

The Influence Of Competence And Job Satisfaction On The Performance Of Midwives In The City Of Tasikmalaya

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ABSTRACT

Purpose this research is aimed at building a hypothetical model regarding the influence of competency level, job satisfaction level, strength of employer branding and employee engagement on the performance level of midwives in Tasikmalaya City. The results of the research can be applied by the Health Service to achieve increased performance of midwife health workers in order to fulfill one of the people's basic rights, namely the right to obtain maximum health services. Theoretical Framework: In this research, organizational behavior is used as a grand theory. Robbins (2022) revealed that organizational behavior is the study of what people do in an organization and how their behavior affects organizational performance. Organizational behavior specifically pays attention to situations related to work, so that organizational behavior emphasizes behavior related to problems such as work, absenteeism, job turnover, productivity, human performance, and management. The research method used is an explanatory survey approach to explain the relationship between variables through hypothesis testing in the field. Research that uses descriptive surveys and explanatory survey methods is carried out by collecting information from samples directly at the scene of the incident (empirical) through questionnaires with the aim of finding out the opinions of the samples regarding the research problem. And this research uses the Partial Least Squares Structural Equation Modeling analysis technique (PLS-SEM), to model many variables in research. Originality/Value: The Health Service to achieve increased performance of midwife health workers in order to fulfill one of the people's basic rights, namely the right to obtain maximum health services. that the performance that has been carried out by the midwives is in accordance with the number of activity cycles that must be completed and in accordance with the SOP at the relevant agency. Meanwhile, the lowest index is in the work quality indicator dimension in item 2 regarding the level of work results based on employee skills in completing work and employee skills in carrying out tasks assigned to them with a percentage score of 69.59. This shows a lack of skills, knowledge and the workload given makes the work results given by midwives less than optimal.

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1. Introduction

In order to improve the implementation of an efficient, effective, clean and responsible government, Presidential Regulation no. 29 of 2014 concerning Government Agency Performance Accountability System (SAKIP). Government Agency Performance Accountability is the embodiment of the obligation of a government agency to be accountable for the success or failure of implementing the organization's vision and mission in achieving the goals and targets that have been set through periodic accountability tools. The Tasikmalaya City Health Service, as one of the

implementing elements of government affairs, assists the Mayor of Tasikmalaya in the health sector, always improving its performance. Improving performance is expected to be able to increase the role and function of the department as a sub-system of the regional government system which seeks to fulfill the aspirations of the community. In order to measure the level of government performance and accountability, each agency needs to determine Key Performance Indicators (IKU).

Of the 13 main performance indicators for the Health Service in 2021, only 4 (four) indicators achieved the target, namely the results of the SAKIP assessment for the Health Service with a BB category score of > 70-80, meaning very good with good performance, accountable and having a reliable performance system; The SPIP maturity of the Health Service is good at level 3 (three), the community satisfaction index is in the good category, and the percentage of referral hospitals that meet the target of 75% are accredited. There is 1 (one) indicator that exceeds the target, namely the prevalence of stunting which managed to reach 14.8% from 19.10% as the tolerance target, while 8 (eight) other indicators are still not in accordance with the tolerated target.

Among the 8 (eight) performance indicators that are not in accordance with the tolerable targets are the coverage of maternal and infant mortality rates. The issues of maternal health, baby health and preventing the transmission of infectious diseases are currently still the main priorities in national development in the health sector as stated in the 2020-2024 National Medium Term Health Development Plan (RPJMN) document.

Health human resources are one of the subsystems in the National Health System (SKN) which plays an important and strategic role in implementing health efforts and achieving Universal Health Coverage (UHC) and Sustainable Development Goals (SDGs). One indicator of development success is the low Maternal Mortality Rate (MMR), Neonatal Mortality Rate (AKN) and increasing Life Expectancy (UHH).

Based on the global SDGs target, various efforts are needed to reduce MMR in Indonesia. Currently, Indonesia is the country with the highest MMR in Southeast Asia, with a tolerance target of 183 per 100,000 KH in 2024 and less than 70 per 1000 KH in 2030. Achieving a reduction in maternal mortality requires cross-program and sectoral support in order to equalize access to health services in all regions through improving the performance of the health system (health efforts, health human resources, pharmaceuticals and medical devices, drug and food control), as well as financial protection for the population.

According to Spencer and Spencer (2007), the competency dimension consists of 5 (five) types of characteristics, namely: motivation (consistent will which is also the cause of action); congenital factors (character and consistent response); self-concept (self-image); knowledge (information in a particular field); and skills (ability to carry out tasks).

Minchinton (2015) emphasized that through employer branding, companies can increase their sense of belonging, increase job satisfaction, strengthen engagement, increase motivation and reduce employee turnover. Companies must be able to clearly define the strategies that will be implemented in order to create a company image.

