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Employee performance through the love language in the workplace

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Abstract---In the era of globalization and increasingly fierce business competition, organizations and companies need to look for innovative ways to improve the performance of their employees. Optimal employee performance not only has an impact on productivity, but also has a direct effect on the company's success. In this context, the concept of love language can be an innovative approach to improving interpersonal relationships in the workplace and, ultimately, employee performance. This research explores the effect of implementing love language in the workplace on employee performance. The concept of love language includes five main forms, namely words of affirmation, quality time, receiving gifts, acts of service, and physical touch. This study highlights how each form of love language can be applied in the work environment and its impact on employee motivation, job satisfaction and performance. The sample used was 384 respondents with the sampling method used was simple random sampling. This research uses simple regression analysis techniques. The research results found that the application of love language in the workplace has a positive influence on employee performance. In addition, this research considers the Indonesian cultural context in the application of love language in the workplace. The conclusion of this research shows that the application of love language in the workplace can create a more positive and harmonious work environment, increasing motivation, job satisfaction and overall employee performance. Integrating love language into organizational culture is an effective strategy for achieving optimal performance and long-term success.



Keywords---Simple Regression Analysis, Employee Performance, and Love Language.

Introduction

In the era of globalization and increasingly fierce business competition, organizations and companies need to look for innovative ways to improve the performance of their employees. Optimal employee performance not only has an impact on productivity, but also has a direct effect on the company's success. Many factors influence employee performance, one of which is job satisfaction and motivation. This satisfaction and motivation can be influenced by various aspects, including the work environment, organizational culture, and interpersonal relationships in the workplace. Previous research shows that empathy and attention to employees' emotional needs can increase job satisfaction and intrinsic motivation. A study by Diamantidis and Chatzoglou (2018) found that management support and intrinsic motivation are important factors that influence employee performance. Furthermore, a meta-analysis conducted by Katebi, et al (2021) found a significant relationship between job satisfaction and work performance. This shows that strategies to improve employee performance must include aspects related to job satisfaction and motivation.

In this context, the concept of love language can be an innovative approach to improving interpersonal relationships in the workplace and, ultimately, employee performance. Love language is a concept introduced by Chapman (1995), who identified five main ways that individuals express and receive affection: words of affirmation, quality time, gifts, acts of service, and physical touch. Although this concept was originally developed for personal relationships, its application in the work environment can have a positive impact on relationships between employees and management and fellow employees. Giving sincere praise and verbal appreciation to employees can increase motivation and feelings of appreciation. Taking the time to have in-depth discussions with employees or hold meaningful team meetings can strengthen interpersonal relationships and increase the sense of engagement. Providing rewards in the form of prizes or incentives can be a strong motivator for employees. Helping employees complete tasks or showing a service attitude from management can increase a sense of togetherness and loyalty. In an appropriate cultural context, physical touch such as a handshake or a pat on the back can increase morale.

By implementing love language in the workplace, companies can create a more positive and supportive work environment. This not only improves employees' emotional well-being but also has a direct impact on improving performance and productivity. Research from Mostova, et al (2021) states that understanding and responding to love language preferences can increase satisfaction in relationships between individuals. However, further research is needed to explore the practical application of this concept across different industries and work cultures, but initial evidence suggests that attention to emotional and interpersonal aspects may be key to success in human resource management.

A study by Whiteside and Barclay (2016) shows that positive reinforcement such as verbal praise can increase positive behavior and employee performance. In addition, research by Cooper-Thomas, et al. (2018) show that more personalized forms of reward, including quality time, have a significant positive impact on employee engagement. Meanwhile, Condy, et al. (2008) found that incentives, both monetary and non-monetary, can improve employee performance. Each form of love language can help strengthen interpersonal relationships in the workplace, which is very important in a collective culture like Indonesia. Prioritizing harmonious interpersonal relationships, applying love language in the workplace can be very effective. The use of love language can create a more positive and harmonious work environment, increasing motivation, job satisfaction and overall employee performance. Integrating love language into organizational culture is an effective strategy for achieving optimal performance and long-term success.

