



Research Paper

The Contributions of Socioeconomic Status, Individual Modernity, Emotional Intelligence, and Self-Efficacy in Enhancing Altruistic Economic Behavior among Employees of PT. Kali Jayaputra in Makassar

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ABSTRACT: This research aims to investigate the contributions of socioeconomic status, individual modernity, emotional intelligence, and self-efficacy in enhancing altruistic economic behavior among employees of PT. Kali Jayaputra in Makassar. The study involved a randomly selected sample of employees from the company. Data were collected through a questionnaire that included measurements of socioeconomic status, individual modernity, emotional intelligence, self-efficacy, and altruistic economic behavior. Data analysis was performed using relevant statistical methods to identify the relationships between the variables under study. The results of this research are expected to provide insights into the factors influencing altruistic economic behavior in the workplace. It is hoped that this research will offer a better understanding of the importance of factors such as socioeconomic status, individual modernity, emotional intelligence, and self-efficacy in promoting altruistic economic behavior among employees. The findings of this research can be utilized by companies in designing strategies and policies aimed at enhancing altruistic economic behavior in the workplace, which, in turn, can have a positive impact on employee well-being and organizational success.

KEYWORDS: Socioeconomic Status, Individual Modernity, Emotional Intelligence, Self-Efficacy.

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I. INTRODUCTION

So far, exclusive economic behavior has been considered to be economic behavior based on neoclassical assumptions, namely economic behavior motivated solely by self-interest or the assumption of homo economicus. The term "exclusive" here refers to the fact that in mainstream economics, self-interested behavior is seen as the sole motivation for all individuals and is considered the most rational and idealized behavior, and the mainstream model is seen as a predictor of the economy (Kim & Chang, 2020). However, in reality, human economic behavior is highly complex and is not only motivated by self-interest but also driven by altruism.

Several experimental studies have shown a significant presence of altruism in economic behavior, deviating from the assumptions of homo economicus. Evidence from experimental game theory, such as the ultimatum and dictator games, various versions of public goods games, and the existence of altruistic punishment, indicates that individuals who are purely self-interested (egoistic/self-interested), which are used to explain economic behavior, are poor predictors.

The word "altruism" first appeared in the 19th century by Auguste Comte. This word originates from the Greek language, namely "alteri" which means others. According to Comte, individuals have a responsibility to serve humanity entirely, and altruism explains a selfless concern for the needs of others. Thus, there are three components of altruism: loving others, helping them in their time of need, and ensuring that they are appreciated (Oliphant et al., 2020).

Altruistic economic behavior refers to economic behavior analyzed using a behaviorist approach with the intention of building theories based on more realistic assumptions. Important constructs in this regard include the recognition of individuals' cognitive limitations and altruistic attitudes towards others, incorporating them into modeling human behavior in economics alongside the homo economicus assumptions of neoclassical

economics (Zhang et al., 2023). If the homo economicus assumption states that every individual always acts rationally and perfectly, always considering the trade-off between sacrifices and outcomes or utility maximization, from the perspective of behavioral economics, it states that human rationality is limited or constrained, such as the lack of individual information, cognitive limitations, and time constraints.

If neoclassical economics assumes that individuals always act based on self-interest, from the perspective of behavioral economics, there is evidence of altruistic motivations based on experimental evidence that has been conducted. Since this has been accepted in mainstream economics, it would be a mistake not to recognize altruistic motivations in economic behavior analysis. According to this approach, although altruistic acts reduce the survival chances for the altruist themselves, they increase benefits for their relatives. At the group level, altruism is therefore considered rational behavior.

With the development of an increasingly modern era, the need for interactions with others is eroding as individuals tend to prioritize personal interests over common interests. This applies to interactions within the family, community, and even work environments. This is particularly evident in the workplace, where an employee may have heavier duties compared to others (Munisamy et al., 2022).

In their daily routines, employees are always expected to interact with their colleagues, superiors, and people in their surroundings. Therefore, employees are required to have good relationships with others. Consequently, employees must be capable of facing and adapting to the continuously evolving civilization, which ultimately leads to social changes.

Socially, employees with all their diversity are expected to live in harmony with other employees. Humans, particularly employees, cannot live alone without togetherness because fundamentally someone has a dependency on others. It is this sense of dependence that makes humans labeled as social beings. Aristotle stated that what is more important in a person lies in behavioral change (Pan, 2023).

Socioeconomic status is a social and economic stratification of society. Socioeconomic status is relative in nature, thus it cannot be compared between different groups of society. Each society has different criteria to measure the socioeconomic status of its citizens. There are several indicators used to assess someone's socioeconomic status, such as income, occupation, wealth and power. Given the situation that has been happening lately, the behavior of helping and the spirit of togetherness has almost disappeared in community life. Most people have started to not care about what is happening in their surroundings. This indicates the diminishing of helping behavior in society (Queiroz et al., 2023).

The modernity of individuals varies depending on how they live in society. The level of individual modernity tends to be high in advanced societies and vice versa. Individual modernity indicates a personality that distinguishes between modern and non-modern individuals (Deshmukh et al., 2023). The emotional intelligence expressed by the experts mentioned above can be concluded as the ability of a person to control their emotions, such as restraining anger, dismissing disappointment and sadness, getting rid of despair, bouncing back from failure, and being grateful for happiness.

This is because individuals tend to think for their own interests without considering the interests of others (individualistic), which will lead to the emergence of indifferent behavior towards others, both in happy or difficult situations, even in critical situations. As a result, someone would choose to be apathetic, passive, or pretend to be unaware when encountering situations that require providing assistance, as a reaction done to avoid risks and responsibilities if helping immediately. Helping behavior in social psychology is often referred to as altruistic behavior (Wei et al., 2022).

Regarding self-efficacy and its influence on behavior, the role of personal/cognitive factors in learning is significant. Self-efficacy has a strong impact on behavior. Self-efficacy is a factor that influences individual behavior and the choice of activities to undertake. Self-efficacy is not only related to the skills a person possesses but also concerns the belief in one's ability to perform something with the skills they have in various conditions (Howes, 2023).