According to Paul Turner (2019) employee engagement is an area of organizational practice that has been placed within the subject of people or HR management but is increasingly seen in a broader organizational context because of its positive impact on various business, service or operational outcomes. The definition includes emotional and rational factors; about enthusiasm, passion, satisfaction, self-confidence, empowerment and positive attitudes.

Siegel and Lane (1982) stated that job satisfaction is that workers who are satisfied with their work feel happy with their work. Mathis and Jackson (2000) stated that job satisfaction is a positive emotional statement which is the result of evaluation and work experience.

Based on this, it is interesting to study more deeply the influence of competency, job satisfaction, employer branding, and employee engagement on the performance of midwives in Tasikmalaya City. Based on the background above, the focus of this research is to examine the influence of competency, job satisfaction, employer branding, and employee engagement on the performance of midwives in Tasikmalaya City. The formulation of this research question is as follows:

1. What is the description of the level of competence and job satisfaction, strengths

2. employer branding and employee engagement, as well as midwife performance levels in Tasikmalaya City?
3. Is there an influence of competence on the level of job satisfaction?
4. Is there an influence of competence on the strength of employer branding?
5. Is there an influence of competence on performance levels?
6. Is there an influence of the level of job satisfaction on the strength of employer branding?
7. Is there an influence of the level of job satisfaction on the strength of employee engagement?
8. Is there an influence of the level of job satisfaction on the level of performance?
9. Is there an influence on employer branding strength?
10. employee engagement?
11. Is there an influence of the strength of employer branding on performance levels?
12. Is there an influence of the strength of employee engagement on performance levels?
13. Is there an influence of competence on performance levels mediated by job satisfaction?
14. Is there an influence of competence on performance levels mediated by job satisfaction and employer branding?
15. Is there an influence of competence on performance levels mediated by job satisfaction and employee engagement?
16. Is there an influence of competence on performance levels mediated by employer branding?
17. Is there an influence of competency on performance levels mediated by employer branding and employee engagement?
18. Is there an influence of competency on performance levels mediated by job satisfaction, employer branding and employee engagement?

Literatur Review

Strategic Human Resource Management

Juniarsih (2008) revealed that human resources are a very vital organizational asset, so their role and function cannot be replaced. The modern technology used and the large amount of funds prepared are meaningless without professional human resources.

Dessler (2020) revealed that strategic human resource management means efforts made to produce employee competencies and behavior needed by the company to achieve the organization's strategic goals by formulating and implementing human resource policies and practices. Kramar (2014) strategic human resource management can be considered as a planned pattern of human resource deployment and activities intended to enable an organization to achieve organizational goals.

Armstrong (2003) said that the role of strategic human resource management is implemented in various activities including: strategic planning; strategic attraction and selection of human resources; strategic training and development of human resources; strategic work assessment; strategic compensation; and strategic management and employee relations. All of these strategic aspects need to be formulated correctly so that the organization's strategic goals can be realized. According to Farchan (2016), strategic human resource management is a method of recruiting, creating, rewarding and maintaining workers for the benefit of employees as individuals and the company as a whole.

Subiantoro (2020) explains that Strategic Human Resources Management is an initiative to involve and organize the people involved to support the strategy of an organization as a whole. Strategic management is a company's process of determining necessary to achieve goals. However, a company cannot achieve success when the people involved in the company do not match the company's mission and vision. Based on the above theory, an applied theory of strategic human resources management was developed to improve employee performance by paying attention to competency factors, employee satisfaction, employer branding, and employee engagement.

Competency Theory

McClelland (1973) said that competence is a basic characteristic of a person which is causally related to efficiency and better results in the world of work. Spencer (1993) argues that competence is defined as an individual's underlying characteristics that are causally related to effective criterion references and/or superior performance in a particular job or situation.

Based on the definition above, there are several meanings contained in it, namely:

1. The basic characteristics (underlying characteristics) of competence are part of a personality that is deep and inherent in a person and has behavior that can be predicted in various work assignment situations.
2. A causal relationship means that competence can cause or be used to predict a person's performance, meaning that if you have high competence, you will also have high performance.
3. Criteria (referenced criteria) are used as a reference for real competence and predict that someone can work well, measurably and specifically.
4. Competence is something that a person shows at work every day, so it means behavior at work, not personality traits or basic skills that exist outside the workplace or inside the workplace.

