

A RADIO ANNOUNCER: STRESS LEVEL & PERFORMANCE IMPACT ON RETAILERS INTENTION TO ADVERTISE

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Abstract---The stress level on Indonesia radio announcer has reach 50,30% for past two years. Their obligations to connect with wider public are indeed challenge even though it is only known by its voice. In addition, this profession also requires caution with words that are issued when on air. What's more, the radio broadcasting profession in Indonesia ranks sixth out of the 9 most stressful jobs in years 2015. The Indonesian National Private Broadcast Radio Association (PRSSNI) state advertising expenditure on radio (Radex) reaching 1.2 trillion IDR until the end of the third quarter of year 2017. The portion of radex relatively lower compared another media; otherwise advertising is the biggest revenue for radio. This examination plans to test the effect of radio broadcaster work anxiety on the intention to promote moderate by performance, 50 samples taken with simple random sampling from consumer in city of Bandung, Indonesia that advertise on radio x. Partial Least Square Square (PLS) utilized for data investigation, the results shown performance play important role in rising or lower impact of work stress level on intention to advertise, this mean performance proven as moderating variable and work stress level impact positively on intention to advertise.

Keyword---radio, announcer, work stress, intention to advertise, performance

I. INTRODUCTION

Radio transmitter was first established in Indonesia on September 11, 1945 namely Radio Republik Indonesia (RRI), which has the function of disseminating information and playing songs. In the midst of the dominance of television and internet media, the question is whether radio media is still listening. The Nielsen Radio Audience Measurement (RAM) survey proves that radio still has loyal listeners. Nielsen RAM is a radio audit survey of more than 8,400 respondents aged 10 years and over in 11 cities in Indonesia (Surabaya, Banjarmasin Makassar, Surakarta, Palembang, Medan, Bandung, Jogjakarta, Denpasar, Semarang, and Jakarta,). The establishment of an organization called a radio station, of course, requires workers who are creative and able to make entertainment as an attraction for both listeners and advertisers. The factor that is considered the most potential in providing competitive advantage for organizations is that human resources in this case are radio announcer, and related to how to manage these resources in order to have optimal performance, according to an interview with one of the Program Directors of one of the radio stations in Bandung. According to the Nielsen Radio Audience Measurement data in the fourth quarter of 2017, listeners from several radio stations in Bandung experienced a decrease in the number of listeners, some indicators of the decline in the number of radio listeners were the fewer song requests and the number of advertisers who entered the radio station. The Nielsen study states on Kompas.com

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that consumption of digital media and conventional media in year 2018 complementary in everyday life. It's just that, the portions are different for each generation. Suppose Generation Z (10-19 years old), 97 % Generation Z still watch television, 50 % access the internet, 33 % listen to radio, 7 % watch pay television, and 4 % read print media. For Millennials (20-34 years), 96 % of them watch television and 58 % access the internet. The opposite is Generation X (35-49 years) who watch television (97 %), listen to radio (37 %) and access the internet (33 %). From data above, it can be said that advertising on radio is still in demand because the number of radio listeners is still high with the presence of digital radio, which opens up wide opportunities for a product or service from retailers to be promoted. Unfortunately advertising on radio is undeniably related to the delivery of announcer, this phenomenon supports the statement from Lamb *et.al*(2018) which states that in advertise on radio the role of announcer is important because there no visual treatment, short publicizing life of message, high recurrence required to produce appreciation and maintenance, interruptions from foundation sound, business mess (Lamb, Hair, Mc. Daniel: 2018).

In previous studies (Perdana, 2012) high work stress affected the performance of announcer. In this study most broadcasters said that they often experience stress on their jobs, get work pressure, job instability, job uncertainty, no support from work, and high workload. Based on interviews with the radio secretary said that there was a change in work which initially only held one job now in two. As a result, in the third quarter the results of performance achievement experienced a decline in financial terms. The data and facts mentioned above illustrate that work stress has impact the performance and work performance raise intention to advertise. This research is intended to find out whether work stress and work performance can intention to advertise.