However, research regarding the application of love language in the work context is still limited, especially in the context of work culture in Indonesia. Therefore, this research aims to fill this gap by exploring the influence of love language on employee performance in various industries. It is hoped that the results of this research can contribute to the development of more effective human resource management strategies, as well as enrich the literature regarding factors that influence employee performance.

Literature Review and Hypothesis Development

Employee performance

Employee performance is one of the main indicators of an organization's success, which includes the level of effectiveness and efficiency in achieving organizational goals. According to Campbell (1990), employee performance can be defined as actions or behavior that are relevant to organizational goals. Campbell highlights that performance is not only the end result of work, but also the processes and behaviors that employees use to achieve those results. Employee performance is often measured through various dimensions such as productivity, quality of work, timeliness, and contribution to the team. Other research, such as that conducted by Spector (2008), emphasizes that a conducive work environment can improve employee performance. In his book, Spector points out that aspects such as physical conditions of the workplace, interpersonal relationships, and managerial support play an important role in determining an individual's performance at work. In addition, Herzberg (1968) put forward the two-factor theory of motivation which states that motivator factors such as achievement, recognition, and the work itself have a significant impact on employee performance. Herzberg also highlighted the importance of good working conditions and fair company policies as basic elements necessary to minimize job dissatisfaction. Robbins and Judge (2013) emphasize that employee performance is influenced by various factors such as ability, motivation, and work environment, all of which can be integrated into management strategies to improve performance.

Love Language

The concept of love language introduced by Chapman (1995) in his book "The Five Love Languages" has significant relevance in the context of employee performance. Chapman identified five main ways that individuals express and receive affection: words of affirmation, quality time, receiving gifts, acts of service, and physical touch. Although this concept was originally applied to personal relationships, its application in the workplace can have a positive impact on interpersonal relationships between employees and management as well as between fellow employees. Whiteside and Barclay (2016) show that verbal praise can increase employee job satisfaction, motivation and performance by strengthening feelings of appreciation and recognition. Through implementing these strategies, organizations can create a more positive and supportive work environment, which in turn can increase productivity and overall performance. A study by Verma (2017) also confirms that attention to emotional and interpersonal aspects can improve employees' emotional well-being and have a direct impact on increasing performance and productivity. So the hypothesis of this research is as follows:

H1: Love Language in the Workplace has a positive effect on Employee Performance

Methods

This research will use a quantitative approach and causality (cause and effect), where this approach aims to find out how one variable influences other variable. This research aims to find out how the application of love language in the workplace affects employee performance. The data collection technique for obtaining the data that will be examined in this research is using a questionnaire tool, where respondents choose one of the answers provided. To obtain the data to be researched, data collection techniques were used using a closed questionnaire, where answer choices were given using a Likert scale to measure respondents' opinions and perceptions of Employee Performance and Love Language.

The sampling method used in this research is Simple Random Sampling. Based on the Lemeshow formula, the size of the research sample used in this research with a significance level of 5 percent was collected as many as 384 respondents. Hypothesis testing is carried out in the regression analysis process using probability (p-value). If the p-value is <0.05 (alpha 5 percent), then the test shows that there is a significant influence between the application of love language in the workplace and employee performance.

Results And Discussion

Validity testing of research instruments means testing the extent to which an instrument is accurate or correct as a measuring tool for research variables. This research uses the Pearson correlation analysis method to test validity, namely by calculating the correlation between the question item scores and the total score. With a significance level of 5 percent, an item will be said to be valid if it has a correlation coefficient greater than 0.30 or $(r) > 0.30$ (Latan and Ghozali, 2015). It can be seen from Table 1 that each item in the indicator has a correlation value

above 0.30. So it can be concluded that the results of the validity tests that have been carried out using a questionnaire in this research can be said to be valid.