Based on the Decree of the Minister of Health of the Republic of Indonesia Number HK.01.07/MENKES/320/2020, there are 5 (five) types of competency characteristics:

1. Motives are things that a person consistently thinks or wants that cause actions. Motive is an activity that moves, directs and chooses behavior towards certain actions or goals and away from others.
2. Traits are physical characteristics and consistent responses to situations or information.
3. Self-concept is a person's attitudes, values, or self-image.
4. Knowledge is the information a person has in a particular content area.
5. Skills are the ability to perform certain physical or mental tasks.

Midwife Competency Standards consist of 7 (seven) competency areas derived from a description of the duties, roles and functions of Midwives. Each competency area has a definition, which is called core competency. Each competency area is broken down into several competency components, which are further detailed into the expected abilities at the end of education. Schematically, the arrangement of Midwife Competency Standards Midwife competency consists of 7 (seven) competency areas including: 1. Legal ethics and client safety, 2. Effective communication, 3. Self-development and professionalism, 4. Scientific basis of midwifery practice, 5. Clinical skills in midwifery practice, 6. Health promotion and counseling, and 7. Management and leadership.

Job Satisfaction Theory

In general, humans work to fulfill their individual needs. In carrying out their work, humans certainly have the hope that what they want will be in accordance with their expectations so that humans can achieve satisfaction at work. Job satisfaction is an individual thing. Each individual usually has a different level of satisfaction.

Agustini (2022) said that job satisfaction is an emotional state that is pleasant or unpleasant when employees view work. This can be seen in employees' attitudes towards their work, they will act positively if they feel satisfied or will even act negatively if they feel dissatisfied. Job satisfaction can of course influence employee work behavior such as being lazy, diligent, productive, and so on.

Robbins (2003) stated that job satisfaction is a general attitude towards a person's work that shows the difference between the amount of appreciation workers receive and the amount they believe they should receive. Rivai (2005) argues that job satisfaction is an evaluation that describes a person's feelings of attitude, happy or unhappy, satisfied or dissatisfied at work. Tangkilisan (2005) stated that job satisfaction is a pleasant or unpleasant emotional state of employees when viewing their work. Abdurrahmat (2006) believes that job satisfaction is a form of emotional attitude that is pleasant and loves the work one does.

Kartikasari, R. I., and Djastuti, I. P (2017) said that satisfaction Work is an employee's emotional state that is pleasant or unpleasant during work. Factors that influence job satisfaction include employee evaluations, feelings or overall attitudes towards work, including salary, social relationships at work, the work environment and the work itself. According to Yudha (2018), job satisfaction is an employee's emotional state, when there is or is not a certain point between the expected return value of the employee concerned. Employee remuneration includes financial and non-financial forms.

Employer Branding Theory

Employer branding was first coined by Ambler and Barrow (1996). Employer branding is a long-term strategy that aims to regulate the awareness and perception of workers, potential workers and stakeholders related to the company. Employer branding is a package of functional, economic and psychological benefits provided by work, and is identified with the employer company. Sustainable

corporate employee relationships provide a series of mutually beneficial changes, and are an integral part of a company's total business network.

The benefits that employer branding offers to employees are parallel to the benefits that conventional brands (products) offer to consumers: development and/or useful (functional) activities; material or monetary (economic) rewards; feelings of belonging, direction and purpose (psychological). Employer branding is believed to be an effort to increase loyalty while retaining the best people in the company.

Arasanmi, Christopher N. and Krishna, Aiswarya (2019) show that:

1. Perceived organizational support as employer branding affect employee retention.
2. Organizational support significantly influences employee organizational commitment (OC) as a predictor of employee retention.
3. There is a relationship between organizational support and employee retention, mediated by organizational commitment (OC).

Monteiro, Beatriz et al (2020) said that when employer branding is developed in a Small and Medium Enterprise (SME), employer branding directly and effectively contributes to the evolution and progress of the business, both economically and in the selection of talent, becoming a competitive advantage in the eyes of competitors. . Additionally, what employees say, think, and communicate about their company is critical to organizational success. This research makes it possible to strengthen the importance of employer branding in managing human resources in SMEs, because there are many advantages and benefits that can be generated in the form of talent attraction and retention.

Employee Engagement Theory

Shuck and Karen (2012) stated that there are 6 (six) main dimensions in measuring employee engagement:

1. Vigor is an employee's readiness to work with enthusiasm and optimally devote energy and thought to work.
2. Dedication is a strong dedication and feeling of meaningfulness in one's field of work so that one can work efficiently enthusiastic.
3. Absorption is an employee's attitude of appreciation so that they are always concentrated and serious in their work.
4. Cognitive is the knowledge possessed to support the implementation of work.
5. Emotional is the feeling that employees have in carrying out work.
6. Behavior is a clear natural reaction to positive cognitive appraisals and a willingness to invest personal resources.

