

# The Conceptual Framework of The Effect of Socialization Ability and Narcissism on Intention to Stay in Working on Millennial Generations

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## ABSTRACT

*Intention to stay in a company is important, because if the intention to stay of the workers in a company is low then it will make an impact in the inhibition of company productivity, because of losing one of its assets, that is call Human Resources. Many factors cause a worker to stop working or find a new place to work. Internal factors such as the ability to socialize and narcissism of a worker can be a trigger for the desire to stay working in a company.*

*Socialization is evidence of social intelligence through the communication process and the interaction process carried out by an individual from birth to death while narcissism comes from self-concept and self-confidence, self-confidence is actualized through behaviors such as self-confidence as a unique individual, having intelligence more, and has more potential than other people so they tend not to accept themselves because they behave excessively from their true abilities and circumstances.*

*In this study using a quantitative approach. This study was conducted in terms of enthusiasm, dedication also absorption when faced with an employee account. The questionnaires will be given to respondents who work in the company using the Isaac and Michael sampling method.*

## Keywords

**Socialization Capability, Narcissism, Intention to Stay, Millennial Generations.**

## 1. INTRODUCTION

The low persistence of intention in a company is a detrimental thing, because the company loses one of its assets, namely Human Resources (HR), which results

in hampered company productivity. HR is an important asset for the company, because as good and as good as any facilities and infrastructure and facilities owned by a company without having good human resources, both in quality and quantity, the company or organization is undoubtedly difficult to achieve its objectives. This has a negative impact on the time and costs that must be incurred by the company (Aningeti, 2011).

Data on the adverse effects of the low level of persistence of workers in the industrial sector in the United States were noted to have suffered a loss of 1.5 hours of their salary for workers. Company payroll calculations should only need to spend \$ 40,000 to hire employees, but the fact is that companies spend a larger amount of \$ 60,000 to recruit new employees, and about 16.8% present on workers leaving the company each year (Aamodt, 2007).

The ability to socialize good workers with people in their work environment can have an influence and directly relate to the workers' persistent intention to the company and its work environment. According to Charlotte Buhler in maxmonroe.com (2018) socialization is a process to facilitate community members, in this case employees who understand and adapt to how to live and how the group thinks in accordance with the environment, so that they can play and function in groups (Maxmanroe.com, 2018).

## 2. LITERATURE REVIEW

### 2.1 Intention to Stay

The meaning of intention is the intention or desire that arises from an individual to do something. There is also according to Castle (2007) in Salim (2018) the desire of employees to stay in the company is influenced by personal characteristics, characteristics related to the role of the company, characteristics of

the company, opportunities for each round of employees, and job characteristics.

The desire to stay (intention to stay) can be defined as the intention of employees or workers to remain in the current employment relationship with their fellow colleagues in the long term. Liu(Souar, Setti, Boussahmine 2016) suggests that the intention of a worker to stay is a positive aspect compared to the intention to leave. He also suggested that the intention to remain was what made employees willing and worked in organizations in this case the company.

## 2.2 Socialization Ability

Social intelligence is often simplified as "one's own expertise". In other words, social intension is the ability of a person to be together and cooperate with others. According to Albrecht in (Maharani &Srikandi 2010) social intelligence has elements, among others, awareness of the situation and social dynamics surrounding a person, and knowledge of the style of interaction and ways that can help someone to achieve goals in dealing with other people in neighborhood.

## 2.3 Narcissism

According to Lam (2012) narcissism comes from self-concept and self-confidence, self-confidence is actualized through behavior such as self-confidence as a unique individual, has more intelligence, and has more potential than other people so they tend not to accept themselves because they behave in excess of the actual abilities and circumstances. Narcissism coverage is broader not only in terms of lifestyle, and financial, but also power, achievement, physical and appearance. Individuals who have a tendency to narcissism are more interested in things that only concern personal pleasure. Emmons in Salim (2018) provides 4 distinctive characteristics of narcissistic tendencies, namely;Leadership (authority), Superiority (arrogance), Self-absorption (self-admiration), Exploitative (entitlement).

## 2.4 Millennial Generations

In a previous study (Salim, 2018) there was a theory where, generation Y is known as the millennial generation or millennium. The phrase Generation Y

began to be used in the editorial of a large United States newspaper in August 1993. This generation uses many instant communication technologies such as email, SMS, instant messaging and social media such as Facebook and Twitter, in other words generation Y is a generation that grew in the era internet boom (Lyons, 2004).The latest study conducted by Schwanhauer& Dyke (2014) in the journal Javelin Strategy & Research, "The Three Costliest Myths About Gen Y" research conducted in America says that generation Y or millennial generation was born in the 1980s - 1994. In addition, research conducted in Australia by McCrindle Research (2018) also said that the millennial generation was born in the span of 1980-1994.

## 3. THEORITICAL FRAMEWORK

In this study, the authors were interested in seeing the direct influence of socialization ability, narcissism and intention to stay (See Figure 1)

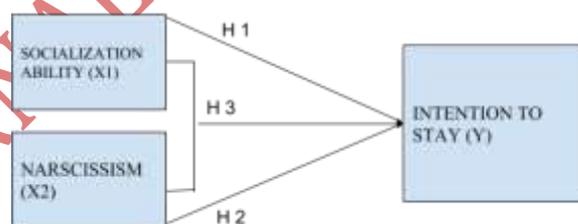


Fig1. Theoretical Framework

## 4. CONCLUSION

This study aims to determine the relationship between social skills and narcissism against the intention of staying in work in the millennial generation in a company. The environment and the feeling of wanting to be valued by a worker in a company can influence the intention to stay in the workplace, socializing ability and narcissism are variables that are assumed to influence the persistent intention variable. these variables are based on previous studies, where the narcissistic variable is only moderating and in this study the variable is used as an independent variable. Therefore, in this conceptual framework, the authors are interested in examining whether these variables have a significant influence on the variable intention to persist in working in the millennial generation.

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