CHAPTER I

INTRODUCTION

In this chapter, the researcher will elaborate the background and the purpose of conducting this research. This chapter explains the background, research purpose, research problem, research contribution, research delimitations, and writing systematic.

1.1. Background

Group has become one of the most favorite tools to gain effectiveness in completing some task. People have to work as a group to make their work more effective and will result in good performance. As we know, the definition of group itself is two or more individuals interacting and interdependent who have come together to achieve particular objectives (Robbins and Judge, 2013). Indeed, the group is the appropriate work unit when it is desirable to bring multiple perspectives to bear on a task (Comer, 1995). Group can produce a high caliber solutions, especially complex problem that independently working individuals (Comer, 1995). The existence of group will help the individual demonstrate their potential in working together in the group.

However, the question of why and how working in a group will always give a best result is still debatable. It turns out that working in a group will not always give a good result in completing the task. As groups have become more prevalent as

performance units in organizations, there has been a parallel interest in enhancing productivity by eliminating from these groups those "dysfunctional behaviors that interfere with the attainment of desirable interpersonal and task outcomes" (Greenbaum, Kaplan and Damiano, 1991 in Comer, 1995).

A group behavior phenomenon called social loafing has frequently happen in a group. As Robbins and Judge (2013) explain about social loafing is a tendency for individuals to expend less effort when working collectively than alone. There will be one or more social loafers or free rider in the group that will reduce the productivity of the group itself while completing a task. Karau and Williams (1993) describe social loafing as the decrease in individual effort while working collectively. It has been described as a "social disease" because of its detrimental effects on teams, social institutions, and societies (Latane et al., 1979; Karau and Williams, 1993 in Cotter, 2013). However, Latane et al.'s (1979) social loafing is simply consequences of participants who are working together as a group (Szymanski and Harkins, 1987).

It can be conclude that social loafers will most likely exist within the group. There is always a possibility that laziness among the group member will slow down the progress of the group. In order to determine the degree of social loafing within the group, some assessment has to be conducted. An assessment to know and reduce social loafing behavior is by using a tool of examination called Peer Evaluation Systems (PES). Peer evaluations systems are well-accepted as accurate sources of performance assessment in organizations and higher education (Bernadin, Dahmus,

and Redmon, 1993; Fox, Ben-Nahum, and Yihon, 1989; Huber, Neale, Northcraft, 1987 in Brutus and Donia, 2010). The tools will give an exchange evaluation among the group members. One member will assess each other to determine group process. In addition to being recognize as a reliable and valid evaluation tools, peer evaluation have also been found to have significant impact on individual and group process (Brutus and Donia, 2010). Some may perceived that peer evaluation will give a good result in decreasing social loafing. Nicholson, (2012) stated that there are two dimension of Peer Evaluation Systems (PES). There are the awareness of peer evaluation systems and perceived importance of peer evaluation systems. In this case, Peer Evaluation Systems (PES) may work if there is in the awareness and perceived importance within individual.

The degree of social loafing can be managed by how someone maintains its own attitude or behavior towards the task. Personal attitude play an important role at the group particularly self-monitoring personality has in work context plays an important role within the organization (Synder, 1974 in Day and Schleicher, 2006). Self-monitoring is defined as a personality trait that refers to an ability to regulate behavior to accommodate social situations (Robbins and Judge, 2013). People who closely monitor themselves are categorized as high self-monitors and often behave in a manner that is highly responsive to social cues and their situational context. However, if someone has a low self-monitoring, peer evaluation will not be influencing one person. Interestingly, although most people try to get along, get ahead, and make sense at work. It has been noted that there are substantial individual

differences in how their efforts are evaluated by others (J. Hogan and Holland, 2003 in Day and Schleicher, 2006). From the explanation, there is possibility that self-monitoring may influence the degree of how high or low social loafing may occur in group. There is also a possibility that a high self-monitoring person will produce a high awareness of peer evaluation systems and the perceived importance of peer evaluation systems. The researcher interested to see whether self-monitoring will influence and moderate social loafing and peer evaluation systems.