Hewitt (2014) defines employee engagement as a psychological state and behavioral outcome that leads to better performance. The results of employees with high involvement are saying, staying and striving. The purpose of saying is to speak positively about the organization to other employees, coworkers and customers. The meaning of stay means they have the desire and sense of belonging to be part of the organization. Meanwhile, strive means that employees have motivation and use effort and try better to achieve goals so that they can be successful for the organization. The following are factors that support employee engagement, namely company/organization practices, organizational principles, work, performance, leadership and organizational image.

Employee Performance Theory

Robbins (2022) states that employee performance is a function of the interaction between ability and motivation. There are five indicators to measure or determine employee performance, namely work quality, quantity, timeliness, effectiveness and independence.

According to Gibson (1997), performance is often defined as the achievement of tasks, and the term task itself comes from thinking about the activities required by workers. Performance as a result of work related to organizational goals such as quality, efficiency and other effectiveness criteria. Performance reflects how well and how appropriately an individual meets job demands.

McKenna and Beech (1995) convey performance indicators that are used to assess individual employee performance in the form of: knowledge, abilities and skills on the job/competence, work

attitudes, expressed as enthusiasm, commitment and motivation, quality of work, interactions, for example communication skills and abilities. to connect with other people in a team.

According to Simanjuntak (2016) performance is the level of achievement of results for carrying out certain tasks. Each person's performance is influenced by factors, namely the individual competence of the person concerned, organizational support, and management support.

Prawirosentono (2008) stated that the factors that influence performance are effectiveness and efficiency; authority and responsibility; discipline; and initiative. Umam (2018) stated that the various types of performance assessments for organizations are as follows:

1. Compensation adjustments
2. Performance improvements
3. Training and development needs
4. Making decisions regarding placement of promotions, transfers, layoffs, layoffs, and workforce planning for employee research purposes
5. Helps diagnose employee design errors

Performance according to Dessler (2000:41) states performance as work performance or comparing work results with established standards. Performance is a work result that is closely related to the organization's strategic goals, customer happiness, and economic contribution (Armstrong and Baron, 1998:15). Performance as the act of completing work and the results of efforts, about what is done and how to do it. According to Mangkunegara (2019) Performance is the result of work that can be achieved by a person or group of people in an organization, in accordance with their respective authority and responsibilities, in order to achieve the goals of the organization concerned legally, without violating the law and in accordance with morals and ethics.

Sinambela (2019) defines employee performance as the employee's ability to perform a certain skill. According to Schermerhorn, et al (1991) Performance is the quality and quantity of achieving tasks carried out by individuals, groups and organizations.

Performance is defined as the result of work carried out by someone in accordance with previously set targets. Performance shows the ability to complete work in a timely manner to meet organizational goals and targets. Performance is influenced by various factors, both intrinsic and extrinsic, namely (Mahmudah Enny, Ubhara Management Press, 2019):

1. Ability and expertise are the abilities or skills that a person has in doing a job. The more you choose your abilities and skills, the more you will be able to complete your work correctly, according to what has been determined.
2. Knowledge means knowledge about work, someone who has good knowledge about work will produce good work results, and vice versa.
3. Work design means that if a job has a good design, it will make it easier to carry out the job correctly and smoothly. Basically, job design is used to make it easier for employees to do their work.
4. Personality is a person's personality or character, everyone has a personality or character that is different from each other.
5. Work motivation is an encouragement for someone to do work. If employees have strong encouragement from the company and from within themselves, employees will be encouraged to do their work well.
6. Leadership is the behavior of a leader in organizing, managing and commanding his subordinates to carry out the tasks and responsibilities he has been given.
7. Leadership style is the style or attitude of a leader in dealing with or ordering his subordinates. In practice, this leadership style can be applied according to the conditions of the organization.
8. Organizational culture is the habits or norms that apply and are owned by an organization or company, this regulates things that apply and are generally accepted and must be obeyed by all members of a company or organization.
9. Job satisfaction is a person's feeling of happiness or joy or a feeling of liking before and after doing a job. Likewise, if someone is not happy or happy and does not like their work, this will affect the employee's work results. So job satisfaction can influence performance.

Measuring the performance of a supervisor's difficult and critical skills. There are four main stages in implementing performance appraisal, namely directing/planning, managing/supporting, reviewing/appraising, and developing/rewarding. A performance appraisal system must be able to accurately describe the typical performance of an employee. Performance measurement and assessment takes place periodically to review and evaluate individual performance.

Performance measurement can use several approaches. According to Robbins (2006) there are six indicators to measure performance, namely:

1. Quality, measured by the leadership's perception of the work produced
2. Quantity, calculating the amount produced
3. Punctuality, completion of work according to the specified time
4. Effectiveness, level of use of organizational resources
5. Independence, the level of individual ability to carry out work functions
6. Commitment, the level of individual attachment to responsibility for the organization.