II. LITERATURE STUDY

Work Stress

Gibson and friends (2011: 339), argued that job stress is an adjustment response mediated by individual complexities just as mental techniques that are a result of any outside action (condition), situation, or occasion that determines psychological demand and or physically excessive to someone. Robbins (2015) stated work stress as a powerful condition wherein an individual is arranged with a chance, hindrance, or request that is related to what is exceptionally attractive and the outcomes are seen as questionable and significant. The dimensions of work stress according to Cooper in Veithzal & Sagala (2010: 314) namely: a) Job conditions, b) Role, c) Career development, d) Job security. e) Organizational structure.

Announcer Performance

The real foundation in an organization is performance. If there is no performance, all parts of the organization cannot reach the goal. Some experts put forward the definition of performance, in this research the term of announcer performance refer to employee performance. According to Mangkunegara (2012: 67), states the work results in quality and amount accomplished by a representative in completing his obligations as per the duties given to him, then Prawirosentono (2011: 2), states the work results that can be achieved by someone or groups of people in an organization in accordance with the authority and responsibility of each in the framework of efforts to achieve the destinations of the applicable association lawfully not abusing the law and as per ethics and morals.

Dimensions of Announcer Performance

To make it easier for managers to assess employee performance, several aspects or criteria are classified into performance. According to experts about the dimensions and indicators of employee performance, Handerson in Wirawan (2011: 53) states "The dimensions of performance are the qualities or faces of a job or activities contained in the workplace

that are conducive to measurement". This study the author uses the dimensions and indicators of performance according to Wirawan (2012: 67), namely: 1) Quality of work2) The quantity of work 3) Responsibility 4) Cooperation 5) Initiatives.

Intention to Advertise

In this study the intention to advertise refers to the theory of intention to buy Schiffman and Kanuk (2013:25), explain that outside impacts, attention to needs, item presentation and elective assessment are things that can prompt shopper purchasing interest. This outside impact comprises of promoting endeavour's and social components. As indicated by Kotler, Bowen and Makens (2017) the purchaser choice procedure comprises of five phases: need acknowledgment, data search, assessment of choices, buy choice, and post buy conduct. In the assessment organize, the purchaser positions marks in the deciding set and structures buy goals. As per Kotler& Keller (2016), a buyer's purchasing conduct is affected by social, social, and individual components. Of these, social components apply the broadest and most profound impact.

Dimensions of Intention to Advertise

According to Ferdinand (2014, p. 129), purchasing interest can be recognized through the going with pointers: a) Transactional intrigue, in particular the inclination of somebody to purchase an item; b) Refractive intrigue, to be specific the propensity of somebody to allude items to other people. c) Preferential intrigue, to be specific intrigue that depicts the direct of someone who has the guideline tendency for the thing. This tendency must be displaced if something happens with the thing. d) Interest in examinations, this speaks to the direction of someone who is constantly scanning for information about the things he is enthused about and looking for information to help the positive traits of the thing.

Theoretical Framework

In a previous study conducted by Gafar (2012), the consequences of relapse examination show that individual stressor factors have a positive relationship to employee performance as indicated by variable coefficients where individual stressor factors are positive, whereas organizational stressors have a positive relationship to employee performance. Previous research conducted by Hadani (2008) entitled "Analysis of the effect of service performance on buying interest" at PT. Sriwijaya Air district Semarang. Descriptive analysis results show that four variables, namely Pre Flight Service performance, Inflight Service performance, Post Flight Service performance and service quality have a significant influence on buying interest. The results of previous studies indicate that performance has a strong effect on buying interest. This research is a combination of several phenomena, such as work stress, employee performance and buying interest. Job stress possessed by radio broadcasters is considered to affect the performance of radio announcer, and the performance of radio broadcasters as the spearhead of a radio station is considered to influence clients in their interest in buying ad slots on a radio station. This can be illustrated in the research model below:

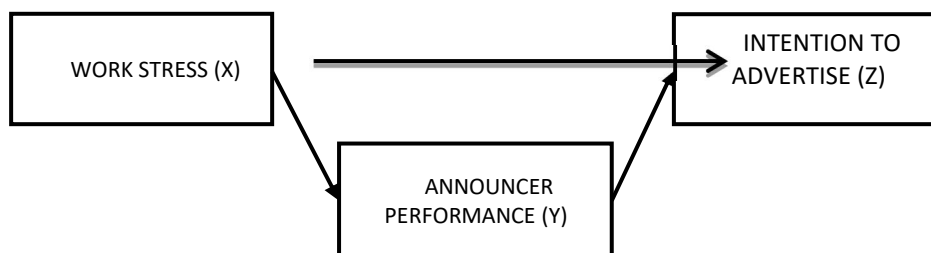


Figure 1: Research model

Source: Wirawan (2012:67), Ferdinand (2014:129) and Veithzal & Sagala (2010:304) Adopted for this research

III. METHODOLOGY

Scientists and chief to comprehend the issues looked by purchasers and believe that they are aware of the considerable number of issues they ought to address, however, once an investigation begins, members can uncover new issues that they see to be of more significance, and these issues can drive inventive advertising choices (Malhotra, 2017). Populace inside this exploration is customer retail who publicize in radio in Bandung city, Indonesia that is customer at different 5 top radios in Bandung. The example is a subgroup of the population selected for participation in the study. (Malhotra, 2017). An analyst needs to measure or understand the issue under information investigation strategies, from the perspective of participants with providing the technique (Malhotra, 2017), inside this regard, the most requesting proposed information investigation procedure for this examination is halfway least square technique. The technique picked was non-probability examining in light of the fact that an inspecting list was not available. Non-probability relies on the personal judgement of the researcher rather than on chance to select sample elements. Judgemental is a form of convenience sampling in which the population elements are selected based on the judgement of the researcher. The researcher, exercising judgement or expertise, chooses the elements to be included in the sample because it is believed that they are representative of the population of interest (Malhotra, 2017). Respondent as test in this examination is all customer in Bandung city, West Java the rank itself given dependent on PRSSNI information on year 2018.

Number of tests utilized is 50 respondents; at that point the quantity of polls will be conveyed to 50 respondents. The rundown of customer that speak to populace are: 1) Services Retailer, 2)Grocery and Fashion Retailer, 3)Theme park, 4) Tobacco Retailer, 5) Telecommunication Provider. Every customer will be spoken to by 10 respondent or customer, so the incentive for 5 customers will be $5 \times 10 = 50$ respondents in Bandung City. For information investigation, legitimacy, unwavering quality and theory testing utilized in this exploration is incomplete least square helped by XLSTAT programming for information preparing. Halfway Least Square (PLS) is a piece of Structural Equation Modelling (SEM). This PLS strategy is another technique that has been broadly utilized in research since it can utilize the quantity of tests less (Abdillah and Hartono, 2015).

OPERATION VARIABLES

Work Stress (X)

- a) The work conditions in it contain workloads of internal factors, workloads of external factors and work schedules
- b) Unclear roles in a job.
- c) Interpersonal factors which include work results and a good social support system; and management's attention to the work of employees.
- d) Career development, whether an employee gets a promotion that is lower than his ability, or gets a promotion that is higher than his ability. And job security.
- e) Organizational structure, can help employees understand the work environment; clear supervision that matches the standards of organization and employee involvement in making decisions.

Employee Performance (Y)

- a) Quality of work, Demonstrates tidiness, exactness, pertinence of work results without dismissing the volume of work. A decent nature of work can keep away from the degree of blunders in the fulfillment of a vocation that can profit the organization's advancement.
- b) Quantity of work, demonstrating the quantity of sorts of work completed at once so productivity and viability can be done as per the destinations of the organization.
- c) Responsibility, Shows how much the representative is in tolerating and completing his work, is in charge of the work results and the offices and foundation utilized and his work conduct each day.
- d) Cooperation, Willingness of representatives to take an interest with different representatives vertically and on a level plane both inside and outside the work so the consequences of the work will be better. Initiatives, Initiatives from members of the company to do work and overcome problems in the work without waiting for orders from superiors or showing responsibility in the work that is an obligation of an employee.