Altruistic behavior is a voluntary action performed by an individual or a group of people to help others without expecting any rewards (except the feeling of having done a good deed). Altruism can also be understood as a selfless concern for the well-being of others, contrasting with egoism. Therefore, researchers are interested in addressing this issue with the title "The Contribution of Socioeconomic Status, Individual Modernity, Emotional Intelligence, and Self-Efficacy in Enhancing Altruistic Economic Behavior in Employees of PT. Kali Jaya Putra in Makassar." PT. Kali Jaya Putra is a nationally scaled distribution company specializing in wood products, with its headquarters located in Surabaya and one of its largest branches in South Sulawesi.

Based on the above description, the research problem formulation is as follows: 1) Is there a direct contribution of socioeconomic status, individual modernity, emotional intelligence, and self-efficacy in enhancing altruistic economic behavior in employees of PT. Kali Jayaputra in Makassar? 2) Is there a direct contribution of socioeconomic status, individual modernity, and emotional intelligence to self-efficacy in employees of PT. Kali Jayaputra in Makassar? 3) Is there an indirect contribution of socioeconomic status,

individual modernity, and emotional intelligence in enhancing altruistic economic behavior through self-efficacy in employees of PT. Kali Jayaputra in Makassar?

II. RESEARCH METHOD

This research was conducted at PT. Kali Jaya Putra, Makassar branch, located at Jalan Kapasa Raya No. 24 Macassar. Referring to the problem formulation, objectives, and hypotheses, this research is an explanatory research that aims to explain and analyze the empirical conditions of variables objectively, namely the influence of exogenous variables consisting of (1) Socioeconomic Status, (2) Individual Modernity, (3) Emotional Intelligence, and (4) Self-Efficacy on the endogenous variable, (5) Altruistic Economic Behavior. Therefore, this research design uses a quantitative approach. Several software tools were used in this research for data processing, such as Microsoft Excel 2010, SPSS (Statistical Product and Service Solution) version 22.0, and LISREL (Linear Structural Relationship) version 8.80. The population in this study consists of all employees of PT. Kali Jaya Putra in Makassar, a total of 113 people. The sampling technique used in this study was the entire population or total sampling, which included all 113 individuals in the population. The data collection techniques in this study involved questionnaires and documentation. The data analysis tests used were descriptive analysis, analysis of prerequisite tests, and SEM (Structural Equation Modeling) statistical analysis technique.

III. RESULTS AND DISCUSSION

A. Research Data

1. Respondents based on Gender

Gender is one of the factors that determine employee performance because there are still perceptions in society about gender differences in relation to views on the concept of work. Presentation of respondent data based on gender is as follows:

Table 3. 1. Respondents based on Gender

Gender	Amount	Percentage
Man	77	68,42
Woman	36	31,58
Amount	113	100,00

Source: Data Processing Results, 2020

Table 3.1 can be seen that the majority of respondents were male, namely 77 people or 68.42%, and the rest were female respondents, namely 36 people or 31.58%.

2. Respondents by Age

In relation to individual behavior in the workplace, age usually represents an individual's experiences and responsibilities. Someone who is active in an organization will generally have a different perception of something if they are of a different age. In many cases, members of organizations at various age levels have very different behavior patterns and greatly affect their ability to think, work, and make decisions. Tabulation of respondent's age can be seen as follows:

Table 3. 2 Respondents by Age

Age	Amount	Percentage
< 30 Years	18	15,79
31-40 Years	42	36,84
41-50 Years	42	36,84
>50 Years	11	10,53
Amount	113	100

Source: Data Processing Results, 2020

Based on table 3.2, it can be seen that the most respondents were in the age group 31-40 years and 41-50 years, namely 42 people or 36.84% each. While the least age group is more than 50 years or the oldest age group, namely 11 people or 10.53%. This shows that employees of PT. Most of the Makassar branch of Kali Jaya Putra are still middle-aged. This shows that there are employees who can still be expected to be able to improve their performance more optimally because they still have good physical condition.

3. Respondents based on Education Level

Education is a provision that must be owned by a person in work where with education a person can have a skill, knowledge and ability. Limited education will affect a person in determining the desired world of

work. A person's educational background has an important role in taking attitudes related to the work environment. Presentation of respondent data based on education is as follows:

Table 3.3 Respondents by Education Level

Level of education	Amount	Percentage
high school	34	29,82
Diploma	27	23,68
S1	42	36,85
S2	10	9,65
Amount	113	100

Source: Data Processing Results, 2020

From table 3.3 it can be seen that most of the respondents had bachelor's degrees, namely 42 people or 36.81%. Respondents who had a master's level of education were the smallest, namely 9.65%.

B. Discussion

1. There is a direct influence of socio-economic status (37.3%), individual modernity (49.2%), emotional intelligence (28.6%), and self-efficacy (27.9%) altruistic economic behavior on employees of PT. Kali Jaya Putra in Makassar.

Based on the research that has been done, the results obtained are that there is a direct influence of socioeconomic status (37.3%), individual modernity (49.2%), emotional intelligence (28.6%), and self-efficacy (27.9%) altruistic economic behavior towards employees of PT. Kali Jaya Putra in Makassar.

Socioeconomic Status on Altruistic Behavior

Altruistic behavior can be referred to as an investment in social status for individuals rather than material exchange. If someone performs an altruistic act, then other people's evaluation of that person then becomes popular and elevates his social status. The results of a literature review state that people with low socioeconomic levels actually have higher altruistic behavior than people from higher socioeconomic backgrounds. This reason is based on the fact that socioeconomically disadvantaged people often depend on the people around them and the community in which they live. Therefore they tend to behave more altruistically

Individual Modernity towards Altruistic Behavior

The development of the era has made this pattern of living together and in society has changed into a lifestyle of modern society accompanied by technological advances in development. This modernization of life makes the cultural values of society change. Modernization has an impact on the occurrence of disorganization problems, namely the process of fading or weakening of norms and values in society due to changes. One example of change is that there is a change in the characteristics of people's lives from having mutual cooperation values to becoming individual. Individuals are like machines that carry out an action based on the principle of calculation or the norm of reciprocity, which will lead individuals to a life of selfishness and diminishing social solidarity. This has consequences in individual life, namely reduced concern for the surrounding environment. Individuals are more concerned with his own business so that selfishness arises in him. Individuals tend not to care about other people who are in trouble, for example a young man who lets his parents stand in a crowded bus, while he can sit comfortably as a reflection of the fading values of altruism. Altruism as a desire to help others without thinking about their own interests. Altruism can be shown by individuals because basically humans are creatures who like to help (altruists).