2. Method

3. Results and Discussion

The result of research. Based on the results of research regarding

1. An overview of competency, job satisfaction, employee branding and employee engagement and the performance of midwives in Tasikmalaya City is in the quite good category.
2. Midwife competency has a significant positive effect on job satisfaction of midwives in the city of Tasikmalaya. This is based on the results of testing the direct effect hypothesis, the t-statistics results obtained were 44,845 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted., has a significant positive effect on employee branding of midwives in the city Tasikmalaya. This is based on the results of testing the direct effect hypothesis, the t-statistics results obtained were 17.073 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted., had a significant positive effect on the performance of midwives in the city of Tasikmalaya . This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 3.271 and the significance results (pvalue) obtained were 0.001 ($0.001 < 0.05$), so H_0 was rejected and H_a was accepted.
3. Midwife job satisfaction has a significant positive effect on employee branding of midwives in the city of Tasikmalaya. This is based on the results of testing the direct effect hypothesis, the t-statistics results obtained were 2.646 and the significance results (pvalue) obtained were 0.004 ($0.004 < 0.05$), so H_0 was rejected and H_a was accepted., has a significant positive effect on employee engagement of midwives in the city Tasikmalaya. This is based on the results of testing the direct effect hypothesis, the t-statistics results obtained were 2.008 and the significance results (pvalue) obtained were 0.023 ($0.023 < 0.05$), so H_0 was rejected and H_a was accepted., had a significant positive effect on the performance of midwives in the city of Tasikmalaya . This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 4.815 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
4. Employer branding does not have a significant positive effect on employee engagement of midwives in the city of Tasikmalaya. This is based on the results of testing the direct effect hypothesis, the t-statistics results obtained were 1.210 and the significance results (pvalue) obtained were 0.113 ($0.113 > 0.05$), so H_0 was accepted and H_a was rejected., had a significant positive effect on the performance of midwives in the city of Tasikmalaya . This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 5.359 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
5. Employee engagement of midwives has a significant positive effect on the performance of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 2.446 and the significance results (pvalue) obtained were 0.007 ($0.007 < 0.05$), so H_0 was rejected and H_a was accepted.
6. Job satisfaction is an intervening variable that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistics results obtained were 4,654 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
7. Job satisfaction and employee engagement are intervening variables that can mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistic result was 1.949 and

- the significance result (pvalue) was 0.026 ($0.026 < 0.05$), so H_0 was rejected and H_a was accepted.
8. Job satisfaction and employer branding are intervening variables that can mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistics results obtained were 3.007 and the significance results (pvalue) obtained were 0.001 ($0.001 < 0.05$), so H_0 was rejected and H_a was accepted.
 9. Employer branding is an intervening variable that can mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistical result was 5.867 and the significance result (pvalue) was 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
 10. Employer branding and employee engagement are not intervening variables, they are unable to mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistical result was 1.066 and the significance result (pvalue) was 0.144 ($0.144 > 0.05$), so H_0 was accepted and H_a was rejected.
 11. Job satisfaction, employer branding and employee engagement are not intervening variables, unable to mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistic result was .908 and the significance result (pvalue) was 0.182 ($0.182 > 0.05$), so H_0 was accepted and H_a was rejected.