Intention to Buy (Z)

- a) Transactional intrigue, to be specific the inclination of somebody to purchase the item.
- b) Referential intrigue, to be specific the propensity of an individual to reference the item to other people.
- c) Preferential interests, for example interests that portray the conduct of somebody who has an essential inclination for the item, where this inclination must be supplanted if something occurs with its favored item.
- d) Interest explorative, the intrigue that depicts the conduct of an individual who is continually searching for data about the results of intrigue and look for data to help the positive attributes of the item being referred to.

HYPOTHESIS TESTING

The hypothesis to be verified in this exploration is connected with the nearness/nonattendance of the impact of autonomous factors. Theory testing performed is trying the invalid speculation (H_0) and elective Hypothesis (H_a). The invalid speculation (H_0) expresses the connection coefficient is unimportant, while the elective theory (H_a) expresses that the relationship coefficient implies/critical. Plan of the Null Hypothesis (H_0) and Alternative Hypothesis (H_a). Hypothesis proposed the measurable theory as pursues:

1. $H_{a1}: r \neq 0$: Work stress impact on announcer performance.
 $H_{01}: r = 0$: Work stress doesn't impact on announcer performance.
2. $H_{a2}: r \neq 0$: Announcer performance impact on intention to advertise.
 $H_{02}: r = 0$: Announcer performance doesn't impact on intention to advertise.
3. $H_{a3}: r \neq 0$: Work stress impact directly on intention to advertise
 $H_{03}: r = 0$: Work stress doesn't impact directly on intention to advertise.

IV. RESULTS AND DISCUSSION

Questionnaire Validity and Reliability

Table 1: Cross-loadings (Monofactorial manifest variables / 1)

	Work Stress	Intention to Advertise	Announcer Performance
Job Conditions	0.9535	0.7629	0.8023
Role	0.9335	0.7318	0.7929
Career Development	0.9260	0.7261	0.7014
Job Security	0.9248	0.6754	0.7049
Organizational Structures	0.8974	0.8089	0.8552
Transactional Interest	0.7231	0.8681	0.7905
Refractive Interest	0.6520	0.8825	0.6629
Preferential Interest	0.7226	0.8124	0.8170
Interest in Exploration	0.6520	0.8825	0.6629
Quality Performance	0.7993	0.7541	0.8646
Quantity of Work	0.7605	0.7662	0.9097
Responsibility	0.7543	0.7738	0.9487
Cooperation	0.7812	0.8283	0.9481
Initiatives	0.7420	0.8173	0.9159

Source: Data Running By XLSTAT Software

From Table 1 over, the consequences of information preparing from surveys utilizing XLSTAT programming show the pointer in joined legitimacy estimation of every factor has a factor stacking more than 0.50 methods the announcement in the poll legitimate and can speak to the factors o work pressure, host execution and goal to publicize in this investigation, the higher the factor stacking the higher the legitimacy.

Table 1.1: Discriminant validity (Squared correlations < AVE) (Dimension 1)

	Work Stress	Announcer Performance	Intention to Advertise	Mean Communalities (AVE)
Work Stress	1	0.6998	0.6443	0.8597
Announcer Performance	0.6998	1	0.7382	0.8426
Intention to Advertise	0.6443	0.7382	1	0.7428
Mean Communalities (AVE)	0.8597	0.8426	0.7428	0

Source: Data Running By XLSTAT Software

Table 1.1 shows that all variables are work stress (x), announcer performance (Y) and intention to advertise (Z) have AVE values and Communality greater than 0.5. This shows that the overall variable has met the criteria discriminant validity. So that it can be stated that the question items are valid in measuring the variable.

Table 1.2: Composite Dependability

Latent variable	Dimensions	Cronbach's alpha	D.G. rho (PCA)
Work Stress	5	0.9592	0.9685
Announcer Performance	5	0.9530	0.9640
Intention to Advertise	4	0.8847	0.9211

Source: Data Running By XLSTAT Software

From Table 1.2 over, the consequences of information handling from polls utilizing XLSTAT programming show that develop of every factor has a Cronbach Alpha more than 0.70 methods the announcement in the survey dependable and can speak to the factors of work stress, announcer performance and intention to advertise in this study.