This research focus on the behavior of the student group that involve the use of peer evaluation systems within the class. The student group that will be examined comes from the Faculty of Economics in Universitas Atma Jaya Yogyakarta. The researcher also want to examine the degree of social loafing that happen while the members of the group involve in group project. The researcher also wants to know whether their self-monitoring will help to enhance the awareness and the perceived importance of peer evaluation systems.

1.2.   Research Problem

Based on the background of this research, the problems that will be emphasizing in this research are;

1. How the awareness of the peer evaluation systems influence social loafing behaviors?

2. How the perceived of importance of peer evaluation systems influence social loafing behaviors?

3. Does self-monitoring moderate the influence of awareness of peer evaluation systems and social loafing behavior?

4. Does self-monitoring moderate the influence perceived importance of peer evaluation systems and social loafing behavior?

1.3. Research Purpose

The purpose of this research will be:

1. Determine how the awareness of peer evaluation influences social loafing behaviors.

2. Determine how perceived of importance of peer evaluation systems influence social loafing behavior.

3. Determine how self-monitoring moderate the influence of the awareness of peer evaluation systems and social loafing behavior.

4. Determine how self-monitoring moderate the influence of perceived importance of peer evaluation systems and social loafing behavior.

1.4. Research Contribution

Hopefully, this research will give positive advantages and provide contribution to academic and managerial in giving better understanding.

1. Academic Contribution

    The academic contribution of this study is to give a report about the social loafing that happen in the university level. Hopefully, this research will give the lectures an advice to reduce social loafing and enhance self-monitoring among the student. This research also is to highlight the importance of individual perceptions of evaluation processes on work quality and performance. Also, the lecture keeps using peer evaluation systems to control the group process.

2. Managerial Contribution

    Giving a new perspective for the manager in order to making their employee aware and perceived an assessment as an important aspect within the work group. Hopefully, the manager also aware the level of social loafing behavior within the company and how to overcome the social laziness. The manager also have to motivate or asses in order to make the every employee to impulse their self-monitoring to enhance job effectiveness within the work group.

1.5.   Research Scope

The research study only limited with several cases. The variable that the researcher going to use are:

1. Social Loafing

    Social loafing is a social disease that often occurs among the group member. Robbins and Judge (2013) stated that tendency for individuals to expend less effort when working collectively than alone. Social loafing becomes one of the reasons why the group cannot run very well.

2. Self-Monitoring

    Self-monitoring is one of the personality traits that relevant to organization behavior. According to Robbins and Jude (2013), self-monitoring refers to individual ability to adjust his or her behavior based on situational factors. In this research, the researcher will correlate self-monitoring with the awareness of social loafing.

3. Peer Evaluations Systems (PES)

    Peer Evaluation Systems (PES) is a tool to measure group dynamics. This tool used to measure member performance by using other member's evaluation. Peer Evaluation Systems (PES) is one of the ways to reduce social loafing (Robbins and Judge, 2013). According to Nicholson (2012), peer evaluation systems (PES) are influence by the awareness of the peer evaluation systems, and perceived importance. Nicholson (2012) stated that the presence of other group members has positive effects on individual

performance only when their presence is a sign that the individual will be evaluated. As for perceived importance, in order to show that user's perceived importance or acceptance of the systems does not in fact results in an increased intent to use it (Nicholson, 2012). Both of the dimensions are compulsory indicator about how it will correlate with social loafing.

1.6.   Writing Systematic

CHAPTER I   INTRODUCTION

Chapter I will consist of the background of the research, formulation of the problem, research objectives, research contributions, and the last is the writing systematic.

CHAPTER II   LITERATURE REVIEW AND HYPHOTHESES DEVELOPMENT

Chapter II will consist of the theory that the researcher use to accommodate the research problem. It will become the basis theoretical background to write the hypothesis.

CHAPTER III   RESEARCH METHODOLOGY

Chapter III will contain the scope of the research, retrieval methods sampling, and data collection

methods, methods of measuring data, Operational definitions, and methods of testing instruments and methods, and data analysis in research.

CHAPTER IV   **DATA ANALYSIS AND DISCUSSION**

Chapter IV will consist of analysis of data that has been accumulated. The analysis was conducted in accordance with the purpose research and using analytical tools that have been determined.

CHAPTER V   **CONCLUSION**

Chapter V is containing conclusions of the research results, managerial implications and suggestions for further research and to the academic fellows.