Altruism is a voluntary action taken by an individual or a group of individuals to help others without expecting anything in return. A behavior is said to be altruistic depending on the purpose of the helper. The attachment between individuals is expected to foster a willingness to provide assistance to others at any time and without expecting anything in return from the person or family they are helping. The emergence of a willingness to help because individuals as social beings always need help and cannot live separately without the role of other people, thus fostering a willingness to provide assistance. Likewise with students, it is hoped that they can establish a bond of togetherness both inside and outside the classroom.

Emotional Intelligence on Altruistic Behavior

various factors that can cause emotional intelligence, such as internal factors or external factors. Internal factors are usually psychological, namely health in the individual and also psychological, namely experience, feelings, thinking ability and motivation. While external factors include stimulus and environment.

Emotions refer to a distinctive set of feelings and thoughts, a biological and psychological state, and a set of tendencies to act. This view of emotions leads to how emotions can influence actions to adapt to the surrounding environment. In addition, emotional intelligence also has benefits in moral education which will be

a reflection of altruistic behavior. It can be seen from the factors that can encourage someone to do altruistic behavior, one of which is the emotional factor, namely mood. Usually, if the mood is comfortable, someone will be compelled to provide more help, besides that the ability to recognize other people's emotions can also make individuals more sensitive in capturing social cues that occur in the process of social interaction.

Based on the hypothesis put forward in this study, the higher the emotional intelligence possessed, the better the altruistic behavior of students. However, the research results obtained contradict the phenomena in the field, the level of emotional intelligence in these students should be at a high categorization and the level of altruistic behavior should be at a lower categorization level than emotional intelligence. However, the results obtained show that the level of emotional intelligence in students is in the medium category and the level of altruistic behavior is also in the moderate category. According to the researcher, this happened because when filling out the scale, the research subjects responded to the scale not being in accordance with the actual conditions but rather responding to it normatively (Dahri et al., 2023) .

Self-Efficacy Against Altruistic Behavior

Based on the results of research conducted on students of the Economics Education Study Program, Faculty of Economics and Business, Makassar State University, it can be concluded that self-efficacy in altruistic economic behavior has a direct effect on students' altruistic economic behavior. The results of this study support Bandura's theory (Di Fabio et al., 2018), which says that self-efficacy has a strong influence on behavior. This theory is supported by research conducted by (Al-rahmi et al., 2023) about the relationship between self-efficacy and student altruism at the theology faculty of Azad Islamic University. The results of the study show that there is a significant positive relationship between self-efficacy and altruism. The orientation of the relationship is positive and direct, which means that the higher one's self-efficacy, the higher one's altruistic behavior. However, the results of this study state that self-efficacy in altruistic economic behavior does not affect the tendency to altruistic economic behavior. There are several other factors that underlie a person to behave in an altruistic economy, namely from external factors, namely the influence of the situation, helping if others help, and time pressure, and internal factors, namely feelings, traits, moral considerations, and others. Therefore, the absence of the effect of self-efficacy on altruistic economic behavior can be caused by other factors besides self-efficacy which are more dominant.

2. There is an influence of socio-economic status (35.7%), individual modernity (37.9%), emotional intelligence (42.6%) on self-efficacy in employees of PT. Kali Jaya Putra in Makassar.

Based on the research that has been done, the results obtained are that there is an influence of socioeconomic status (35.7%), individual modernity (37.9%), emotional intelligence (42.6%) on self-efficacy in employees of PT. Kali Jaya Putra in Makassar.

Socioeconomic Status on Self-Efficacy

According to George Soul, economics is social knowledge that studies human behavior in community life, especially with efforts to meet needs in order to achieve prosperity and prosperity (Martínez-Pérez et al., 2023) .

Not only in Indonesia, but also abroad, a person's socio-economic status influences social life, employment, and even education. Status (position) has two aspects, namely the first aspect, which is a structural aspect, this structural aspect is hierarchical, meaning that this aspect relatively contains high or low comparisons with other statuses, while the second status aspect is a functional aspect or related social role. with one's status. Position or status means the position or place of a person in a social group. The higher a person's position, the easier it is to obtain the necessary and desired facilities, and this can affect a person's self-efficacy.

Self-efficacy is an individual's confidence or belief about his or her ability to do things. Starting from doing tasks, organizing, and producing something to achieve certain goals. Self-efficacy seems to be very much needed for everyone, especially when they enter the world of work. With a high socioeconomic status, a person will have self-confidence that will make a person believe he can carry out and manage all the actions needed in situations that have good prospects (Machado, 2023). Self-efficacy also has a number of good things, such as being able to grow productivity and maintain one's mental health. These two things are very useful for employees who are easily stressed because of work. However, by having self-efficacy, employees can be more confident in completing their work.

Individual Modernity on Self-Efficacy

Modernity includes all the changes that individuals experience in society. Social change is part of cultural change, change in culture includes all of its parts, namely: art, science, technology, philosophy, even changes in forms and rules of social organization. Modernization is one of the causes of social and cultural change in Indonesia.

Modernization is used to refer to various stages of social development based on industrialization, scientific and technological growth, modern nation states, capitalist world markets, urbanization, and various other elements of infrastructure. Another major cause of social and cultural change in Indonesia is globalization. Communities have been able to carry out economic and information transactions in a short time through satellite and computer technology.

With today's technological sophistication, one has good efficacy. Especially for an employee who is working in a company, it turns out that a person's efficacy will affect his productivity. This can make someone do something more enthusiastically and diligently. They will try harder to master what they learn and try to overcome challenges.

Emotional Intelligence on Self-Efficacy

Emotional intelligence has a positive influence on self-efficacy, this is reinforced by the opinion (Hulu & Minauli, 2015) which states that high emotional intelligence can increase self-efficacy in individuals so that they are able to achieve their life goals. Meanwhile, individuals who have low levels of emotional intelligence and self-efficacy will find it more difficult to achieve their goals and dreams. This is in line with the theory put forward by (Wigati, 2018) in research, which states that there is a significant and positive relationship between emotional intelligence and self-efficacy. The higher the emotional intelligence of an individual, the level of self-efficacy will increase and vice versa.