Inner Model Evaluation

Table 1.3: Goodness of Fit Model

	GoF	GoF (Bootstrap)	Standard error	Critical ratio (CR)
Absolute	0.7742	0.7550	0.0850	9.1102
Relative	0.9400	0.9124	0.0721	13.0435
Outer model	0.9943	0.9742	0.0660	15.0584
Inner model	0.9453	0.9360	0.0182	51.8117

Source: Data Running By XLSTAT Software

The GoF value of 0.9360 means that the decent variety of information can be clarified by or at the end of the day the data contained in the information is 93.60% can be explained by the model. Meanwhile the left 6.4% is clarified by different factors outside the model utilized in this examination.

Hypothesis Testing

Figure 2: Hypothesis Test Using PLS Method

Testing of Direct Impact

From the significance level between indicators, the next step is to know the significance of the impact relationship between variables. The level of significance is obtained by comparing the count with t-table value. If the value of t-count is bigger than t-table, the relation between these variables is notable. The amount of data is 50 then the t-table value ($\alpha = 5\%$) are 2.01 the results of the relationship between variables are presented in Table 2 below:

Table 2: Results of Testing Direct Influence Hypotheses

Hypothesis	Impact		Path	t-test	t-table		Result
			Coefficients				
H2	Announcer Performance	→	0.2795	3.1050	2.01		Significant
	Intention to Advertise						
H3	Work Stress	→	0.6254	6.9483	2.01		Significant
	Intention to Advertise						

Source: Data Running By XLSTAT Software

The results of testing the direct influence hypothesis in this study can be seen in Table 1.3. The results from Table 1.3 show that: (H2) Announcer Performance impact on Intention To Advertise is significant, this can be seen from the t-count value of 3.1050 which is greater than t-table value of 2.01; (H3) Announcer Performance has a significant impact on intention to advertise this can be seen from the t-count value of 6.9483 which is greater than the value t-table which is equal to 2.01.

Testing of Indirect Impact

Table 2.1: Results of Testing Indirect Influence Hypotheses

Hypothesis	Variable Exogenous	Variable Endogenous	Intervening Variable	Impact	
				Direct	Indirect

H1	Work Stress	Intention to Advertise	Announcer Performance	0.625	0.6254 x 0.2795 = 0.1747

Source: Data Running By XLSTAT Software

Work Stress has an indirect influence on intention to advertise through announcer performance at the radio X of Bandung. Based on Table 2.1 can explain that the indirect influence of the announcer work stress on intention to advertise through announcer performance has a coefficient of 0.1747, while the value of the coefficient the direct influence of the announcer work stress on the intention to advertise was 0.6254. This result shows that the magnitude of the coefficient value of indirect influence is smaller than influence directly, so that it can be interpreted that the announcer performance variable moderating the influence of announcer work stress on intention to advertise.

V. CONCLUSIONS AND RECOMMENDATIONS

Announcer performance still plays an important role of a consumer (retailer) in deciding to put their retail advertising. The rise of work stress has an direct and indirect influence on retailer decision on advertise in radio, it can be said that the level of stress of radio announcer gives a bad impression on viewer and that can make less audience, therefore also influence the attractiveness of consumer to advertise if viewer is decreasing, retail needs in making a digital advertising campaign to promote their product or services, so there is still possibility to a radio to survive this world of media advertising competition, from result above, there is a needs to maintain mood of radio announcer, so they can reach their best work performance and get high number in viewer or loyal fan of program, this situation that can influence intention retailer advertise and support the radio program. High quality program came from high quality work atmosphere, clarity of job desk and high maintain of needs from an announcer.

In line with theory from Gibson et all (2011: 339) job stress is an alteration reaction intervened by individual contrasts as well as mental procedures that are an outcome of any outside activity (condition), circumstance, or event that determines psychological demand and or physically excessive to someone. So in order to maintain a good mood (psychological) of radio announcer, radio has to see an announcer as asset for their company to gaining revenue. Innovation of radio program also needed in order to press the boredom of audience. This result also support previous study by Hadani (2008) and Gafar (2012) that individual stressor factors have a positive relationship to employee performance and have a significant influence on buying interest.

VI. ACKNOWLEDGEMENT

I would like to express deepest appreciation to all those who provided us the possibility to complete this research. A special gratitude presented to interviewees and respondent who have supported this research.

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