The results of the descriptive test research are as follows

1. Based on the results of descriptive analysis in the form of respondents' responses regarding the competency of midwives working in the Tasikmalaya City area, a percentage score index result of 72.23 was obtained, the index results were in the quite good category. This shows that there are midwives' abilities in the form of mastery of problems, cognitive skills and behavioral skills, goals, temperament, self-concept, attitudes or values regarding public health and dealing with maternal pregnancy problems in the Tasikmalaya City area.
2. The highest average index value is in the ability indicator dimension in item 13 regarding the level of ability to try new things/be creative with a percentage score of 74.56. This shows that there are efforts by midwives to improve their abilities, by trying new things, in accordance with the knowledge and training provided. Meanwhile, the lowest index was in the attitude indicator dimension (attitude) in item 17 regarding the level of liking challenging work with a percentage score of 68.05. This shows that the lack of knowledge and training given to midwives is the cause of patients not liking work that is beyond their abilities.
3. Based on the results of descriptive analysis in the form of respondents' responses regarding job satisfaction for midwives working in the Tasikmalaya City area, a percentage score index result of 70.99 was obtained, the index results were in the quite good category. This shows that there is satisfaction from midwives working in the Tasikmalaya City area. The highest average index value is in the work discipline indicator dimension in item 8 regarding the level of satisfaction with supervision with a percentage score of 73.61. This shows that there is job satisfaction from the midwives, with work supervision from local leaders and agencies, so that all activities can be well coordinated. Meanwhile, the lowest index is in the indicator dimension of liking work and loving work in item 1 regarding the level of liking work and in item 4 regarding the level of conformity with desires/interests. with a respective score percentage of 68.88. This shows that the level of supervision that is too strict and the work discipline that is applied makes the midwives less likely to enjoy the work they are given.
4. Based on the results of descriptive analysis in the form of respondents' responses regarding employee engagement among midwives who work in the Tasikmalaya City area, a percentage score index result of 72.31 was obtained, the index results are in the quite good category. This shows that there is an effort made by the agency or leadership to understand the relationship between the organization and its employees. Employee engagement (EE) is an important factor for the success of an institution or company and can provide a competitive advantage for the company. So midwives who have high engagement are usually described as having a strong spirit of energy, loyalty, commitment and pride in the organization.
5. The highest average index value is in the vigor indicator dimension in items 1 and 3 respectively regarding the level of readiness of midwives to work with enthusiasm and the level of optimality in devoting energy when each results in a percentage score of 74.44. This shows that the midwives are ready to work enthusiastically by devoting energy to work. Meanwhile, the lowest index was in the absorption indicator dimension in item 6 regarding the level of appreciation when working with a percentage score of 69.11. This shows that there are some employees who work without concentration, so that often the tasks given by the leadership cannot be carried out optimally.
6. Based on the results of descriptive analysis in the form of respondents' responses regarding the performance of midwives working in the Tasikmalaya City area, a percentage index score of 70.55 was obtained, the index results were in the quite good category. This shows that there is quite good employee performance from the midwives who work in the Tasikmalaya City area

in serving patients or pregnant women and complying with all applicable regulations in the agency that oversees them.

7. The highest average index value is in the work quantity indicator dimension in item 3 regarding the level of unit work output and the number of activity cycles completed by employees so that employee performance can be measured through numbers with a percentage score of 72.19. This shows that the performance that has been carried out by the midwives is in accordance with the number of activity cycles that must be completed and in accordance with the SOP at the relevant agency. Meanwhile, the lowest index is in the work quality indicator dimension in item 2 regarding the level of work results based on employee skills in completing work and employee skills in carrying out tasks assigned to them with a percentage score of 69.59. This shows a lack of skills, knowledge and the workload given makes the work results given by midwives less than optimal.

Hypothesis Testing Findings

The estimated values for the formative measurement model must be significant. This level of significance was assessed using a bootstrapping procedure. The hypothesis in this research can be known from model calculations using the PLS bootstrapping technique. From the results of the bootstrapping calculations, the statistical t value for each relationship or path will be obtained. This hypothesis testing is set at a significance level of 5%. The hypothesis can be accepted if the significance value is <0.05 . Hypothesis testing in research II consists of path coefficient direct and indirect effects.

1) Direct Hypothesis Testing (Direct Effect)

Following are the results of direct hypothesis testing between variables, which obtained the following results:

Table 1. Testing the Direct Effect Hypothesis (*Direct Effect*)

Hypothesis	Structural	Original Sample (O)	t- Statistics (O/STDEV)	P	Conclusion
H1	competence -> Job Satisfaction	0.929	44.845	0.000	Reject Ho
H2	Competence -> Employee Branding	1.165	17.073	0.000	Reject Ho
H3	Competence -> Employee Performance	1.081	3.271	0.001	Reject Ho
H4	Job Satisfaction -> Employer Branding	0.193	2.646	0.004	Reject Ho
H5	Job Satisfaction-> Employee Engagement	0.121	2.008	0.023	Reject Ho
H6	Job Satisfaction -> Employee Performance	0.648	4.815	0.000	Reject Ho
H7	Employer Branding -> Employee Engagement	0.143	1.210	0.113	Accept Ho
H8	Employer Branding -> Employee Performance	1.513	5.359	0.000	Reject Ho
H9	Employee Engagement -> Employee Performance	0.682	2.446	0.007	Reject Ho

^a. Source: SmartPLS Data Processing Results

:Based on the direct effect hypothesis testing table (path coefficient), the following conclusions are obtained:

H1 : The Influence of Competency on Job Satisfaction

The results of hypothesis testing on the influence of competence on job satisfaction, obtained an original sample result of 0.929, with a t-statistic value of 44.845 and a significance result (pvalue) obtained of 0.000 ($0.000 < 0.05$), so Ho was rejected and Ha was accepted. So it can be stated that midwife competency has a significant positive effect on job satisfaction of midwives in the city of Tasikmalaya.

