
Exploring the Impact of Mandarin Language Proficiency, Networking, and Popularity on Career Support in Medan, Indonesia

Rizky Lubis¹, Clairine Jessica², Elly Romy^{3*}, Kiki Goslim⁴, Wenny⁵, Cynthia Hualangi⁶

^{1,2,3,4,5} Universitas Prima Indonesia

⁶STBA PIA

ellyromy@unprimdn.ac.id*

ABSTRACT

This study aims to explore the relationship between employee productivity and tenure by comparing the productivity levels of employees at PT Didu Indonesia. Specifically, it seeks to determine whether significant differences exist in productivity between employees with less than three years of service and those with more than three years. By examining these differences, the researcher intends to gain insights into how tenure affects employee performance.

The comparison will enable a better understanding of the productivity dynamics within the organization and highlight the potential need for targeted interventions to improve performance among newer employees. Also, the findings may reveal factors contributing to variations in productivity related to experience levels, which can inform management strategies and training programs. Through this investigation, the research not only aims to establish a clear relationship between tenure and productivity but also seeks to provide actionable recommendations for enhancing workforce efficiency at PT Didu Indonesia. This study will contribute to the broader discussion of employee performance management and support the development of best practices in human resource management tailored to the organization's unique workforce demographics. Overall, the outcomes are expected to assist in fostering a more productive work environment that recognizes the diverse contributions of employees across different tenure levels.

Keywords: Mandarin, Networking, Popularity, Career Support, Medan City

INTRODUCTION

In the contemporary age of globalization, competition in the employment market is intensifying. Individuals must cultivate robust talents and helpful elements to excel in their careers. Among these elements, fluency in Mandarin, networking, and prominence are particularly notable. Mandarin's significance has increased markedly due to China's economic ascent and its substantial impact on the business domain. Proficiency in the Mandarin language can provide individuals with a competitive advantage in securing employment and forging commercial relationships with Chinese companies.

Moreover, networking is crucial for professional advancement. It entails establishing and sustaining meaningful professional relationships by disseminating information and resources in person or via digital channels. An extensive network facilitates connections with prominent individuals and uncovers superior employment prospects. Proficient networking can result in employment opportunities, partnerships, and access to current industry knowledge.

Moreover, popularity can affect an individual's job advancement. It denotes the extensive acknowledgment of an individual's existence and accomplishments, including their character depth and notable contributions in both the digital sphere and reality. Elevated popularity might indicate reputation, recognition, and trust conferred upon individuals in a professional setting. This acknowledgment can promote advancements, improve employment prospects, and provide access to a broader professional network.

Job support includes technical skills, interpersonal skills, education, and professional networking, all essential for job advancement. Developing soft skills, ethics, flexibility, and analogous attributes is also essential. The equilibrium between technical skills and ethical values influences an individual's career trajectory, highlighting the necessity for continuous education, adaptability, and a beneficial societal contribution.

The influence of Mandarin language proficiency, networking, and popularity on professional advancement has yet to be well examined, particularly in specific contexts such as Indonesia, notably in Medan City. This study examines the impact of Mandarin proficiency, networking, and popularity on individual career support.

This study aims to offer a profound understanding of how these characteristics influence an individual's career support through extensive research. This research provides significant insights for people looking to enhance their career prospects and firms striving to implement effective employee development initiatives.

The human capital idea posits that persons possessing superior knowledge and abilities are more likely to secure enhanced employment prospects and achieve elevated salaries. Fluency in Mandarin, extensive networking, and popularity constitute human capital that augments an individual's employment opportunities.

Signaling theory posits that individuals can apply signals to indicate to prospective employers that they possess valuable attributes. Consequently, proficiency in Mandarin, networking capabilities, and popularity may determine an individual's competencies and abilities crucial for career success.

The homophily idea posits that individuals tend to establish relationships with those who possess similar features. Thus, individuals with Mandarin language proficiency, robust networking skills, and popularity may find it simpler to secure employment in organizations that value these attributes.

The theory of institutionalism asserts that social norms and regulations can influence an individual's professional prospects. Consequently, competence in Mandarin, networking abilities, and popularity are social criteria that assist individuals in obtaining roles within particular firms.

The hypotheses elucidate the impact of Mandarin language proficiency, networking, and popularity on an individual's job opportunities. The title "The Influence of Mandarin Language, Networking, and Popularity on Career Support in Medan City" might employ these theories to evaluate data and draw conclusions about the impact of these factors on individual careers.