Self-efficacy is something that can influence what actions an individual will choose to achieve his dreams and how much effort will be given to achieve this. Bandura also said that students with high self-efficacy would be better able to develop prosocial attitudes, be flexible and always want to try new things with their environment. Based on Alwisol's research (Drigas & Papoutsi, 2023) self-efficacy or beliefs that are within the individual are still capable of experiencing change, this is because the individual's self-efficacy is still low so that they have limited experience or lack of sources of information in the past, so that the individual do not have other solutions in overcoming the problems and problems it faces. Therefore, when an individual's self-efficacy is high, it can affect other aspects of his life for the better. Meanwhile, if the individual's self-efficacy is low, then there will be more difficulties and obstacles that are felt even more when facing a problem.

3. There is an indirect influence of socioeconomic status (49.1%), individual modernity (36.3%), and emotional intelligence (36.4%) on altruistic economic behavior through self-efficacy in PT. Kali Jaya Putra in Makassar.

Based on the research that has been done, the results obtained are that there is an indirect influence of socioeconomic status (49.1%), individual modernity (36.3%), and emotional intelligence (36.4%) on altruistic economic behavior through self-efficacy to employees of PT. Kali Jaya Putra in Makassar.

Higher socioeconomic status, individual modernity, and emotional intelligence affect altruistic economic behavior through self-efficacy in PT. Kali Jaya Putra in Makassar.

IV. HYPOTHESIS TEST

A. Prerequisite Test

1. Normality test

The purpose of the normality test in this study is to find out whether the data is normal or not, which means that normal data has a normal distribution so that the data is considered to represent the population. The normality test with Kolmogorov-Smirnov in this study was carried out with the help of SPSS 20.0 for Windows. The results of the normality test for the five research variables are presented in table 4.1 as follows:

Table 4.1 Summary of Normality Test Results

No.	Variable	Test results	Sig criteria.	Information
1	Socioeconomic Status	0.854	>0.05	Normal
2	Individual Modernity	0.437	>0.05	Normal
3	Emotional Intelligence	0.541	>0.05	Normal
4	Self Efficacy	0.600	>0.05	Normal
5	Altruistic Economic Behavior	0.490	>0.05	Normal

Source: Data Processing Results, 2020

Based on the summary of the normality test results in table 4.1 it is known that the value of Sig. Kolmogorov-Smirnov is greater than 0.05 for all variables, so it can be concluded that implementation data, Socioeconomic Status, Individual Modernity, Emotional Intelligence, Self-Efficacy, and Altruistic Economic Behavior are normally distributed.

2. Linearity Test

The relationship between the independent and dependent variables in the regression equation must be linear, so a linearity test is necessary. An increase or decrease in the quantity of one variable will be followed linearly by an increase or decrease in the other variables. Linearity test is carried out on each relationship of the independent variables and the dependent variable.

In this study, the linearity test was carried out using the deviation of linearity using the Sig criteria.

Greater than $\alpha = 0.05$. A summary of the results of the linearity test is presented in table 4.2 as follows:

Table 4.2 Summary of Linearity Test Results

Dependent Variable	Independent Variable	Test results	Sig criteria.	Information
Self Efficacy	Socioeconomic Status	0.220	>0.05	linear
	Individual Modernity	0.253	>0.05	linear
	Emotional Intelligence	0.708	>0.05	linear
Altruistic Economic Behavior	Socioeconomic Status	0.074	>0.05	linear
	Individual Modernity	0.210	>0.05	linear
	Emotional Intelligence	0.364	>0.05	linear
	Self Efficacy	0.492	>0.05	linear

Source: Data Processing Results, 2020

Based on the summary of the results of the linearity test in table 4.2 above, it is known that the significance value of the deviation of linearity for each regression pair all meets the requirements of linearity (Sig. > 0.05). Therefore it can be concluded that all regression pairs fulfill the assumption of a linear relationship between the independent variables and the dependent variable.

B. Results of Data Analysis

1. Variable Construct Unidimensionality Test

This study uses latent variables, namely socioeconomic status (X1), individual modernity (X2), emotional intelligence (X3), self-efficacy (X4), and altruistic economic behavior (Y). The latent variable is composed by several indicators. The following is an identification of the measurement model for each latent variable as follows:

a. Socioeconomic Status

In this study, socioeconomic status consists of four indicators or variables observed (manifest), namely: wealth, power, honor, and education.

To test whether the four indicators or manifest variables are valid and reliable indicators in explaining the construct of the socio-economic status variables of employees of PT. Kali Jaya Putra in Makassar, then analyzed using the LISREL 8.80 application program which can be presented in the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 4.1 as follows:

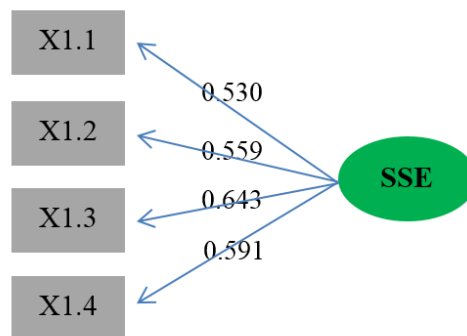


Figure 4.1 Unidimensionality test of Socioeconomic Status Constructs

Information:

- SSE = Socioeconomic Status
- X1.1 = Wealth
- X1.2 = Power
- X1.3 = Honor
- X1.4 = Education

A summary of the results of the analysis and interpretation of the validity of the socioeconomic status variable can be presented in table 4.2 as follows:

Table 4.3 Construct Validity of Socioeconomic Status

Manifest Variable SSE	λ	R ²	T-Value	Information
X1.1	0.48	0.11	4.75	Valid
X1.2	1.69	0.28	7.08	Valid
X1.3	0.64	0.44	6.03	Valid
X1.4	0.69	0.53	7.43	Valid

(Source: Data Processing Results, 2021)

Based on table 4.3 and the standard loading output results above, it can be concluded that the manifest variable of socioeconomic status can be seen with a T-value ≥ 1.97 or 2. Therefore all lambda coefficients or factor loading of each manifest are proven valid. As for the reliability test, the Cronbach Alpha reliability coefficient is 1.00. Based on Malhotra's opinion (in Solimun, 2002) states that the reliability coefficient above 0.60 is seen as sufficient as a basis for further analysis. Based on this, the construct reliability of the socioeconomic status variable is declared to have met the requirements.