Table 1. Instrument Validity

Variable	Item	<i>r</i> value	Result	Variable	Item	<i>r</i> value	Result
Employee Performance (Y)	Y1	0,909	Valid	Love Language (X)	X1	0,798	Valid
	Y2	0,813	Valid		X2	0,870	Valid
	Y3	0,928	Valid		X3	0,816	Valid
	Y4	0,912	Valid		X4	0,866	Valid
	Y5	0,585	Valid		X5	0,876	Valid
					X6	0,755	Valid
					X7	0,785	Valid
					X8	0,895	Valid
					X9	0,837	Valid
					X10	0,838	Valid

Primary Data, 2024

The reliability test aims to see the extent to which the research instrument is consistent in the measuring tools used. So that the instrument items can be trusted as a measuring tool for research variables. To test the level of reliability using Croanbach's coefficient alpha. The conclusion drawn from this test is that if the Croanbach's coefficient alpha value is ≥ 0.6 then the instrument has good reliability or is trustworthy (Juliandi et al., 2014). The test results in table 2 show that all research has a Cronbach Alpha correlation coefficient value greater than 0.60 so that all variables are said to be reliable, so the instrument can be continued with the next analysis.

Table 2. Reliability Test

Variable	Croncbach Alpha	Result
Employee Performance (Y)	0,894	Reliable
Love Language (X)	0,951	Reliable

Primary Data, 2024

Classic assumption test

The classical assumption test provides an overview of the extent to which requirements have been met according to the analysis technique used. The assumption tests that must be met for regression analysis are the normality test, heteroscedasticity test, and multicollinearity test. However, in this study, only one independent variable was analyzed, so a multicollinearity test was not needed, because the multicollinearity test was carried out to detect a regression model that did not contain a linear relationship between the independent variables. The data normality test is an absolute assumption that must be met in regression analysis, especially when using parametric statistics. In this study, to test normality using the Komogorov-Smirnov test, with a p-value less than the α value, namely 0.05, the data is normally distributed. Based on Table 3, the p-

value is 0.064, therefore it can be concluded that the data can be said to be normal.

Table 3. Normality Test Results

	P-value	Result
Kolmogorv-Smirnov	0,064	Normal Distribute

Primary Data, 2024

Next is the heteroscedasticity test, this test aims to find out whether in the regression model there is inequality of variance from one observation to another (Ghozali, 2001). In this study, the Glajser test was used. Based on Table 4, it can be seen that the p-value of the Love Language variable is 0.166, which is greater than the α value, which is 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the model. This means that the Love Language variable in the model has the same (homogeneous) distribution of variance.

Table 4. Heteroscedasticity Test Results

Variable	P-value	Result
Love Language	0,166	No heteroscedasticity

Primary Data, 2024

Simple Regression Analysis

This research uses a statistical analysis tool, namely simple linear regression. In accordance with the hypothesis used in this research, to test whether there is an effect of the Love Language on Employee Performance, a t test was carried out. Based on the results of the t test analysis described in Table 5, it is known that the Love Language (X) has a p-value of 0.000, where this value is smaller than the α value, namely 0.05. From these results it is known that the research hypothesis is accepted, in other words there is a positive influence between the Love Language (X) on Employee Performance (Y).

Table 5. T-test results

Variable	P-value	Result
Love Language	0,000	H1 Accepted

Primary Data, 2024

The magnitude of the effect of Love Language on Employee Performance can be seen from the coefficient of determination or R-square value. Based on Table 6, the calculation result for R-square is 0.701. This shows that the percentage of influence of the application of love language in the workplace on employee performance can be explained by 70.1 percent, and the remaining 29.9 percent is explained by other factors.

Table 6. R-square results

Model	R-square
1	0,701

Primary Data, 2024

The Effect of Love Language on Employee Performance

In the competitive world of work, companies continue to look for ways to improve employee performance. To improve employee performance, organizations and companies around the world continue to look for innovative approaches that can increase motivation, job satisfaction and productivity. One approach that is attracting attention is the application of the concept of love language in the workplace. This concept, which was introduced by (Chapman, 1995). In this research, it was found that the application of Love Language in the workplace has a significant positive effect on employee performance. It can be interpreted that the five main ways individuals use to express and receive affection: words of affirmation, quality time, receiving gifts, acts of service, and physical touch can improve employee performance. In the context of Indonesian culture which tends to be collective and prioritizes harmonious interpersonal relationships, applying love language in the workplace can be very effective.