Indeed (2022) reports a 30% rise in job postings in Indonesia over the previous year that necessitates Mandarin ability. From January to December 2021, there were 1,086 job openings requiring Mandarin proficiency. In 2022, this figure increased to 1,412 vacancies within the same period. This signifies a 30% rise in Mandarin job vacancies in Indonesia

during the past year, computed as $(1412 - 1086)/1086 \times 100\%$. This increase underscores the increasing demand for a workforce proficient in Mandarin to enhance business interactions between Indonesian firms and their Chinese counterparts.

As reported by CNBC Indonesia, organizations exhibit a pronounced inclination to recruit people using networking channels. Survey data indicates that 85% of current employees obtained their positions through relationships and referrals from existing staff at individual companies. This indicates that networking continues to be the principal approach for organizations to recruit new people instead of depending on public job postings. The preference for applicants sourced from networking channels is influenced by several factors, including the convenience of identifying appropriate individuals and the guarantee of quality through referrals.

Ridwan Kamil was initially acknowledged as a visionary architect and scholar who was celebrated for his significant contributions to architecture and urban planning, and he adeptly leveraged his professional acclaim to cultivate a robust positive image in his political endeavors. His popularity among professionals and the general public is believed to augment his electability, facilitating his election as the Governor of West Java for the 2018-2023 term. Ridwan Kamil's circumstances offer a noteworthy viewpoint on the role of professional popularity in facilitating political accomplishment, rendering it a fascinating topic for investigation regarding the shift from professional endeavors to political engagement.

METHOD

This research employs a quantitative methodology, incorporating hypothesis testing through numerical data and statistical analysis to derive objective results. The population comprises employees involved in business interactions and partnerships with China. In contrast, the sample comprised 30 persons selected purposively, indicating that participants were chosen based on predetermined criteria. The research employs a structured questionnaire about the

variables under investigation. Validity testing is crucial for evaluating the questionnaire's efficacy, whereas reliability testing examines the consistency of respondents' responses. Descriptive statistical analysis elucidates and delineates data from independent variables, encompassing minimum and maximum values and mean and standard deviation computations.

RESULT AND DISCUSSION

Validity Test and Reliability Test

Tabel 1. Validity Test and Reliability Test

Mandarin Language		Networking		Popularity		Career Support in Medan	
Item	Correlation	Item	Correlation	Item	Correlation	Item	Correlation
1	0,932	1	0,779	1	0,684	1	0,412
2	0,875	2	0,754	2	0, 684	2	0,683
3	0,912	3	0,415	3	0,794	3	0,756
4	0,949	4	0,759	4	0, 767	4	0,780
5	0,866	5	0,723	5	0,708	5	0,510
Cronbach Alhpa							
Mandarin Language	0,944						
Networking	0,711						
Popularity	0,794						
Career Support in Medan	0,628						

The disseminated questionnaires were gathered from the respondents to provide data for the study, subsequently followed by an appropriateness test. The gathered questionnaires were analyzed to assess the coherence of respondents' answers to the inquiries. The

reliability test findings indicate that all variables are considered reliable. This conclusion is predicated on achieving a Cronbach's Alpha more significant than 0.6, affirming the data's reliability.

Table 2. The Results of The Regression Analysis Encompass the ANOVA And The Coefficients Of Determination

Variable	B	t	Sig
a	3.722		
X1	-0.028	-0,296	0,397
X2	0.069	0,327	0,661
X3	0,746	3,900	0,436
Model Summary	R=0.688	R Square=0474	

The table above indicates the absence of heteroskedasticity when the significance value surpasses 0.05. The significance for the Mandarin variable is 0.392; for Networking, it is 0.661; and for Popularity, it is 0.436, with all values beyond 0.05. For a sample size of $n = 30$, the degrees of freedom (df) are determined using the formula $n - k - 1$, yielding $df = 26$. At an alpha level of 0.05, the associated t-value from the table is 1.706. The analysis derived from the SPSS output yields multiple results.

Regarding the Mandarin variable, the computed t value is -0.296, which is inferior to the tabulated t value of 1.706, and the significance level is 0.769, surpassing 0.05. This suggests that this variable does not significantly affect career assistance in Medan City, resulting in the rejection of hypothesis H1. In Networking, the t value is 0.327, below the critical t value of 1.706, and its significance is 0.747, exceeding 0.05. This indicates that Networking does not significantly influence career support, leading to the rejection of hypothesis H2.

The Popularity variable has a t value of 3.90, surpassing the critical t value of 1.706, with a significance level of 0.001, below 0.05. This indicates a favorable impact of Popularity on career support in Medan City, hence validating hypothesis H3. The R-value is 0.688, or 68.8%, signifying a significant influence of the independent variables on the dependent variable—career support in Medan City. The R Square score of 0.474, or 47.4%, signifies that the regression model accounts for nearly half of the total variation in the

dependent variable, indicating a moderately strong association. However, other influencing factors are not incorporated into the model.