In addition, to strengthen the unidimensional construct test, it can be proven by using the fit level of the single construct test model, which is in table 4.4 as follows:

Table 4.4 Match Test for Socio-Economic Status

Model Alignment	Coefficient	Criteria	Information
Chi-square (X ²)	7.90	Small (non significant)	Fine, fulfilled
P-Value	0.019	≥ 0.05	Fine, fulfilled
Df	2	-	
Cmin(X ² / Df)	1.426	≤ 2.00	Fine, fulfilled
RMR (standardized)	0.054	≤ 0.08	Fine, fulfilled
RMSEA	0.062	≤ 0.08	Fine, fulfilled
GFI	0.98	≥ 0.90	Fine, fulfilled
AGFI	0.98	≥ 0.90	Fine, fulfilled
CFI	0.99	≥ 0.94	Fine, fulfilled
IFI	0.97	≥ 0.94	Fine, fulfilled
NNFI or TLI	0.99	≥ 0.94	Fine, fulfilled

(Source: Data Processing Results, 2021)

From table 4.4 above it is evident that the socioeconomic status construct fulfills the requirements as a perfectly unified construct.

b. Individual Modernity

In this study, individual modernity consists of nine indicators or variables observed (manifest), namely: Willingness to accept new experiences and openness to renewal and change, Having the ability to form or have opinions regarding a number of issues and things that do not only arise in surroundings, Having a view aimed at the present and the future, Having a plan, Believing in human abilities, Calculable circumstances, Self-respect, Believing in science and technology, and Believing in fairness in distribution.

To test whether the nine indicators or manifest variables are valid and reliable indicators in explaining the construct of modernity variables for individual employees of PT. Kali Jaya Putra in Makassar, then analyzed using the LISREL 8.80 application program which can be presented in the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 4.2 as follows:

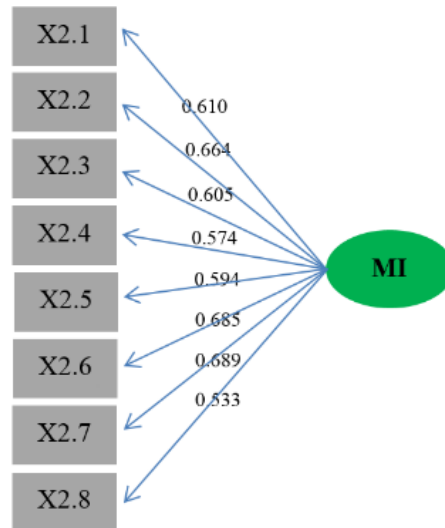


Figure 4.2. Unidimensionality Test of Individual Modernity Constructs

Information:

- MI = Individual Modernity
- X2.1 = Availability to accept new experiences and openness to innovation and change
- X2.2 = Has the ability to form or have opinions about the number of issues and things that do not just arise in surrounding
- X2.3 = Having views aimed at the present and the future which will come
- X2.4 = There is a plan
- X2.5 = Believing in human ability
- X2.6 = Circumstances that can be calculated
- X2.7 = Self-esteem
- X2.8 = Believe in science and technology
- X2.9 = Believe in fairness in distribution

The summary of the results of the analysis and interpretation of the validity of the individual modernity variables can be presented in table 4.5 as follows:

Table 4.5 The Validity of Individual Modernity Constructs

Manifest Variable MI	λ	R ²	T-Value	Information
X2.2	0.48	0.50	4,28	Valid
X2.3	1.69	0.29	6,25	Valid
X2.4	0.54	0.68	4.59	Valid
X2.5	0.60	0.64	6,12	Valid
X2.6	0.60	0.52	5.93	Valid
X2.7	0.62	0.59	6,11	Valid
X2.8	0.63	0.65	6,92	Valid

(Source: Data Processing Results, 2021)

Based on table 4.5 and the results of the standard loading output above, it can be concluded that the manifest variable of individual modernity can be seen with a T-value ≥ 1.97 or 2. Therefore all lambda coefficients or factor loading of each manifest are proven valid. As for the reliability test, the Cronbach Alpha reliability coefficient is 1.00. Based on Malhotra's opinion (in Solimun, 2002) states that the reliability coefficient above 0.60 is seen as sufficient as a basis for further analysis. Based on this, the construct reliability of individual modernity variables is declared to have met the requirements.

In addition, to strengthen the unidimensional construct test, it can be proven by using the suitability level of the single construct test model, which is in table 4.6 as follows:

Table 4.6 Fit Test of Individual Modernity Models

Model Alignment	Coefficient	Criteria	Information
Chi-square (X^2)	7.90	Small (non significant)	Fine, fulfilled
P-Value	0.019	≥ 0.05	Fine, fulfilled
Df	2	-	
Cmin(X^2 / Df)	1.426	≤ 2.00	Fine, fulfilled
RMR (standardized)	0.054	≤ 0.08	Fine, fulfilled
RMSEA	0.154	≤ 0.08	Fine, fulfilled
GFI	0.98	≥ 0.90	Fine, fulfilled
AGFI	0.99	≥ 0.90	Fine, fulfilled
CFI	0.98	≥ 0.94	Fine, fulfilled
IFI	0.99	≥ 0.94	Fine, fulfilled
NNFI or TLI	0.97	≥ 0.94	Fine, fulfilled

(Source: Data Processing Results, 2021)

From table 4.6 above it is evident that the individual modernity construct fulfills the requirements as a perfectly unified construct.

c. Emotional Intelligence

In this study, emotional intelligence consists of five indicators or variables observed (manifest), namely: recognizing one's own emotions, managing emotions, motivating oneself, recognizing other people's emotions, and fostering good relationships.