Words of affirmation involve giving verbal praise and appreciation to employees. Employees who frequently receive praise and words of appreciation feel more appreciated and motivated to perform better. According to research by Whiteside and Barclay (2016), sincere praise can increase employees' sense of appreciation and motivation. In Indonesia, which has a strong eastern culture, verbal appreciation is very important because it can increase employee self-esteem and morale. Use of words of appreciation in local languages or traditional expressions that show respect and appreciation.

Taking time to communicate deeply with employees or hold meaningful team meetings can strengthen interpersonal relationships and increase the sense of engagement. A study by Diamantidis and Chatzoglou (2018) shows that quality time spent by managers with employees can increase job satisfaction and motivation. Taking time to interact directly with employees, such as through mentoring sessions or informal meetings, can increase engagement and job satisfaction. The study by Cooper-Thomas, et al. (2018) show that more personalized forms of reward, including quality time, have a significant positive impact on employee engagement. In Indonesian culture, management that takes the time to listen and communicate with employees is highly appreciated, as it shows concern and concern for their well-being. Hold gathering sessions or social events outside of working hours that can strengthen relationships between employees.

Providing rewards in the form of prizes or incentives can be a strong motivator for employees. Verma (2017) found that material rewards can increase intrinsic motivation and employee performance. Rewards in the form of prizes or small incentives can increase motivation and morale. Study by Condy, et al. (2008) shows that incentives, both monetary and non-monetary, can improve employee

performance. In Indonesia, providing prizes or incentives, such as year-end bonuses or best employee awards, can motivate employees to work harder and achieve better results. Giving simple but meaningful gifts can be a form of deep appreciation.

Helping employees complete tasks or showing a service attitude from management can increase a sense of togetherness and loyalty. According to Herzberg (1968), service actions from management can reduce dissatisfaction and increase work motivation. Helping employees complete tasks or providing additional support can increase feelings of acceptance and appreciation. This can lead to increased motivation and performance. In the Indonesian cultural context, where mutual cooperation (cooperation) is a highly valued value, such as helping employees who are having difficulties, for example by providing additional support when they face personal or work problems. Service actions from management can strengthen relationships between employees and improve team performance.

In an eastern cultural context such as Indonesia, the application of physical touch needs to be done very carefully. Although it must be implemented very carefully in the work environment to avoid misunderstandings, forms of touch such as a handshake or a pat on the back can be a form of support and recognition. While a handshake or pat on the back can boost morale, it's important to consider cultural boundaries and social norms. A study by Verma (2017) shows that culturally appropriate physical touch can increase trust and team cohesion.

Applying love language in the workplace can be an effective strategy for improving employee performance. Applying love language in the workplace not only improves employee performance, but also creates a more positive and productive work environment. By understanding and applying these principles, companies can achieve optimal performance and maintain high employee satisfaction and motivation. By adapting the application of love language according to the eastern cultural context in Indonesia, organizations can create a more positive and supportive work environment. This not only improves employees' emotional well-being but also has a direct impact on improving performance and productivity.

Conclusion

This research highlights the importance of applying the concept of love language in the workplace and its impact on employee performance. Based on the results and discussion, it can be concluded that improving performance through the application of love language, such as words of appreciation and acts of service, has been proven to improve employee performance by increasing job satisfaction and intrinsic motivation. Applying love language helps strengthen interpersonal relationships in the workplace, which is very important in a collective culture like Indonesia. Through verbal rewards, quality time, and acts of service, employees feel more appreciated and supported, which in turn increases their engagement and performance. However, cultural influence must be in accordance with its implementation. In the Indonesian context, the application of love language must be adapted to local customs and culture. Overall, implementing love language in the workplace has the potential to not only improve employee performance, but

also create a more positive and harmonious work environment. By integrating this approach into organizational culture, companies can foster strong interpersonal relationships and increase employee motivation and job satisfaction. Thus, companies that successfully implement love language will see significant increases in employee productivity and engagement, ultimately contributing to the long-term success of the organization. The integration of this concept shows that attention to emotional aspects of employees is as important as technical factors in achieving optimal performance.

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