and personal effectiveness skills. Students just need to explore it a little bit more so that those skills can be brought to workplace. But, students'

presentation skills and problem solving skills are still lacking and they need to improve it.

References

[1] Amini, Soleh. (2012). *Presentasi Pembelajaran Model Active Learning.* Seminar Nasional Pendidikan Karakter : 50 – 54.

[2] Atkinson, Rita L, Richard C. Atkinson, Ernest R. Hilgard. (1983). *Pengantar Psikologi.* Jakarta : Erlangga.

[3] Choudary, Daggubati Vasanth. (2014). *The Importance of Training Engineering Students in Soft Skills.* International Monthly Refereed Journal of Research In Management & Technology Vol. III, January 2014 : 61-64.

[4] Covey, Stephen R. (2010). *7 Habits of Highly Effective People.* Tangerang : Binarupa Aksara Publisher.

[5] Elfindri. (2011). *Soft Skills Untuk Pendidik.* Jakarta : Baduose Media.

[6] Green, Julie M, Elizabeth M. Hughes, Joseph B. Ryan. (2011). *The Use of Assistive Technology To Improve Time Management Skills of a Young Adult With an Intellectual Disability.* Journal of Special Education Technology Volume 26 No. 3 : 17-24.

[7] Handayaningrat, Soewarno. (1994). *Pengantar Studi Ilmu Administrasi dan Management.* Jakarta : Haji Masagung.

[8] Harris, Dan. (2013). *Alternative Development Practice: The Role of Personal Conceptions of Development and Self-Understanding.* Victoria University of Wellington.

[9] Leraux, Janice A, Susan LaFleur. (1995). *Employability Skills : The Demands of The Workplace.* The Vocational Aspect of Education Volume 47 Issue 2 :189-196

[10] Mashudi, Farid. (2012). *Psikologi Konseling : Buku Panduan Lengkap dan Praktis Menerapkan Psikologi Konseling.* Yogyakarta : IRCiSoD.

[11] Mulyono, Iyo. (2011). *Dari Karya Tulis Ilmiah Sampai Dengan Soft Skills.* Bandung : Yrama Widya.

[12] Nazir, Mohammad. (2005). *Metode Penelitian.* Bogor : Penerbit Ghalia Indonesia.

[13] Noor, Juliansyah. (2011). *Metodologi Penelitian : Skripsi, Tesis, Disertasi, dan Karya Ilmiah.* Jakarta : Kencana.

[14] Robbins, Stephen P, Timothy A. Judge. (2008). *Perilaku Organisasi : Organizational Behavior.* Jakarta : Salemba Empat.

[15] Sailah, Illah. (2008). *Pengembangan Soft Skills di Perguruan Tinggi.* Jakarta : Tim Kerja Pengmbangan Soft Skill Direktorat Jendral Pendidikan Tinggi.

[16] Simamora, Bilson. (2005). *Analisis Multivariat Pemasaran.* Jakarta : PT Gramedia Pustaka Utama.