To test whether the five indicators or manifest variables are valid and reliable indicators in explaining the construct variable emotional intelligence of employees of PT. Kali Jaya Putra in Makassar, then analyzed using the LISREL 8.80 application program which can be presented in the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 4.3 as follows:

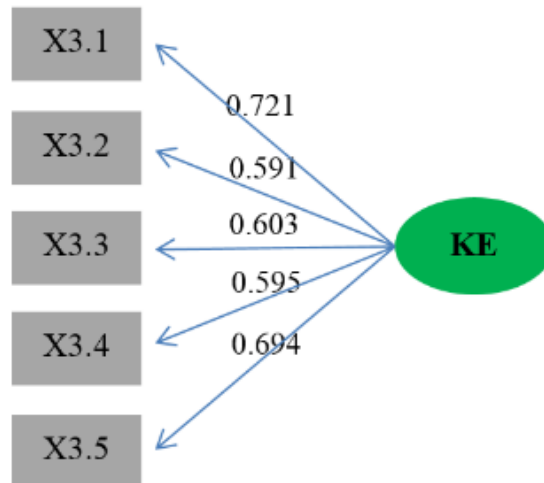


Figure 4.3. Emotional Intelligence Construct Unidimensionality Test

Information:

- KE = Emotional Intelligence
- X3.1 = Recognizing Emotions
- X3.2 = Managing Emotions
- X3.3 = Motivating Yourself
- X3.4 = Recognizing Other People's Emotions
- X3.5 = Building Good Relationships

The summary of the results of the analysis and interpretation of the validity of the emotional intelligence variable can be presented in table 4.7 as follows:

Table 4.7 Construct Validity of Emotional Intelligence

Manifest Variable TO	λ	R ²	T-Value	Information
X3.1	0.63	0.61	8.08	Valid
X3.2	0.67	0.57	4,31	Valid
X3.3	0.96	0.22	6,64	Valid
X3.4	1.00	0.06	5.87	Valid
X3.5	0.89	0.33	8,12	Valid

(Source: Data Processing Results, 2021)

Based on table 4.7 and the standard loading output results above, it can be concluded that the manifest variable of emotional intelligence can be seen with a T-value ≥ 1.97 or 2. Therefore all lambda coefficients or factor loading of each manifest are proven valid. As for the reliability test, the Cronbach Alpha reliability coefficient is 1.00. Based on Malhotra's opinion (in Solimun, 2002) states that the reliability coefficient above 0.60 is seen as sufficient as a basis for further analysis. Based on this, the construct reliability of the emotional intelligence variable is declared to have met the requirements.

In addition, to strengthen the unidimensional construct test, it can be proven by using the fit level of the single construct test model, namely in table 4.8 as follows:

Table 4.8 Fit Test of Emotional Intelligence Model

Model Alignment	Coefficient	Criteria	Information
Chi-square (X^2)	6,72	Small (non significant)	Fine, fulfilled
P-Value	0.24	≥ 0.05	Fine, fulfilled
Df	5	-	
Cmin(X^2 / Df)	1.426	≤ 2.00	Fine, fulfilled
RMR (standardized)	0.054	≤ 0.08	Fine, fulfilled
RMSEA	0.053	≤ 0.08	Fine, fulfilled
GFI	0.98	≥ 0.90	Fine, fulfilled
AGFI	0.98	≥ 0.90	Fine, fulfilled
CFI	0.99	≥ 0.94	Fine, fulfilled
IFI	0.97	≥ 0.94	Fine, fulfilled
NNFI or TLI	0.98	≥ 0.94	Fine, fulfilled

(Source: Data Processing Results, 2021)

From table 4.8 above it is evident that the emotional intelligence construct fulfills the requirements as a perfectly unified construct.

d. Self Efficacy

In this study, self-efficacy consisted of four indicators or variables observed (manifest), namely: achievement, indirect experience, verbal persuasion, and emotional state.

To test whether the four indicators or manifest variables are valid and reliable indicators in explaining the construct of the variable self-efficacy of employees at PT. Kali Jaya Putra in Makassar, then analyzed using the LISREL 8.80 application program which can be presented in the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 4.4 as follows:

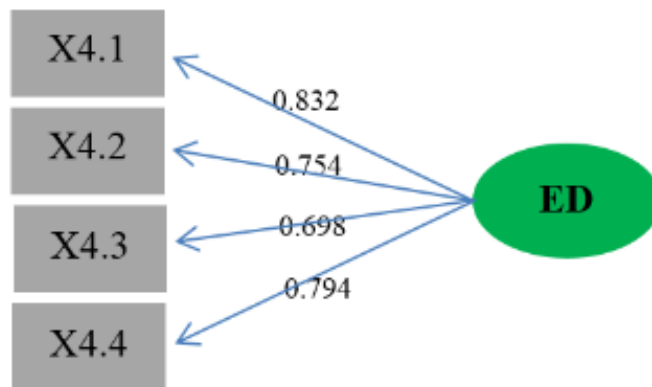


Figure 4.4. Unidimensionality Test of Self-Efficacy Construct

Information:

ED = Self Efficacy

- X4.1 = Achievement Achievement
- X4.2 = Indirect Experience
- X4.3 = Verbal Persuasion
- X4.4 = Emotional Condition

The summary of the results of the analysis and interpretation of the validity of the self-efficacy variable can be presented in table 4.9 as follows:

Table 4.9 Construct Validity of Self-Efficacy

Manifest Variable ED	λ	R ²	T-Value	Information
X4.1	0.64	0.60	6.35	Valid
X4.2	0.24	0.47	5,64	Valid
X4.3	0.52	0.69	7,24	Valid
X4.4	0.43	0.51	5.90	Valid

(Source: Data Processing Results, 2021)

Based on table 4.9 and the standard loading output results above, it can be concluded that the self-efficacy manifest variable can be seen with a T-value ≥ 1.97 or 2. Therefore all lambda coefficients or factor loadings of each manifest are proven valid. As for the reliability test, the Cronbach Alpha reliability coefficient is 1.00. Based on Malhotra's opinion (in Solimun, 2002) states that the reliability coefficient above 0.60 is seen as sufficient as a basis for further analysis. Based on this, the construct reliability of the self-efficacy variable is declared to have met the requirements.

In addition, to strengthen the unidimensional construct test, it can be proven by using the fit level of the single construct test model, namely in table 4.10 as follows:

Table 4.10 Fit Test of Self-Efficacy Model

Model Alignment	Coefficient	Criteria	Information
Chi-square (X^2)	0	Small (non significant)	Fine, fulfilled
P-Value	1.00	≥ 0.05	Fine, fulfilled
Df	0	-	
Cmin(X^2 / Df)	0	≤ 2.00	Fine, fulfilled
RMR (standardized)	0.000	≤ 0.08	Fine, fulfilled
RMSEA	0.056	≤ 0.08	Fine, fulfilled
GFI	1.00	≥ 0.90	Fine, fulfilled
AGFI	1.00	≥ 0.90	Fine, fulfilled
CFI	1.00	≥ 0.94	Fine, fulfilled
IFI	1.00	≥ 0.94	Fine, fulfilled
NNFI or TLI	1.00	≥ 0.94	Fine, fulfilled

(Source: Data Processing Results, 2020)

From table 4.10 above it is evident that the self-efficacy construct fulfills the requirements as a perfectly unified construct.

e. Altruistic Economic Behavior

In this study, altruistic economic behavior consists of six indicators or variables observed (manifest), namely: cooperation, giving or sharing, helping, generosity, honesty, considering the rights and welfare of others.