H2 : The Influence of Competency on Employer Branding

The results of hypothesis testing on the influence of competence on employee branding, obtained an original sample result of 1,165, with a t-statistic value of 17,073 and a significance result (pvalue) obtained of 0.000 ($0.000 < 0.05$), so Ho was rejected and Ha was accepted. So it can be stated that midwife competency has a significant positive effect on employee branding of midwives in the city of Tasikmalaya.

H3 : The Influence of Competency on Employee Performance

The results of hypothesis testing on the influence of competence on employee performance, obtained an original sample result of 1,081, with a t-statistic value of 3,271 and a significance result (pvalue) obtained of 0.001 ($0.001 < 0.05$), so Ho was rejected and Ha was accepted. So it can be stated that the competency of midwives has a significant positive effect on the performance of midwives in the city of Tasikmalaya.

H4 : The Influence of Job Satisfaction on Employer Branding

The results of hypothesis testing on the influence of job satisfaction on employee branding, obtained an original sample result of 0.193, with a t-statistic value of 2.646 and a significance result (pvalue) obtained of 0.004 ($0.004 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that midwife job satisfaction has a significant positive effect on employer branding of midwives in the city of Tasikmalaya.

H5: The Influence of Job Satisfaction on Employee Engagement.

The results of hypothesis testing on the influence of job satisfaction on employee engagement, obtained an original sample result of 0.121, with a t-statistic value of 2.008 and a significance result (pvalue) obtained of 0.023 ($0.023 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that midwife job satisfaction has a significant positive effect on employee engagement of midwives in the city of Tasikmalaya.

H6: The Effect of Job Satisfaction on Employee Performance

The results of hypothesis testing on the influence of job satisfaction on employee performance, obtained an original sample result of 0.648, with a t-statistic value of 4.815 and a significance result (pvalue) obtained of 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that midwife job satisfaction has a significant positive effect on the performance of midwives in the city of Tasikmalaya.

H7 : The Influence of Employer Branding on Employee Engagement

The results of hypothesis testing on the influence of employee branding on employee engagement, obtained an original sample result of 0.143, with a t-statistic value of 1.210 and a significance result (pvalue) obtained of 0.113 ($0.113 > 0.05$), so H_0 was accepted and H_a was rejected. So it can be stated that employee branding does not have a significant positive effect on employee engagement of midwives in the city of Tasikmalaya.

H8 : The Influence of Employer Branding on Employee Performance

The results of hypothesis testing on the influence of employer branding on employee performance, obtained an original sample result of 1.513, with a t-statistic value of 5.359 and a significance result (pvalue) obtained of 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that midwife employee branding has a significant positive effect on the performance of midwives in the city of Tasikmalaya.

H9 : The Influence of Employee Engagement on Employee Performance

The results of hypothesis testing on the influence of employee engagement on employee performance, obtained an original sample result of 0.682, with a t-statistic value of 2.446 and a significance result (pvalue) obtained of 0.007 ($0.007 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that employee engagement of midwives has a significant positive effect on the performance of midwives in the city of Tasikmalaya.

2) Indirect Hypothesis Testing (Indirect Effect)

The following are the results of indirect hypothesis testing between variables, which obtained the following results:

Table 2. Testing the Indirect Effect Hypothesis (*Indirect Effect*)

Hypot esis	Structural	Original Sample (O)	t- Statistics (O/STDEV)	P	Conclu sion
H10	Competence -> Job Satisfaction -> Employee Performance	0.602	4.654	0.000	Reject H_0
H11	Competence -> Job Satisfaction -> Employee Engagement -> Employee Performance	0.076	1.949	0.026	Reject H_0
H12	Competence -> Job Satisfaction -> Employer Branding -> Employee Performance	0.271	3.007	0.001	Reject H_0
H13	Competence -> Employee Branding -> Employee Performance	1.762	5.867	0.000	Reject H_0
H14	Competence -> Employee Branding -> Employee Engagement -> Employee Performance	0.114	1.066	0.144	Accept H_0
H15	Competence -> Job Satisfaction -> Employer Branding -> Employee Engagement -> Employee Performance	0.017	0.908	0.182	Accept H_0

^b Source: SmartPLS Data Processing Results

Based on the indirect effect hypothesis testing table (path coefficient), the following conclusions are obtained:

H10 : The Effect of Competency on Performance through Job Satisfaction

The results of hypothesis testing obtained an original sample result of 0.602, with a t-statistic value of 4.654 and a significance result (pvalue) obtained of 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that job satisfaction is an intervening variable that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya.

H11 : The Effect of Competency on Performance through Job Satisfaction and Employee Engagement

The results of hypothesis testing obtained an original sample result of 0.076, with a t-statistic value of 1.949 and a significance result (pvalue) obtained of 0.026 ($0.026 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that job satisfaction and employee engagement are intervening variables that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya.