The equation elucidates several significant aspects: The constant (β_0) is 3.722, which is positive yet statistically insignificant, with a significance value of 0.224, indicating it does not substantially influence the model. The coefficient (β_1) is -0.028, signifying a negative and negligible value at 0.769, suggesting it does not substantially affect the dependent variable; an increase in this variable does not significantly alter the dependent variable and vice versa. The coefficient (β_2) is 0.69, an optimistic yet insignificant value of 0.747, indicating it does not meaningfully influence the dependent variable; therefore, akin to the prior instance, its rise does not result in significant alterations to the dependent variable. The coefficient (β_3) is 0.746, demonstrating a positive and significant value of 0.001, indicating a substantial contribution to the dependent variable; an increase in this variable leads to a corresponding increase in the dependent variable, which is reciprocal.

The Impact of Mandarin on Career Assistance in Medan City

The investigation concludes that Mandarin does not substantially impact career support in Medan City. This research indicates that proficiency in Mandarin does not significantly enhance job opportunities in the region. The idea concerning Mandarin has yet to be accepted. This corresponds with the research conducted by Chen and Wang (2021), entitled "The Impact of Language Proficiency on Career Development: A Study of Mandarin-Speaking Professionals in Indonesia," which determined that Mandarin language proficiency does not significantly influence professional career progression in Indonesia. Although Mandarin is a valuable tool, technical skills and networking ties are more critical in determining job advancement. Conversely, the study by Huang and Wu (2020), entitled "The Impact of Mandarin Proficiency on Career Advancement: A Case Study of Chinese-Indonesian Professionals," asserts that proficiency in Mandarin significantly influences professional advancement among the Chinese-Indonesian community. In this context, Mandarin functions as a means of communication and a significant distinction in the competitive employment market.

The Influence of Networking on Career Advancement in Medan City

The results demonstrate that networking does not significantly influence career support in Medan City. This indicates that networking activities do not significantly contribute to career support in the region. Consequently, the idea of networking is likewise rejected. This

result aligns with the study by Zhang and Li (2020), titled "The Role of Social Networks in Career Advancement: Perspectives from Young Professionals," highlighting social networks' essential function in advancing professional careers. Nonetheless, the data indicates that networking endeavors do not reliably produce substantial advantages for job advancement, particularly for young professionals in their nascent employment phases.

The Influence of Popularity on Career Assistance in Medan City

The data demonstrates that popularity substantially impacts career support in Medan City. This discovery indicates that popularity significantly improves career support in the region. Consequently, the hypothesis concerning popularity is affirmed. This research aligns with Liu and Chen's (2019) study, "The Influence of Company Reputation on Career Opportunities: Insights from Human Resource Management," which illustrates that a company's reputation can affect an individual's career prospects, particularly in recruitment and selection procedures. Organizations with a favorable reputation typically draw superior individuals and provide enhanced career prospects for their current workforce.

The Impact of Mandarin, Networking, and Popularity on Career Advancement in Medan City

Concerning hypothesis 4, the F-test results indicate that the amalgamation of Mandarin, Networking, and Popularity significantly influences career support in Medan City. This underscores the significance of these factors in shaping an individual's professional path in the region. Therefore, hypothesis 4 is affirmed.

Furthermore, the findings of this study offer significant insights into the dynamics of the local employment market and the requisite competencies for attaining career success in Medan City. By comprehending the impacts of Mandarin, Networking, and Popularity, stakeholders, including educational institutions, corporations, and individuals, can enhance their strategies for learning, skills development, and human resource management to promote sustainable professional advancement. This may result in increased innovation and economic growth in Medan City while also improving the quality of human resources to tackle future challenges and opportunities.

CONCLUSION

The research findings indicate that Mandarin does not substantially influence career support in Medan City since the obtained t value is lower than the critical t value. Likewise,

networking exhibits no substantial impact on career support in the city, as evidenced by the analysis results, where the computer t value is again inferior to the tabulated t value. Conversely, Popularity significantly influences career support in Medan City, as the computed t value surpasses the relevant table t value. The study indicates that Mandarin, Networking, and Popularity collectively influence career support in Medan City, as evidenced by the considerable F value.

Future research should use more variables, like job motivation and work experience, to enhance the comprehensiveness of the analysis. Utilizing mixed methods is recommended to obtain more profound insights. Broadening the sample to include participants from diverse industries and areas might improve the generalizability of the results. Furthermore, it is essential to evaluate Mandarin proficiency with particular emphasis on its practical application in professional settings. Finally, examining social media's influence on forming professional relationships and its effects on career advancement is an essential consideration.

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