To test whether the six indicators or manifest variables are valid and reliable indicators in explaining the construct of altruistic economic behavior variables of employees of PT. Kali Jaya Putra in Makassar, then analyzed using the LISREL 8.80 application program which can be presented in the results of the Confirmatory Factor Analysis (CFA) analysis. The results of the analysis can be seen in Figure 4.5 as follows:

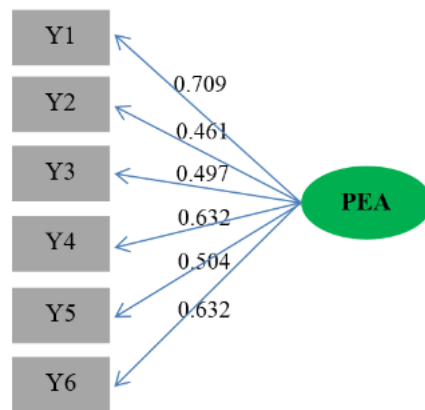


Figure 4.5 Unidimensionality Test of Altruistic Economic Behavior Construct

Information:

- PEA = Altruistic Economic Behavior
- Y1 = Cooperation
- Y2 = Giving or sharing
- Y3 = Help
- Y4 = Generosity
- Y5 = Honesty
- Y6 = Considering the rights and welfare of others.

A summary of the results of the analysis and interpretation of the validity of altruistic economic behavior variables can be presented in table 4.11 as follows:

Table 4.11 Construct Validity of Altruistic Economic Behavior

Manifest Variable KK	λ	R ²	T-Value	Information
Y1	0.60	0.60	5.04	Valid
Y2	0.86	0.33	6.26	Valid
Y3	1.00	0.02	7.51	Valid
Y4	0.98	0.26	5.09	Valid
Y5	0.61	0.62	5.86	Valid
Y6	0.96	0.20	4.59	Valid

(Source: Data Processing Results, 2021)

Based on table 4.11 and the standard loading output results above, it can be concluded that the manifest variable of altruistic economic behavior can be seen with a T-value ≥ 1.97 or 2. Therefore all lambda coefficients or factor loading of each manifest are proven valid. As for the reliability test, the Cronbach Alpha reliability coefficient is 1.00. Based on Malhotra's opinion (in Solimun, 2002) states that the reliability coefficient above 0.60 is seen as sufficient as a basis for further analysis. Based on this, the construct reliability of the altruistic economic behavior variable is declared to have met the requirements.

In addition, to strengthen the unidimensional construct test, it can be proven by using the fit level of the single construct test model, namely in table 4.12 as follows:

Table 4.12 Fit Test of Altruistic Economic Behavior Model

Model Alignment	Coefficient	Criteria	Information
Chi-square (X^2)	0	Small (non significant)	Fine, fulfilled
P-Value	1.00	≥ 0.05	Fine, fulfilled
Df	0	-	
Cmin(X^2 / Df)	0	≤ 2.00	Fine, fulfilled
RMR (standardized)	0.000	≤ 0.08	Fine, fulfilled
RMSEA	0.056	≤ 0.08	Fine, fulfilled
GFI	1.00	≥ 0.90	Fine, fulfilled
AGFI	1.00	≥ 0.90	Fine, fulfilled
CFI	1.00	≥ 0.94	Fine, fulfilled
IFI	1.00	≥ 0.94	Fine, fulfilled
NNFI or TLI	1.00	≥ 0.94	Fine, fulfilled

(Source: Data Processing Results, 2020)

From table 4.12 above it is evident that the construct of altruistic economic behavior fulfills the requirements as a perfectly unified construct.

2. Model Test Simulation Analysis Results

From several simulation rounds of the measurement model that was carried out, it can be seen that the measurement model has an appropriate model fit level and meets the criteria as an empirical model with good research results. In accordance with the results of the model simulation in the study, it is known that there are no variables removed from the five latent variables studied, but there are paths of exogenous to endogenous variables that are omitted because they do not have a significant effect as conceptualized. Apart from that, there were also several manifest variables that were deleted because they caused the measurement model to be inconsistent with the predetermined criteria.

After conducting a model test simulation analysis, the best model is produced in meeting the conformity requirements. The alternative model describes the relationship between the five latent variables in the study, accompanied by the manifests that construct them, which can be seen in Figure 4.8 as follows.