H12 : The Effect of Competency on Performance through Job Satisfaction and Employer Branding

The results of hypothesis testing obtained an original sample result of 0.271, with a t-statistic value of 3.007 and a significance result (pvalue) of 0.001 ($0.001 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that job satisfaction and employee branding are intervening variables that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya.

H13 : The Influence of Competency on Performance through Employee Branding

The results of hypothesis testing obtained an original sample result of 1,762, with a t-statistic value of 5,867 and a significance result (pvalue) obtained of 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted. So it can be stated that employee branding is an intervening variable that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya.

H14 : The Influence of Competency on Performance through Employer Branding and Employee Engagement

The results of hypothesis testing obtained an original sample result of 0.114, with a t-statistic value of 1.066 and a significance result (pvalue) obtained of 0.144 ($0.144 > 0.05$), so H_0 was accepted and H_a was rejected. So it can be stated that employer branding and employee engagement are not intervening variables, unable to mediate the influence of competency on the performance of midwives in the city of Tasikmalaya.

H15 : The Effect of Competency on Performance through Job Satisfaction Employer

Branding and Employee Engagement

The results of hypothesis testing obtained an original sample result of 0.017, with a t-statistic value of 0.908 and a significance result (pvalue) obtained of 0.182 ($0.182 > 0.05$), so H_0 was accepted and H_a was rejected. So it can be stated that job satisfaction, employee branding and employee engagement are not intervening variables, unable to mediate the influence of competency on the performance of midwives in the city of Tasikmalaya.

4. Conclusion

Based on the results of research regarding "The Influence of Competency, Job Satisfaction, Employee Branding and Employee Engagement on the Performance of Midwives in Tasikmalaya City", the following results were obtained:

1. An overview of competency, job satisfaction, employee branding and employee engagement and the performance of midwives in Tasikmalaya City is in the quite good category.
2. Midwife competency has a significant positive effect on job satisfaction of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 44,845 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
3. Midwife competency has a significant positive effect on employee branding of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-

- statistics results obtained were 17.073 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
4. Midwife competency has a significant positive effect on the performance of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 3.271 and the significance results (pvalue) obtained were 0.001 ($0.001 < 0.05$), so H_0 was rejected and H_a was accepted.
 5. Midwife job satisfaction has a significant positive effect on employee branding of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 2.646 and the significance results (pvalue) obtained were 0.004 ($0.004 < 0.05$), so H_0 was rejected and H_a was accepted.
 6. Midwife job satisfaction has a significant positive effect on employee engagement of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 2.008 and the significance results (pvalue) obtained were 0.023 ($0.023 < 0.05$), so H_0 was rejected and H_a was accepted.
 7. Midwife job satisfaction has a significant positive effect on the performance of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 4.815 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
 8. Employee branding does not have a significant positive effect on employee engagement of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 1.210 and the significance results (pvalue) obtained were 0.113 ($0.113 > 0.05$), so H_0 was accepted and H_a was rejected.
 9. Employee branding of midwives has a significant positive effect on the performance of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 5.359 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
 10. Employee engagement of midwives has a significant positive effect on the performance of midwives in the city of Tasikmalaya. This is based on the results of direct effect hypothesis testing, the t-statistics results obtained were 2.446 and the significance results (pvalue) obtained were 0.007 ($0.007 < 0.05$), so H_0 was rejected and H_a was accepted.
 11. Job satisfaction is an intervening variable that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistics results obtained were 4.654 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
 12. Job satisfaction and employee engagement are intervening variables that can mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistics results obtained were 1.949 and the significance results (pvalue) obtained were 0.026 ($0.026 < 0.05$), so H_0 was rejected and H_a was accepted.
 13. Job satisfaction and employee branding are intervening variables that can mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistics results obtained were 3.007 and the significance results (pvalue) obtained were 0.001 ($0.001 < 0.05$), so H_0 was rejected and H_a was accepted.
 14. Employee branding is an intervening variable that can mediate the influence of competence on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistics results obtained were 5.867 and the significance results (pvalue) obtained were 0.000 ($0.000 < 0.05$), so H_0 was rejected and H_a was accepted.
 15. Employee branding and employee engagement are not intervening variables, they are unable to mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistical result was 1.066 and the significance result (pvalue) was 0.144 ($0.144 > 0.05$), so H_0 was accepted and H_a was rejected.
 16. Job satisfaction, employee branding and employee engagement are not intervening variables, unable to mediate the influence of competency on the performance of midwives in the city of Tasikmalaya. This is based on the results of testing the indirect effect hypothesis, the t-statistic result was .908 and the significance result (pvalue) was 0.182 ($0.182 > 0.05$), so H_0 was accepted and H_a was rejected.

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