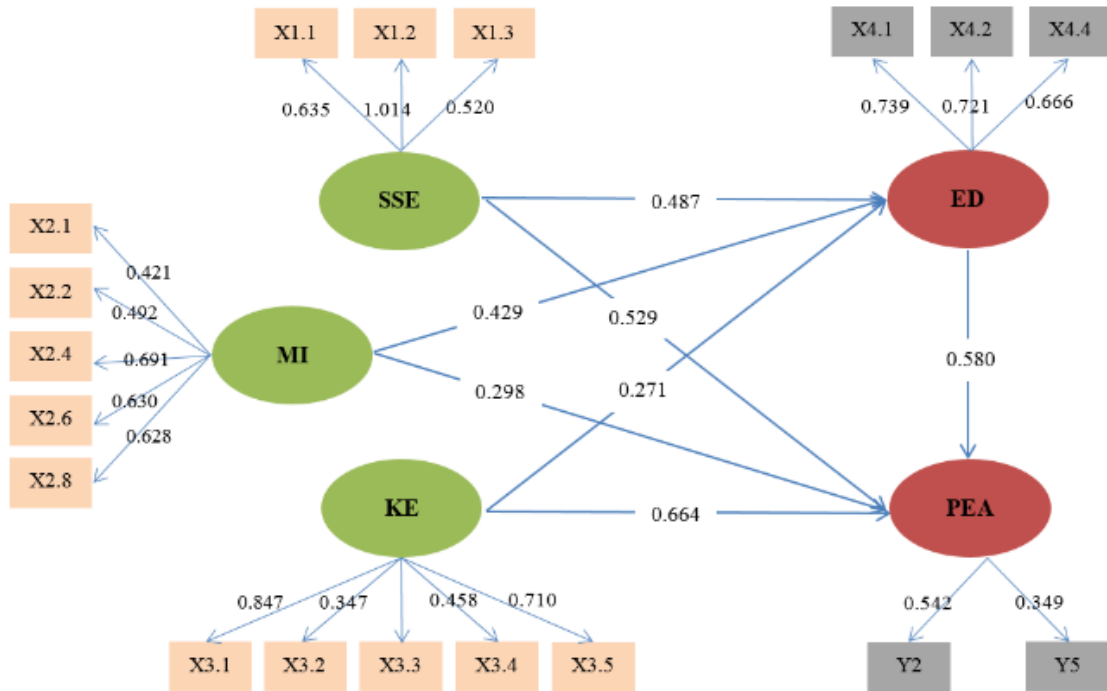


Figure 4.6 Structural Research Model Fit

From Figure 4.8 above, it can be seen that the structural model meets the structural model suitability criteria. This can be seen from the influence of exogenous variables on significant endogenous variables. The suitability of the model can also be seen from the magnitude of the coefficients that meet the criteria for structural model analysis. The results of the structural model fit test of the study can be seen in table 4.13 as follows:

Table 4.13 Best Model Match

Model Alignment	Coefficient	Criteria	Information
Chy-square (X^2)	62.58	Small (non significant)	Fine, fulfilled
P-Value	0.63	≥ 0.05	Fine, fulfilled
Df	67	-	
Cmin(X^2 / Df)	0.934	≤ 2.00	Fine, fulfilled
RMR (standardized)	0.063	≤ 0.08	Fine, fulfilled
RMSEA	0.00	≤ 0.08	Fine, fulfilled
GFI	0.95	≥ 0.90	Fine, fulfilled
AGFI	0.94	≥ 0.90	Fine, fulfilled
CFI	0.99	≥ 0.94	Fine, fulfilled
IFI	0.98	≥ 0.94	Fine, fulfilled
NNFI or TLI	0.99	≥ 0.94	Fine, fulfilled
AIC (Model)	138.58	Small, relatively	Fine, fulfill it

(Source: Data Processing Results, 2020)

From table 4.13 above, we can see that all levels of alignment have met the standard criteria as required. The lambda coefficient (λ), determination (R^2), and T-Value of each manifest variable that construct latent, endogenous, and intervening variables can be presented in table 4.14 below:

Table 4.14 Manifests of the Research Structural Model Construct

No.	Variable	Manifest	λ	R^2	T-value
1	SSE	X1.1	0.63	0.21	6.01
		X1.2	1.01	0.04	4,16
		X1.3	0.52	0.06	5.92
2	MI	X2.1	0.42	0.07	5,47
		X2.2	0.49	0.07	4.60
		X2.4	0.69	0.06	4.89
		X2.6	0.63	0.07	6,91
3	TO	X2.8	0.62	0.07	6,37
		X3.1	0.84	0.07	5.00
		X3.2	0.34	0.68	5,11
		X3.3	0.47	0.05	5,32
4	ED	X3.4	0.45	0.05	5,74
		X3.5	0.71	0.08	7,92
		X4.1	0.73	0.07	3.01
5	PEA	X4.2	0.72	0.09	6,73
		X4.4	0.66	0.39	5,68
5	PEA	Y2	0.54	0.04	6,20
		Y5	0.34	1.86	6,74

(Source: Data Processing, 2020)

From table 4.14 above, it can be seen that each manifest that constructs the five latent variables meets the validity criteria, as evidenced by the standard loading value ($\lambda \geq 0.40$) and the value $R^2 \leq \lambda$.

3. Hypothesis Testing Results

Based on the results of research findings, it is evident that the empirical model as a model of research findings is different from the structural research model which was developed based on objectives and problem formulation. Hypothesis testing is based on the structural model of the research findings which have been described in the suitability of the structural model in the previous discussion section. In addition to obtaining the structural model of the research findings, the coefficients of direct and indirect influence between variables are also obtained as follows:

Table 4.15 Direct and Indirect Effects between Variables

No.	Testing	Influence Coefficient			T-Value	Conclusion
		Direct	Indirect	Total		
1.	SSE-PEA	0.53	-	0.65	3.73	Significant
	MI-PEA	0.30	-	0.22	4.92	Significant
	KE - PEA	0.66	-	0.53	2.86	Significant
	ED-PEA	0.58	-	0.39	2.79	Significant
2.	SSE-ED	0.49	-	0.43	3.57	Significant
	MI-ED	0.43	-	0.64	3.79	Significant
	KE - ED	0.27	-	0.68	4,26	Significant
3.	SSE-ED-PEA	0.53	0.31	0.84	4.91	Significant
	MI-ED-PEA	0.30	0.17	0.47	3.63	Significant
	KE-ED-PEA	0.66	0.38	1.04	3.64	Significant

(Source: Data Processing, 2020)

Based on table 4.15 above, in this study there are 3 hypotheses that have been tested for truth. The three hypotheses in question are as follows:

1. There is a direct influence of socio-economic status (37.3%), individual modernity (49.2%), emotional intelligence (28.6%), and self-efficacy (27.9%) altruistic economic behavior on employees of PT. Kali Jaya Putra in Makassar.
2. There is an influence of socio-economic status (35.7%), individual modernity (37.9%), emotional intelligence (42.6%) on self-efficacy in employees of PT. Kali Jaya Putra in Makassar.
3. There is an indirect influence of socioeconomic status (49.1%), individual modernity (36.3%), and emotional intelligence (36.4%) on altruistic economic behavior through self-efficacy in PT. Kali Jaya Putra in Makassar.

V. CONCLUSION

Based on the results of the research above, the conclusions of this study are:

1. There is a direct influence of socio-economic status (37.3%), individual modernity (49.2%), emotional intelligence (28.6%), and self-efficacy (27.9%) altruistic economic behavior on employees of PT. Kali Jaya Putra in Makassar.
2. There is an influence of socio-economic status (35.7%), individual modernity (37.9%), emotional intelligence (42.6%) on self-efficacy in employees of PT. Kali Jaya Putra in Makassar.
3. There is an indirect influence of socioeconomic status (49.1%), individual modernity (36.3%), and emotional intelligence (36.4%) on altruistic economic behavior through self-efficacy in PT. Kali Jaya Putra in Makassar.

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